



**INTERFILIÈRE SHENZHEN 2020 JOINS FORCES WITH CHINA KNITTING
INNOVATION DESIGN WEEK TO DEVELOP A GLOBAL PLATFORM FOR
THE GROWTH OF THE INTIMATE AND LINGERIE SECTOR IN CHINA
NEXT 9 - 11 April 2020**

14 January 2020 – EUROVET, the organizer of the leading global trade shows of lingerie, activewear and swimwear announces a strategic partnership today with the organizers of CHINA KNITTING INNOVATION DESIGN WEEK (CKIW), which is currently one of the largest knitwear exhibitions in China, to proudly present the first editions of INTERFILIÈRE SHENZHEN 2020 and CKIW together.

Starting from 9th to 11th April 2020 at Shenzhen International Convention and Exhibition Centre, the two fairs will be held concurrently aiming to not only bring greater business opportunities to intimate suppliers and buyers from all over the world, but to facilitate the exchange of insights, inspiration and innovations between industry professionals through this diversified platform and strive toward a better growth of the intimate and swimwear sector.

From moving INTERFILIÈRE HONG KONG to Shenzhen, it is a crucial step forward to connect with the rapid developments in the China market. With over 15 years of experience in organizing trade fairs in Shanghai, we are confident that exhibitors and visitors will benefit from the synergies created from the collaboration of the two fairs.

To celebrate this inaugural event, a press conference was held today at Shenzhen Intercontinental to provide a glimpse of this brand-new partnership.

Speaking at the conference, Mrs Marie-Laure Bellon, CEO of Eurovet, said *“China has been playing a major role in Eurovet’s business for more than fifteen years, when we launched our first Interfilière trade show in Shanghai. Since then we have noticed a tremendous evolution of the Chinese fabric suppliers, Chinese brands and local designers, showing every year more modern, innovative, creative and qualitative collections to fulfill the new needs of the new Chinese and international consumers who are searching for comfort, sustainability, fashion and new innovations in intimate wear at an affordable price at the same time.*

This new collaboration of the two fairs will create unprecedented synergy, to propose a global vision, and a source of inspiration from west to east for the suppliers and buyers in the industry, allowing more diversified choices for consumers, accelerating innovation and meaningful partnerships among professionals, to develop the intimate and swimwear industry in China, in Asia, and worldwide.

With the involvement of our two shareholders, Comexposium and the French Knitting, Lingerie and Swimwear Federation, it makes a lot of sense to forge a closer and more long-term relationship with CHINA KNITTING INDUSTRIAL ASSOCIATION and all the relevant professional Chinese trade associations in the future, to enhance collaborations, among China and worldwide, to the benefit of the intimate, lingerie, swimwear and body fashion sector as a whole”.

We do believe that we are building the best alliance ever to create and develop the adequate business and image tools for this industry, in Shenzhen first, and as well in Shanghai next September 2020, with the relaunch of the Shanghai Lingerie and Swimwear brand show, side by side to Interfilière Shanghai.

About Eurovet

Eurovet is the world leading trade show organizer for lingerie, swimwear and activewear, with international events in Paris, New York, Los Angeles, Shanghai and now Shenzhen. For the past 50 years, Eurovet’s high-end trade shows have served the industry as business accelerators, image catalysts, and sources of innovation and inspiration for the businesses around the world.

Intimates and swimwear Eurovet shows worldwide: Salon International de la Lingerie Paris, Unique by Mode City Paris, Exposed Paris, Interfilière Paris, Interfilière Shanghai, Interfilière New-York, Curve NY, Curve LA.

About Comexposium

Comexposium is one of the world's leading event organizers. Globally, it hosts more than 135 B2B and B2B2C events across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, students, tourism, etc. At events, in over 30 countries, Comexposium welcomes more than 3,5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium's employees and sales network operate in 22 countries.

At Comexposium, our business is to create connections. Globally, face to face and digitally, we bring people together to meet and do business. Comexposium aims to be seen as the place to be, building bridges between people and business.

About Shenzhen Zhongsheng International Exhibition

Shenzhen Zhongsheng International Exhibition Co., Ltd. is a professional exhibition organizer with planning of exhibition projects, booth recruitment, and exhibition services. The team members have more than ten years of experience in the industry of knitting and underwear exhibition and maintain good relationships with associations, industry medias, institutions, etc.