

Press Release

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Interstoff Asia Essential Spring
The Home of Cutting-Edge Textiles
17 – 19 March 2010
Hong Kong Convention & Exhibition Centre

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Interstoff Asia Essential confirmed to take place alongside debut sustainability event 'Planet Textiles'

Focus on fashion, functional and eco-textiles

Interstoff Asia Essential will return for three days from 17 March 2010 at the Hong Kong Convention & Exhibition Centre. The spring edition will feature a preview of the latest fashion, functional and eco-textiles from around 200 apparel fabrics and textile related suppliers. In addition, the business platform is confirmed to take place alongside the debut conference, 'Planet Textiles' co-organised by Ecotextile News, Messe Frankfurt and the Society of Dyers and Colourists (SDC) and will focus on sustainability.

While the textile industry continues to look for ways to take greener steps and maintain marketability amidst strong competition, attendees at Interstoff Asia Essential will benefit from the uniqueness of participating in two industry events featuring eco-friendly ideas and concepts. Besides reaching out to quality buyers, suppliers can also showcase their latest products while at the same time listen to sustainable presentations and even join in the discussions.

"Through its launch at Interstoff Asia Essential, Planet Textiles will take sustainability right to the heart of the textile manufacturing community in Asia. Leading retailers, brands and innovative textile companies will not only inform delegates about their latest eco-textile initiatives, but explain why this is not only good for the

environment - but is absolutely essential for businesses going forward," commented John Mowbray, Editor for Ecotextile News.

The debut conference will feature:

- Keynote presentations on corporate social responsibility and sustainability
- Case studies from manufacturers and retailers
- Networking opportunities for industry professionals

For more information on the upcoming spring edition of Interstoff Asia Essential, visit www.interstoff-asia.com.

For information on Planet Textiles, visit www.planet-textiles.com or email info@planet-textiles.com .

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Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 424 million euros in sales in 2009* and more than 1,500 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2009*, Messe Frankfurt organised more than 90 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

* preliminary numbers (2009)