News：26th June 2018

The World Event for Socks and **Hosiery**-CHPE 2019, Expecting to See You in Shanghai!

Hosiery, as a significant accessory of clothing and one of the major categories of textile and apparel products, not only keeps warmth and provides protection, but also meets needs involving fashion, comfort, health care, and sports. Under the current global background, the business model of Chinese hosiery companies has changed, featuring high value-added model with brand management as the core, instead of low value-added model based on manufacturing.

Playing the leading role in the hosiery industry both at home and abroad, Shanghai International Hosiery Purchasing Expo (CHPE) has been committed to development of the industry. With 14 years of continuous exploration and innovation, CHPE has become an indispensable event for insiders of the industry, both in terms of scale and influence.

The 14th Shanghai International Hosiery Purchasing Expo (CHPE) has been initiated on a broad scale thanks to meticulous planning of the Organizer and is now open for registration of participation to enterprises. This Expo will be held on March 20-22, 2019 at Shanghai World Expo Exhibition and Convention Center. Considering the development trend of today’s hosiery industry and based on needs of import and export trade, original equipment processing and brand franchising, the Expo aims to build itself as efficient platform that contributes in diversified trade docking and provides latest information of the industry for hosiery manufacturers and purchasers.

Five major advantages that allow companies quickly understand CHPE 2019:

●With the consumption level going high in China, the consumers’ demands for fashion accessories are getting increasingly diverse and personalized. Shanghai, with its unique and powerful influence as the city of fashion, can help enterprises quickly enter both Chinese and foreign markets and get feedback.

● CHPE has become one of the few leading platforms in the world committed to the hosiery industry. Serving all kinds of sock manufacturers and dealers, fashion brands, designers, multi-brand stores, fashion buyers and retailers, the exhibition is an event that no practitioner of the industry would miss.

● CHPE is sponsored and supported by multiple organizations of the industry, such as China Commerce Association for General Merchandise, Shanghai Knits Apparel Accessory Trade Association, which renders the exhibition more appealing and influential. CHPE is bolstered by a powerful publicity legion composed of global newspapers, magazines, industries, fashion media, networks and new media resources. All of them are combined to relay grand scene of the exhibition, and to promote brands and campaigns of the exhibitors worldwide.

● CHPE, Shanghai International Fashion Accessories Expo, Shanghai International Shoes Expo and Shanghai International Modern Underwear Expo will be held at the same time and same place . These expos will present the latest designs of socks, hats, scarves, gloves, underwear and footwear, which intending to create new opportunities for the apparel accessories industry.

● An abundant series of on-site activities will focus on hot topics and trends in the industry. The participant enterprises and visitors may have the opportunity to attend a number of forums, trend shows, T-stage shows and other activities.

Looking back on the last exhibition, the CHPE 2018 and Shanghai International Hats, Scarves, Gloves Expo were held in the same period. We have successfully invited 507 quality exhibitors from 13 countries and regions including Spain, U.K., U.S., Japan, South Korea, Pakistan, Turkey, Egypt, Sri Lanka, Indonesia, Kashmir, Ecuador and Taiwan, and the three-day Expo attracted the 11,936 professional visitors.

Grasp business opportunities and obtain frontiers of information. CHPE 2019 will join hands with three major expos of the same period, and with an exhibition scale of 50,000 square meters, approximately 700 quality exhibitors will attend this Expo. On March 20-22, 2019 Hosiery Purchasing Expo will embrace around 15,000 professional visitors from all over the world with more comprehensive exhibits, more extensive exhibition activities and better exhibition services.

By now, the sales of booths in this exhibition are well under way. We hereby invite any of you to register for the exhibition. For details of the Expo, please contact the Organizer via email or telephone.

**Contact us:**

For Visiting and Media Inquiry:

Tel：+86 21-61276569

E-mail: grace.wang@ite-china.com.cn

For Exhibiting Inquiry:

Tel：+86-21-61276560

Email: Alex.Zhang@ite-gehua.com.cn

**Organizer:**

ITE Asia Exhibitions Limited

Shanghai Gehua Exhibition Planning Co., Ltd.

Shanghai ITE Gehua Exhibition Service Co., Ltd