

# SHANGHAITEX PROMOTION OPPORTUNITIES

**ATA** Journal for Asia on  
Textile & Apparel  
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<http://textile.2456.com>

## SHANGHAITEX 2009 上海国际纺织工业展

ShanghaiTex is the oldest textile industry exhibition in China - and a unique national brand. Starting in 1984, ShanghaiTex has been held biennially in odd-numbered years. Over the past 25 years, the exhibition has provided a professional trading platform for cutting-edge textile machinery and the textile industry as a whole. A key marketplace, the 14<sup>th</sup> ShanghaiTex - now celebrating its silver jubilee, will provide a platform for showcasing state-of-the-art textile machinery and a wide array of related accessories in 2009.

### ShanghaiTex Preview (Jun/Jul 09) and Review (Aug/Sep 09)

Being the endorsed publications of ShanghaiTex 2009, CTA and ATA will feature a preview and review presenting show updates and exhibit highlights to help both exhibitors and advertisers run their marketing campaigns with maximum effectiveness.

### ShanghaiTex 2009 Show Newspaper

It is the most impactful and direct onsite promotional channel available, with 2 editions designed to reach targeted groups of visitors in ShanghaiTex:

- Spinning, Weaving, Nonwovens & Testing
- Knitting, Dyeing and Finishing, Textile Chemicals & Testing

### ShanghaiTex 2009 Official Website: [www.shanghaitex.cn](http://www.shanghaitex.cn)

A "must-click" website for ShanghaiTex visitors and exhibitors. Website contents include: Exhibitors' Database, Show Information, Market News, Exhibitors' Highlights, Tips for Visitors and Exhibitors, and much more.

### SHANGHAITEX 2009 预览 Preview

#### 构筑技术优势 拓展市场空间

##### Improving technological value to increase market share

ShanghaiTex 2009 展会, 汇聚全球纺织工业, 展示世界最先进的纺织技术... ShanghaiTex 2009 展会, 汇聚全球纺织工业, 展示世界最先进的纺织技术... ShanghaiTex 2009 展会, 汇聚全球纺织工业, 展示世界最先进的纺织技术...

### SHANGHAITEX 2009 预览 Preview

#### 部分展商及产品介绍

##### Spotlight on some exhibitors and exhibits

展商介绍: 展商介绍: 展商介绍... 展商介绍: 展商介绍: 展商介绍... 展商介绍: 展商介绍: 展商介绍...

### SHANGHAITEX 2009 Review

#### ShanghaiTex 2007 traces textile technology trends

By Staff Reporters

The 13th International Exhibition on Textile Industry (ShanghaiTex 2007) held in Shanghai, China, from June 11 to 14, 2007, attracted over 1.2 million visitors from over 20 countries and regions... ShanghaiTex 2007 traces textile technology trends... ShanghaiTex 2007 traces textile technology trends...

### SHANGHAITEX 2009 Review

#### Snapshots of the fairground

Snapshot of the fairground: Snapshot of the fairground: Snapshot of the fairground... Snapshot of the fairground: Snapshot of the fairground: Snapshot of the fairground...

### ShanghaiTex 2009 Countdown e-Newsletter

Timely e-Newsletter, highlighting the show attractions and exhibitors, will be distributed to over 140,900 Adsale registered textile members.

### SHANGHAITEX 2009 Countdown e-Newsletter

Count-down e-Newsletter

Market News: Market News: Market News... Market News: Market News: Market News...

Exhibitors Highlight: Exhibitors Highlight: Exhibitors Highlight... Exhibitors Highlight: Exhibitors Highlight: Exhibitors Highlight...

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