

# Hubei is Set to Promote the Globalization of Its Textile Industry With Digital Transformation

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**TORONTO, November 01, 2022--**[\(BUSINESS WIRE\)](#)--The 7th *Apparel Textile Sourcing Canada* (ATSC) will be held at the Toronto Congress Centre during Nov. 7 to 9, 2022. The exhibition has attracted more than 150 exhibitors from China, India, Bangladesh, Pakistan, Mongolia, Canada, the United States and other countries and regions; 4000 attendees are expected at the 3-day ATS show.

This year, with great support from the Department of Commerce of Hubei Province, the operation team curated "Jingchu Online Exhibition" for the first time, selected 20 key enterprises from Hubei, a prominent apparel and textile manufacturing province in China, providing hybrid exhibition for exhibitors to send their products to ATSC while keep business meetings online. "Jingchu Online Exhibition" brings together 20 enterprises from weaving, printing, dyeing, cloth trade, clothing design, and manufacturing. With a marketing strategy that focuses on professional development and standardization of its products, they are prepared to expand their market share during ATSC.

For example, Shunfu Textile, which specializes in the R&D of denim fabrics, the brand tried for the first time combining online and offline exhibition, hoping to achieve new growth through digital channels.

RoadStar, a sports brand focusing on skating equipment, decided to use social media platforms to build brand awareness, and promote brand products.

Meidao Garment has gone a step further by embracing digital marketing in an all-round way with online exhibition, e-commerce, social media, and business intelligent tools.

There are 20 more enterprises in "Jingchu Online Exhibition" that chose to go all digital on HBTrade, and already initiated more than 150 online matchmaking meetings under the support of *China Chamber of Commerce for Import and Export of Textiles (CCCT)*. See detailed brand list here: [https://www.manufacturer.com/hubei\\_2022.html](https://www.manufacturer.com/hubei_2022.html)

According to a consumer survey conducted by Appnovation in 2021, about 80% of consumers expect brands to adopt digital solutions to enhance services and provide consumers with a better and more convenient experience. This exhibition is a key step for Hubei's textile and garment industry to achieve a digital breakthrough in going global.