



2020/11/08-10  
上海世博展览馆 (SWEECC)



2020  
CHINA  
INTERDYE

THE 20<sup>th</sup> CHINA INTERNATIONAL DYE INDUSTRY,  
PIGMENTS AND TEXTILE CHEMICALS EXHIBITION

[www.chinainterdy.com](http://www.chinainterdy.com)

# SHOW REPORT



# Contents



Overview



Exhibitors Analysis



Visitors Analysis



Online Exhibition Analysis



Activities & Events

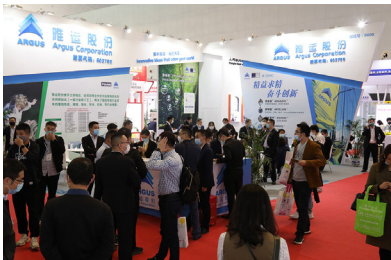


Medium Publicity

# Overview

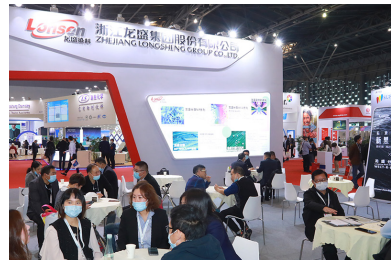
10,232

Visitors



40,000m<sup>2</sup>

Exhibition Area

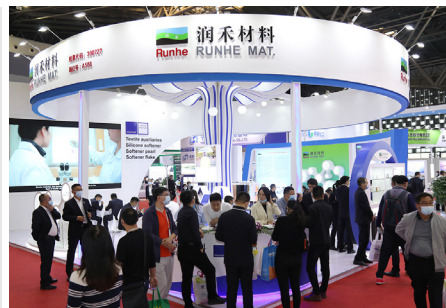


40,488

Online  
Exhibition Clicks

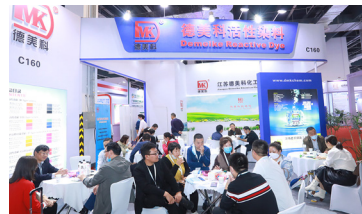
500

Exhibitors



27

Media



26

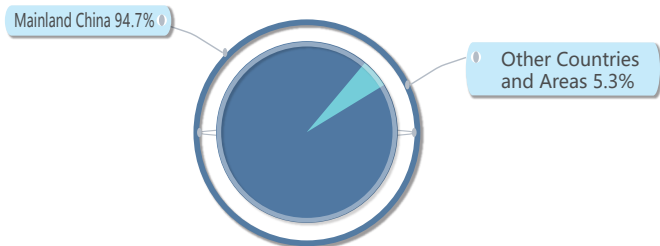
Online &  
Offline Activities



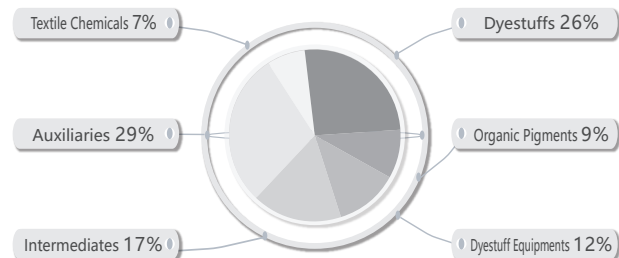


## Exhibitors Data Analysis

### Classified by the Countries & Regions of Exhibitors



### Classified by the Categories of Exhibits

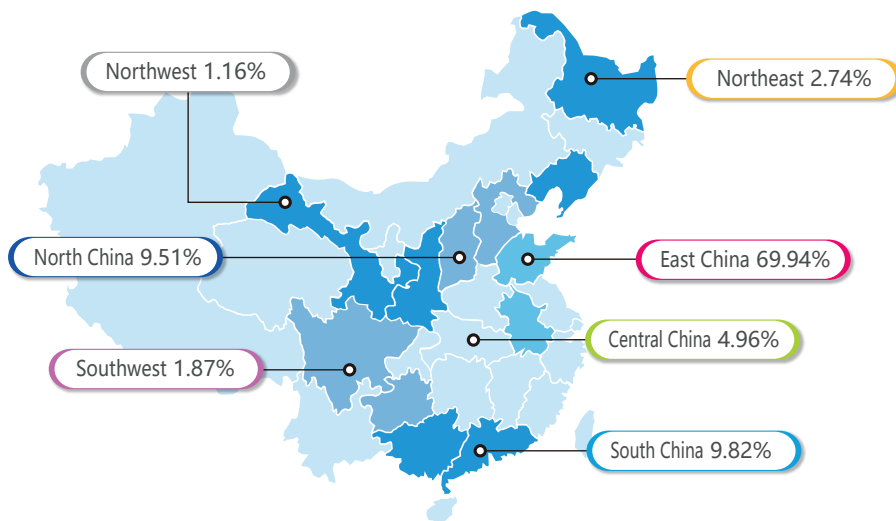




## Visitors Data Analysis



### Distribution in China



### General Source of Visitors

Visitors from Mainland China Except Shanghai 70.09%

Visitors from abroad 0.05%

Visitors from Shanghai 29.76%

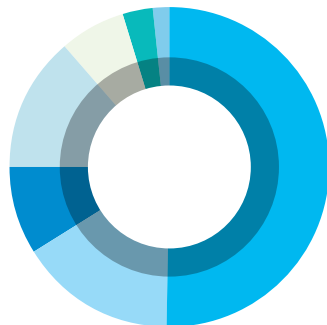
Visitors from HongKong SAR, Macao and Taiwan Province 0.10%

## Visitors Data Analysis

### By Job Title



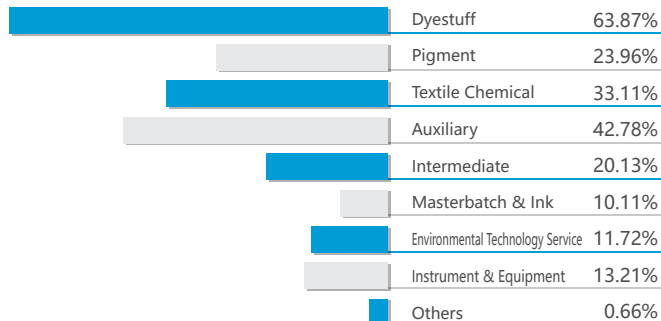
### Visiting Intention



Procurement	50.48%
Information collection	15.94%
Liaison	8.72%
Market analysis	13.66%
Products comparison	6.63%
Meetings	3.17%
Others	1.49%



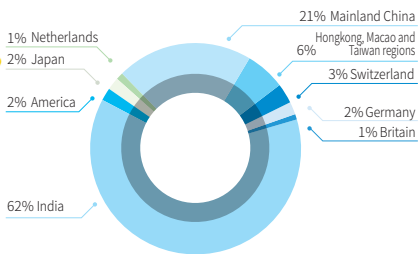
### Product Attention



# Online Exhibition Data Analysis

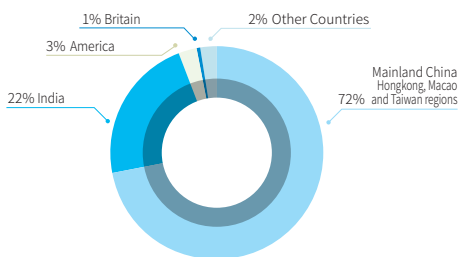
## 01 EXHIBITION

### Exhibitors by countries



## 02 EXHIBITOR

### Visitors by countries



## 03 EXPERIENCE

### Online exhibition experiences

SUNICHEM

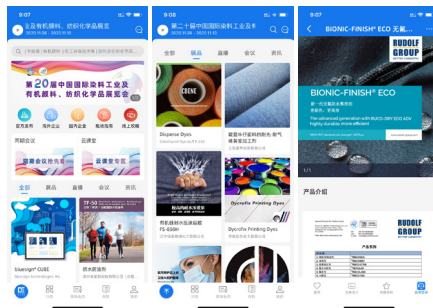
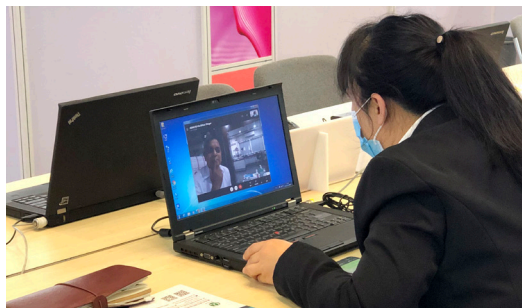
The online exhibition is one novel mode for us, and the background use feels good. We did establish communication with some new customers online. Thanks to the organizer!

ANOKY

It's a new mode and nice try under the epidemic. We hope to attract more customers and get more promotion on the online platform.

Clicks: **40488**, Users: **14828**, From **25** countries and regions

Business negotiations: **2092**, Business cards exchange: **891**





## Technical Seminars

8<sup>th</sup>-9<sup>th</sup> November 2020

### Topic:

1. Saving Fabric, Energy and Consumption --- Bio-enzyme Applicant on Cotton Woven Pretreatment(Speaker: Dupont Technical Engineer)
2. Brief Introductions of One-step Steaming and Cold Rolling Pile Dyeing of Knitted Fabrics(Speaker: Reba Technical Engineer)
3. Sustainable Development Application on Casual Wear Fabrics (Speaker: Archroma Technical Engineer)

### Company:

Jiangsu New REBA Technology Inc. Ltd.

### Topic:

Dyestuff and Auxiliaries Safety Risk Analysis and Chemical Management Solution in Textile Supply Chain

### Company:

SGS-CSTC Standards Technical Services Co., Ltd.

### Topic:

- 1.The solution of antimicrobial and antiviral finishing of textiles
- 2.Introduce about Eco-label on Low-volatile silicone in textile & Wacker Dymatic solutions

### Company:

Dymatic Chemicals Inc.

### Topic:

Textile Printing and Dyeing Sustainable Development Forum

### Company:

HeYuan Green

### Topic:

Chemical Registration Requirements in China and Abroad and Eco Testing and Certification Scheme

### Company:

Chemical Registration Requirements in China and Abroad and Eco Testing and Certification Scheme

### Topic:

1. Clariant Innovative Solutions to Masterbatch Application
2. The Application for Using CCM System on Plastics and Fibers Industry
3. Effect of Red Pigments on the Properties of Dope Dyeing PA Fibers
4. Analysis of Color Masterbatch Industry in China

### Company:

China Dyestuffs Industry Association Color Masterbatch Speciality Committee

### Topic:

1. OEKO-TEX Certificate- the Solution of ZDHC
2. On-site Visit Notice of ECO-PASSPORT by OEKO-TEX & STeP by OEKO-TEX

### Company:

TESTEX(Shanghai) Textile Testing Co.,Ltd.

### Topic:

- 1.2020 Work Plan of Auxiliary Speciality Committee of China Dyestuff Industry Association
2. Attention! 2020 New Restriction on Textile Chemicals
3. Successful Experience Introduction of Mass Production of Polyester Washing-free Printing
4. Applied Research on Phosphorus-free Alkali-resistant Chelating Dispersant
5. Applied Research on New Hyperstable Silicone Oil TY-950

### Company:

Auxiliary Speciality Committee of China Dyestuff Industry Association

### Topic:

1. Bluesign-Excellence in Sustainability
2. Bluesign Updates for Chemical Supplier (System Partners only)

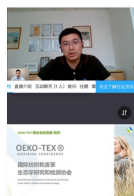
### Company:

Bluesign



## Online Exhibition

	Topic	Guest / Position	Company
Phase 1	Enhance Confidence,Ride Over Hardtimes	Shi Xianping/Chairman	China Dyestuff Industry Association
Phase 2	Polyester Coloration Techniques	Jin Ze/General Manager	Transfar Group
Phase 3	OEKO-TEX 2020 New Requirement	Shi Jian/Department Manager	TESTEX Group
Phase 4	Oeko-Tex Chemical Control	Wu Dong/Chief Technical Officer	SHANGHAI ANOKY GROUP CO., LTD.
Phase 5	Water-based XOPT-TECH Study	Yang Qing/Senior Engineer	LIAONING SUNICHEM GROUP
Phase 6	ZDHC New Requirements and SGS Solution	Zhang Yulong/Project Manager	SGS
Phase 7	Dyechem Application in Dyeing and Finishing Process	Li Shirong/Dept-director of Marketing Service	Zhejiang Longsheng Group Co.,Ltd.
Phase 8	Functional Textile Auxiliaries and Masterbatch	Ma Zhensheng/General Manager	Shanghai Jiecon Chemicals Hi-Tech Co., Ltd.
Phase 9	ECO PASSPORT — Perfect Solution for ZDHC	Jiang Yongchun/Sales Manager	TESTEX Group
Phase 10	PC Color Control	Yan Shicheng/Key Account Technical Manager	Xrite Color
Phase 11	Safe and Environmentally Friendly Textile Finishing Auxiliaries	Heng Mingxing/Asia Pacific Textile & Leather BD Manager	Elkem



## Activities & Events

Topic: The 19th National Dyeing and Printing Industry Technology Seminar- New Materials, New Technology, New Crafting, New Products

Date: Nov 6<sup>th</sup> – 8<sup>th</sup>, 2020

Company: China Dyeing And Printing Association

Topic: Environmentally Friendly Dyeing and Finishing Of Knitted Fabrics and Functional Finishing Key Technology Promotion

Date: Nov 9<sup>th</sup>, 2020

Company: China Knitting Industrial Association

Topic: Innovation Driving the Evolution in Printing industry

Date: Nov 8<sup>th</sup>, 2020

Company: Shanghai I7colors Ecommerce Co.,Ltd.

Topic: 2019 The Economic Operation Of The National Dyestuff Industry and 2020 First Half Year Industry Situation

Date: Nov 8<sup>th</sup>, 2020

Company: China Dyestuffs Industry Association

Topic: Standard press conference of Asian Dyestuff Industry Federation

Date: Nov 9<sup>th</sup>, 2020

Company: Asian Dyestuffs Industry Association

Topic: The Economic Operation Of Printing And Dyeing Industry and The 14th Five Year Plan Development Trend

Date: Nov 9<sup>th</sup>, 2020

Company: China Dyeing And Printing Association





# Medium Publicity



Wen Wei Po, Youth Daily, China News Service, Sina Shanghai and China Trade News were invited and many mass media to the scene to report the exhibition .The press media covered newspaper, news agency, network, WeChat, APP, etc. During the exhibition, the number of official WeChat followers increased by 16%, and the total number of followers reached 25,000.

**“创新破局、绿色发展”染料展今开展**  
来源: 话匣子 作者: 上海电视台

**中国染料展11月亮相 吸引了国内外500余家企业**  
央广网上海11月8日消息 “第二届中国国际染料工业及有机颜料、纺织化学品展览会”将于11月8-10日在上海世博展览馆开幕。

**中国染料展11月亮相申城**  
2020-11-10 15:36 来源: 经济日报-中国经济网

**经济日报-中国经济网11月10日讯**  
“创新破局、绿色发展”为主线,由中国染料工业协会、中国印染行业协会、中国国际贸易促进委员会上海市分会主办,上海国际展览服务有限公司承办的“第二届中国国际染料工业及有机颜料、纺织化学品展览会”将于11月8-10日在上海世博展览馆举办。

**助力印染企业破局 中国染料展今天开幕**  
东方网 11-08 19:54:02

**线上并行 中国染料展展后篇**  
2020年11月08日 19:30 来源: 中新网上海

**“创新破局、绿色发展”为主线 第二届中国染料工业及有机颜料、纺织化学品展览会于11月8-10日亮相**  
文汇报APP

**“创新破局、绿色发展”为主线 第二届中国染料工业及有机颜料、纺织化学品展览会于11月8-10日亮相上海世博展览馆**  
2020-11-09 09:54:02 作者: 蒋竹云

**“创新破局、绿色发展”为主线 第二届中国染料工业及有机颜料、纺织化学品展览会于11月8-10日亮相上海世博展览馆**  
来源: 中国贸易报 作者: 2020-11-11

**“创新破局、绿色发展”为主线 第二届中国染料工业及有机颜料、纺织化学品展览会于11月8-10日亮相上海世博展览馆**  
来源: 记者何秀芳 通讯员 唐佳斌

**“创新破局、绿色发展”为主线 第二届中国染料工业及有机颜料、纺织化学品展览会于11月8-10日亮相上海世博展览馆**  
来源: 中国贸易报 作者: 2020-11-11



See you in  
**Oct 2021!**



2021  
CHINA  
INTERDYE

THE 21<sup>th</sup> CHINA INTERNATIONAL DYE INDUSTRY,  
PIGMENTS AND TEXTILE CHEMICALS EXHIBITION

[www.chinainterdy.com](http://www.chinainterdy.com)

