



ITMF Annual Conference 2023

Keqiao, China

**Keqiao, a district of
Shaoxing**

AT A GLANCE

5 million inhabitants in Shaoxing | District of Shaoxing | **Largest textile e-commerce platform in the world** | "Silk Road Keqiao - Full of The World" action plan | ancient charm | **Innovation** | 2'600+ national high-tech enterprises | **1/3 of the world's textile fabric trade** | Turnover of USD 32.3 billion in 2021 | Scenic

WHAT IS KEQIAO?

Known as **China's Textile City**, Keqiao is a vibrant place where ancient canals, creative fashion, and a bustling global textile market converge. It is famous for its Silk Road cultural bridge, for being the largest textile industry e-commerce platform in the world, and for showcasing its fashion prowess in a multitude of events. With its "Silk Road Keqiao - Full of The World" action plan, the city aims to expand the reach of its textile knowhow worldwide.

Keqiao is a district of Shaoxing, a city steeped in history and nestled along China's Hangzhou Bay. With a heritage spanning over 2,500 years, Shaoxing combines ancient charm with modern innovation. Its offers picturesque landscapes such as the scenic Qiantang River estuary or its abundant natural reserves and national parks. The city is a thriving hub for scientific and technological progress and has a strong focus on industries such as textiles and emerging sectors.

READ MORE ABOUT KEQIAO AND SHAOXING