

Textile world again expected for Keqiao expo

By ZHAO XIE
More than 500 major suppliers from home and abroad are expected at the 2011 Keqiao International Textile Autumn Expo set to run from Oct 25 to 28 in its namesake township in Zhejiang's Shaoxing county.

Convention and Exhibition Center in Keqiao's China Textile City.
"We predict the number of overseas participants representing either suppliers or buyers is expected to surpass 6,000, compared with last year's 5,579," said Sun Chengrong, deputy director of the China Textile City's administration committee.



The 2010 autumn expo had 507 exhibiting enterprises and generated 4.89 billion yuan in transactions.

One of the world's largest textile shows, the expo is held every spring and autumn, with the upcoming session expecting nearly 1,300 booths operating across more than 30,000 square meters displaying fabrics and accessories, garments, home textiles and textile machinery.

In addition to the main expo at the International Convention and Exhibition Center, a number of exhibitions and trade activities will be held at other sites around China Textile City.
The event's major events include the opening ceremony, an online trade show, the 2011 China International Textile Design Competition, the 2011 China Garment Design Competition, releases of new products, an expert forum and matchmaking events between

suppliers and buyers.
Creativity show
A highlight is expected to be the "creativity show" at which a dozen renowned designers from South Korea will share their innovative ideas with local designers.
The South Korean design delegation first participated in the event in 2008, a year that marked a substantial increase in the expo's international influence.
It was the first year the event

offered an overseas exhibition zone, immediately drawing the attention from overseas suppliers and buyers.
This year Italy, Germany, Japan — as well as China's Hong Kong and Taiwan — will set up national or regional pavilions.
Another highlight of the event is that there will be more innovative technologies and techniques, as well as more environmental-friendly and high-value-added products, on display.
Organizers promised better-than-expected services will be offered to the participants.
For instance, free accommodation will be available for overseas guests who confirm to visit in advance.
There will also be shuttle buses to link the hotels and exhibition venues.
In addition to the professional service teams of the organizing committee, local organizations will provide volunteer services for the event.
The Zhejiang branch of the China Council for the Promotion of International Trade will have a booth at the expo, offering free legal consultation for participating enterprises.
The Shaoxing county's translators association will provide translation services to foreign representatives.
This session of the textile expo is sponsored by the Zhejiang provincial government, the China Council for the Promotion of International Trade (CCPIT), the China National Textile and Apparel Council and China General Chamber of Commerce.
It is organized by the Zhejiang Bureau of Commerce, the Zhejiang branch of CCPIT, the Shaoxing city

government and the Shaoxing county government.
It also has the support from the China Chamber of Commerce for Textile Imports & Exports and the Hong Kong Trade Development Council.
Decade of success
The first Keqiao Textile Expo was held in 1999 under the name China Textile City Textile Expo.
In 2004, the event was named the China Shaoxing Textile Expo.
In 2006, it was listed as one of key trade shows supported by the Ministry of Commerce.
A milestone of the event came in 2007, when the China Keqiao Textiles Indices were first released.
The indices use surveys of international and domestic suppliers and buyers to compile statistics and formulate projections on product prices, supply and demand dynamics, and future trends.
In April 2008, the spring textile expo was first held, making it a twice-a-year event.
In October that year, the expo was approved by the State Council as national-level trade show and its name was changed to its present title.
In the fall session of 2009, the International Textile Manufacturers Federation first sent a delegation to attend the expo.
The 2010 autumn expo showcased a total of 507 exhibiting enterprises and attracted 25,391 business visitors — including 5,579 from overseas — and generated a transaction volume of 4.89 billion yuan.

CONTACT INFORMATION

China Keqiao International Textile Expo 2011
Oct 25-28, 2011
China Textile City International Convention & Exhibition Center, Keqiao, Zhejiang province, China

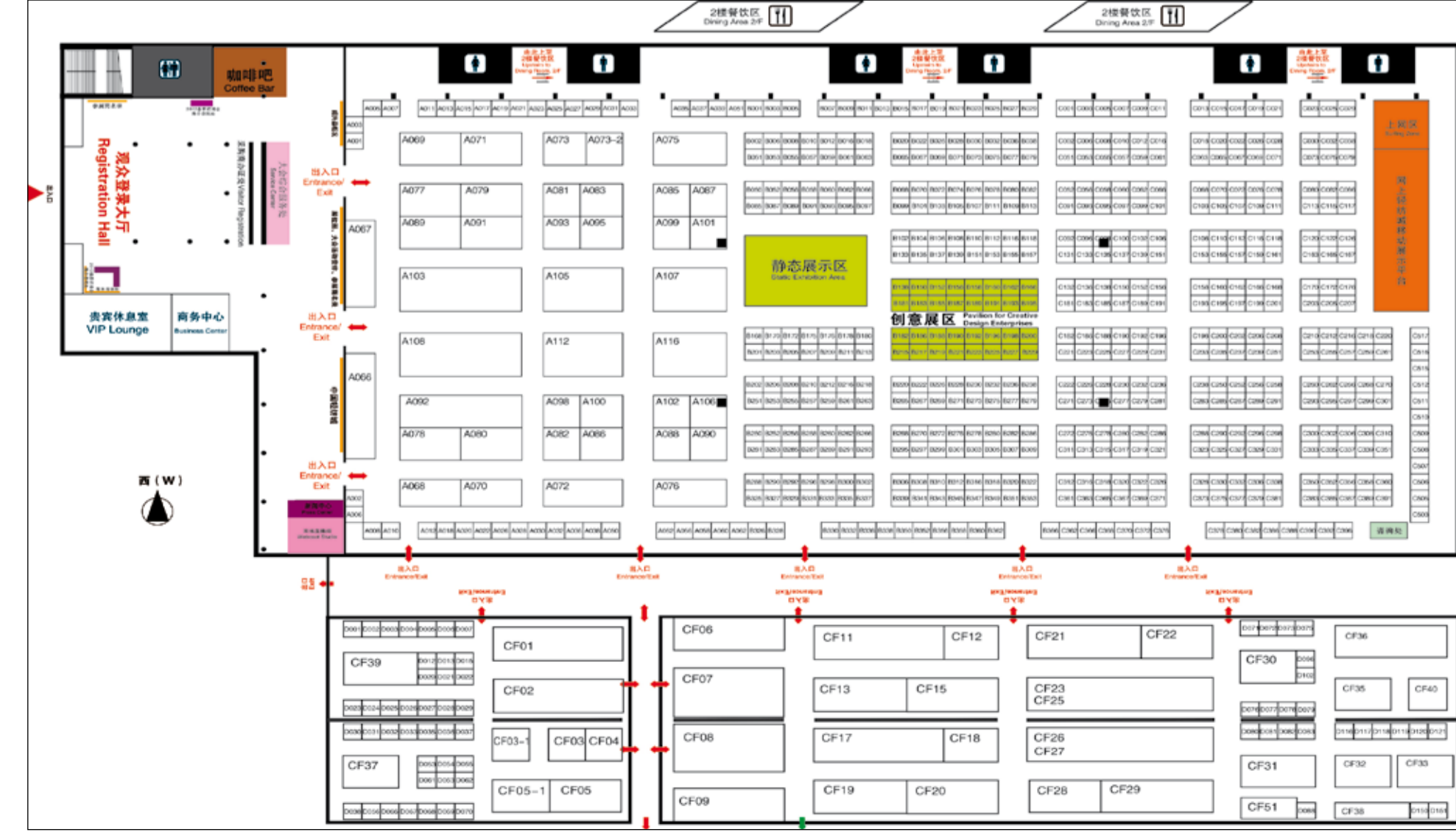
Shaoxing office contact:
Tel: 86-575-85520065
Fax: 86-575-84135581
Website: www.ctcte.com
E-mail: wjm@ctcte.com
Postal address: RM205, 2/F, China Textile City International Convention & Exhibition Center, Keqiao, Zhejiang province, China, 312030
Shanghai Office contact:
Mr. Zhu, 86-15068535996
Note: Free accommodation is available in three-star or above hotels for overseas guests who confirm participation in advance.



The China Textile City International Convention and Exhibition Center is 220 km from Shanghai and 25 km from Hangzhou Xiaoshan International Airport.



Design competitions (left) and matchmaking events for buyers and suppliers (right) are among the major enterprise activities at the Keqiao textile show.



Nearly 1,300 booths in the China Textile City International Convention and Exhibition Center will display fabrics and accessories, garments, home textiles and textile machinery.

China Textile City alters fabric of the industry

Global powerhouse expanding along the entire value chain

By ZHAO BIAN
Mention of the booming commodity trade in Zhejiang province usually evokes images of Yiwu, where dealers can search for every kind of small commodity imaginable.
But insiders in the textile industry from both home and abroad first think of China Textile City in Shaoxing county, and with good reason — it is the largest textile distribution hub in the world.
Its rapid development has already attracted the attention of economists. Before they talked of the "Yiwu growth mode", today that has been replaced with the "China Textile City model".
The media have joined to make comparisons between the two Zhejiang output giants with statistics such as transaction volumes.
Zhou Rusheng, head of the administration committee at China Textile City, has repeatedly declined to answer media questions about whether the facility's transaction volume has surpassed Yiwu.
But he noted "we had 14,000 points of sale in the textile city in June."
"Transaction volume through those sites in the first six months already surpassed the total amount last year."
Zhou said he does not care only about transaction volume anyway, adding: "I agree with economists who say developing a sustainable growth mode is more important."
In the past two years, the administrative committee invited experts from a number of local universities and research institutes including prestigious Zhejiang University to help China Textile City find an effective model for rapid and sustainable growth.
Zhou also led his management team to visit major textile trading markets in Jiangsu, Anhui, Shandong and Guangdong provinces in recent years.
"Wholesaling businesses in these regions were flourishing five years ago," Zhou said. "But none of them can sustain the growth today."
In contrast, China Textile City welcomed visitors from these areas in recent years who were amazed at the continuing expansion of the world's largest textile distribution center.
Extended value chain
But behind China Textile City's sustained prosperity is not just expansion of its business scale, but extension of the entire value chain, Zhou said.
In September, construction on a 100,000-square-meter textile plant by Fenghuangzhuang Co was completed in Keqiao.
He Xihui is the boss and founder of Fenghuangzhuang, which was started in 1998 with an initial investment of 40,000 yuan. The



Home to headquarters and representative offices of many domestic and international companies, China Textile City is now Keqiao's central business district.

company long focused on textile wholesaling.
"Selling cloth and fabrics is still very profitable," He said, adding that "last year our 14 subsidiary firms reported a combined revenue of 1 billion yuan."
He noted that his company has maintained a more than 60 percent year-on-year growth for four years.
But he was still not satisfied.
At the very beginning of the global financial crisis in 2008, He foresaw that trading was most vulnerable to an economic downturn.
In that year, he made a bold decision to invest 200 million yuan to build a manufacturing center.
In addition to production, it is also a facility for trading, warehousing, logistics, research and development, quality supervision, design and training — covering most of the entire value chain in the industry.
He's ambitious plans include an advanced fabrics testing center to offer the strictest checks on all products made by the company and the Fenghuangzhuang Academy to train researchers and technicians.
He also plans to employ top designers from Australia to help promote the company's production internationally.
"We are not only a trading company now," He said.
Zhou Rusheng noted it "is also the direction of the China Textile City's development".

tered companies and firms reached 19,629, increasing 150 percent from 2005.
At the same time the floor space of such supporting facilities as warehousing, logistics, exhibition, testing and R&D totaled 510,000 square meters.
In addition, there are 155 transportation companies responsible for shipping 2 million tons of cargo annually.
In July 2011, a test center for the China National Textile and Apparel Council was established in China Textile City, the largest textile testing lab in Zhejiang, which offers a range of services to local enterprises.
But the most important move this year is the online textile city project, the biggest e-commerce platform in the international textile industry.
Extending the supply chain is also an important part of the value chain in the industry.
The twice-a-year China Keqiao International Textile Expo has made a great contribution because it brings thousands of suppliers from home and abroad to Shaoxing.
In addition, China Textile City has also signed partnership agreements with the major textile producing areas in Jiangsu, Shandong and Guangdong, ensuring smooth cargo flow into Shaoxing.

'Created in Keqiao'
"We are in a process of evolving from 'sold from Keqiao' to 'made in Keqiao' and eventually to 'created in Keqiao'," Zhou said.
The administration committee has also invited famous designers from home and abroad to open design and consulting firms in China Textile City to help local enterprises develop high-value-added products.
Zhou expects the introduction of outside influences can help foster famous brands among local enterprises.
Shaoxing and China Textile City already have domestically renowned brands like Honghuanglan, Dingji and Shaoshou.
But local authorities hope to elevate them further onto the international market.
While consolidating trading facilities in China Textile City, the administration committee is also making heavy investment in support businesses such as warehousing, logistics, exhibitions, transportation and e-commerce.
Since 2005, the total floor space of all trading facilities at China Textile City has increased from 1.1 million square meters to today's 3.26 million square meters.
In 2010, the number of regis-

tered companies and firms reached 19,629, increasing 150 percent from 2005.
At the same time the floor space of such supporting facilities as warehousing, logistics, exhibition, testing and R&D totaled 510,000 square meters.
In addition, there are 155 transportation companies responsible for shipping 2 million tons of cargo annually.
In July 2011, a test center for the China National Textile and Apparel Council was established in China Textile City, the largest textile testing lab in Zhejiang, which offers a range of services to local enterprises.
But the most important move this year is the online textile city project, the biggest e-commerce platform in the international textile industry.
Extending the supply chain is also an important part of the value chain in the industry.
The twice-a-year China Keqiao International Textile Expo has made a great contribution because it brings thousands of suppliers from home and abroad to Shaoxing.
In addition, China Textile City has also signed partnership agreements with the major textile producing areas in Jiangsu, Shandong and Guangdong, ensuring smooth cargo flow into Shaoxing.

tered companies and firms reached 19,629, increasing 150 percent from 2005.
At the same time the floor space of such supporting facilities as warehousing, logistics, exhibition, testing and R&D totaled 510,000 square meters.
In addition, there are 155 transportation companies responsible for shipping 2 million tons of cargo annually.
In July 2011, a test center for the China National Textile and Apparel Council was established in China Textile City, the largest textile testing lab in Zhejiang, which offers a range of services to local enterprises.
But the most important move this year is the online textile city project, the biggest e-commerce platform in the international textile industry.
Extending the supply chain is also an important part of the value chain in the industry.
The twice-a-year China Keqiao International Textile Expo has made a great contribution because it brings thousands of suppliers from home and abroad to Shaoxing.
In addition, China Textile City has also signed partnership agreements with the major textile producing areas in Jiangsu, Shandong and Guangdong, ensuring smooth cargo flow into Shaoxing.



Above and below: With floor space covering 3.2 million square meters, China Textile City is the world's largest trading hub for the industry.

The town of Keqiao is the county seat of Shaoxing, an area that has been noted for its textiles stretching all the way back to the Spring and Autumn Period (770-476 BC) of China's history.
Textiles are still Shaoxing's pil-

lar industry with more than 10,000 companies or firms and over 200,000 people are engaged in the production of textile products.
In recent years, the county's textile industry has generated total revenue surpassing 100 billion yuan annually.

China Textile City in Keqiao was first built in the 1980s and expanded several times in the years following. It is now the world's largest distribution center for textile products, accounting for one-fourth of global transactions in

textile materials and fabrics.
The facility now has 3.2 million square meters of floor space that houses more than 20,000 trading companies and firms, including representative offices and branches of overseas businesses.



A total of 506 enterprises signed up to be members of the Online Textile City at a May 7 conference.

Massive trade mart goes global — online

By ZHUAN TI
Already the world's largest wholesale textile market — accounting for one-fourth of global transactions in fabrics — China Textile City in Shaoxing county of Zhejiang province is moving to grab an even greater share of the market, according to a development plan by the county government.
But instead of further expanding its already massive facilities, it plans for further growth through e-commerce.
The government will invest about 2 billion yuan by 2015 to develop and operate an "online textile city".
The vision is to become the world's largest e-commerce platform for the textile industry, combining online transactions and settlement, a trade database and public services.
It will include all textile manufacturers and traders in Shaoxing county and another 1.5 million worldwide.
The project inaugurated in March

will serve more than 60 percent of the textile enterprises throughout the world after it is put into full operation.
The online system consists of five functional centers.
There is a trade information center, offering clients with information about demands, supplies, products and their targeted cooperative partners.
An industrial information center will focus on releasing information about real-time product prices, transaction dynamics, industrial news and development trends.
The most important part of the system is the online transaction center for online orders and payment.
It also has an online forum to facilitate communication among industry insiders.
Its public information center provides clients with modern information technology to change the traditional design methods, manufacturing methods and marketing.
A highlight of the system is it is not

only virtual world for Internet users, but it also offers connections with many sectors of the real economy.
Operators of the system offer warehousing and logistics services for clients.
There will be links to inspection services in many parts of the world to help ensure the quality of traded products.
Actual showrooms, too
The operators also have plans to build showrooms throughout the world. Clients can place online order after examining real samples.
The online textile city will closely cooperate with banks and other financial organizations to facilitate payment and settlement.
The system will also be accessible through mobile phones.
Operators have already forged partnerships with world-renowned IT companies including Microsoft and Google.
On March 18, the county government of Shaoxing held a news

conference at the Great Hall of the People in Beijing to announce the inauguration of the online textile city (<http://www.qfc.cn>) project. Agreements were signed between the county government and Microsoft and the Bank of Communications during the event.
On May 7, an international conference for the promotion of the project was held at the International Convention and Exhibition Center in the China Textile City when it inked a cooperation agreement with Google China. In addition, 506 textile enterprises signed up to be the members of the system.
On June 28, the first phase of the project — including trade and industry information centers, and an online forum — became operational, attracting more than 10,000 visitors the first day.
On July 8, Ding Jianjun, general manager of the online textile city headed a delegation to Italy that discussed building showrooms for product samples.