SINCE 2025: Showcasing the Future of Nonwoven Innovation in Asia

Event Preview – Shanghai International Nonwovens Exhibition 2025
By the Editorial Desk, Technical Textiles Innovation

In the dynamic world of nonwoven materials, few platforms have stood the test of time and transformation like the **Shanghai International Nonwovens Exhibition (SINCE)**. Since its inception in **1986**, SINCE has evolved into **Asia's most influential and comprehensive nonwovens trade and technology event**, driving innovation, collaboration, and sustainable growth across the global nonwovens value chain.

Now entering its **21st edition**, **SINCE 2025** is set to take place from **December 3–5, 2025**, at the **Shanghai World Expo Exhibition and Convention Centre (SWEECC)** — once again reaffirming Shanghai's status as the beating heart of the nonwovens industry.

A Legacy of Leadership and Innovation

Co-organized by the **China Technology Market Association (CTMA)**, **China Nonwovens Technical Association (CNTA)**, **CNTA Science & Technology Co., Ltd.**, and **Informa Markets**, the SINCE exhibition has grown from a regional trade fair into a **global innovation hub** for nonwovens and technical textiles.

The last edition — **SINCE 2023** — achieved remarkable success, featuring:

- **25,000 square meters of exhibition space**
- **335 exhibitors** from China and abroad
- **12,259 professional visitors** recording over **35,000 visits** across three days

The exhibition brought together leading players from **hygiene, filtration, medical, automotive, apparel, home furnishings, wiping, and upholstery sectors**, making it a comprehensive convergence point for **end-to-end nonwoven solutions**.

Covering the Full Industry Value Chain

A hallmark of SINCE has always been its **complete coverage of the nonwoven ecosystem**. The exhibition spans the entire value chain, from **raw materials and production machinery** to **roll goods, testing equipment, and converted products**.

Visitors can expect to explore advancements in:

- **Nonwoven raw materials and fibres**
- **Production machinery and accessories**
- **Testing, inspection, and quality control systems**
- **Converted products** for hygiene, filtration, automotive, apparel, and home applications

This holistic approach ensures that every segment of the nonwoven industry — from fibre suppliers and machinery manufacturers to converters and end-users — finds its place within SINCE's exhibition floors.

A Platform for Sustainable and Smart Transformation

In alignment with global sustainability trends, SINCE has become a key platform for promoting **eco-friendly, energy-efficient, and smart manufacturing technologies** in nonwovens.

The **SINCE 2023 Nonwovens Sustainable Development Forum** and **Exhibitors' Technical Presentations** provided thought-provoking insights on:

- **Recyclable and biodegradable materials**
- **Low-impact manufacturing processes**
- **Circular economy models**
- **Automation and digitalisation in nonwoven production**

These knowledge-sharing sessions positioned SINCE not just as a trade fair, but as a **collaborative think-tank** for sustainability-driven innovation. The upcoming **SINCE 2025** promises to expand this dialogue, focusing on the **synergy between smart manufacturing, material science, and environmental stewardship**.

Connecting Markets, Fostering Collaboration

SINCE's strength lies in its ability to **connect the global nonwoven ecosystem** — from technology developers to converters and end-users. Its Shanghai venue strategically bridges **Asia's manufacturing powerhouses** with **international markets**, facilitating business expansion and technical exchange.

For international participants, the exhibition offers:

- Direct access to **China's rapidly growing nonwoven markets**
- Networking with **regional distributors and technology partners**
- Insights into **emerging Asian consumer trends and sustainability mandates**

At the same time, Chinese exhibitors benefit from **global exposure**, presenting their innovations to an audience of buyers, engineers, and investors from across **Europe, the Americas, and Southeast Asia**.

Driving the Future of Nonwovens

With industries such as **healthcare, mobility, construction, and filtration** demanding higher-performance materials, SINCE 2025 is set to highlight **next-generation nonwoven technologies** — including advanced **fiber engineering, digital web forming systems, and functional surface treatments**.

Visitors can look forward to **live demonstrations, product launches, and technical seminars** that emphasize automation, material circularity, and new applications for technical nonwovens. Exhibitors like **Dilo, Truetzschler, Andritz, and A.Celli** are expected to showcase how high-speed precision machinery and intelligent production lines are reshaping nonwoven manufacturing worldwide.

Why SINCE 2025 Matters

In an era where **sustainability and smart manufacturing** are reshaping industrial priorities, SINCE serves as the **strategic platform where technology meets purpose**. It is where companies can:

- **Benchmark innovations** and evaluate new machinery
- **Discover market-ready sustainable solutions**
- **Forge partnerships** for research, production, and trade
- **Stay informed** on regulatory and market developments impacting nonwovens

As the industry continues to recover from global supply disruptions and accelerates toward circular models, **SINCE 2025 will play a pivotal role in setting the agenda for the next decade of nonwoven advancement.**

A Global Gathering of Ideas and Innovation

Beyond the show floor, SINCE 2025 will continue to host **technical forums, product showcases, and B2B matchmaking sessions**, providing a dynamic space for **knowledge sharing and strategic collaboration**.

For professionals across R&D, manufacturing, sustainability, and business development, the exhibition offers **a 360-degree view of industry trends** — from **bio-based raw materials** and **smart fiber systems** to **AI-driven quality control** and **next-gen filtration media**.

With the continued backing of CTMA, CNTA, and Informa Markets, the event ensures **global standards, strong industry participation, and valuable trade outcomes.**

The Editorial Perspective: From Innovation to Impact

From an editorial viewpoint, SINCE stands as a **beacon of industry evolution** — a platform that consistently balances **technological progress** with **market relevance**.
The 2025 edition is poised to reinforce the exhibition's role as a **driver of innovation** in Asia's nonwoven sector, particularly as the industry pivots toward **sustainability, automation, and high-performance materials**.

In an increasingly connected industrial landscape, SINCE's true achievement lies in how it brings together **vision, technology, and people** — shaping a collaborative future for the global nonwovens community.