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## Textile Producers and Exporters Association established

11 July 2017 18:23 (UTC+04:00)

800



By Sara Israfilbayova

Textile industry of Azerbaijan has deep roots and centuries-old history. The socio-economic policy pursued in Azerbaijan in recent years, as well as the implementation of programs aimed at the development of agriculture and industry, led to the implementation of large-scale projects in this area.

Azerbaijan intends to strengthen its position in production of textile products.

Deputy Economy Minister of Azerbaijan Sahib Mammadov said at an event dedicated to the development of the textile industry in the country that Azerbaijan creates an association of producers and exporters of textile products.

Addressing the event he noted that such initiative came from the entrepreneurs, operating in this field.

"The creation of the association will accelerate the adoption of necessary decisions aimed at the development of this sector. In general, these industry associations serve to improve relations between the state and the private sector. There are already eight industry associations in the country and today we are participating in the creation of the ninth," Mammadov stated.

Arif Mardanov, the Executive Director of the Baku spinning and weaving factory, in turn, noted that the association should solve a sufficient number of problems that take place in this sector.

He went on to say that more than 70 percent of raw materials come to the country from foreign countries, adding that despite the fact that recently the cotton production have been significantly increased, the quality of the raw material leaves much to be desired.

Textile Park Gilan, which at present has the highest export potential in Azerbaijan, started its operations in the year 2012 in the city of Sumgayit. In a Gilan Textile Park products are made of high quality Azerbaijani cotton and meet European standards. The enterprise has Weaving, Paint and Sewing factories.

Moreover, in Mingachevir Industrial Park, Mingachevir Tekstil LLC started construction of factories producing 20,000 tons of yarn per year on the basis of technologies from Germany, Switzerland, Japan and Turkey.

The Economy Ministry reported that the creation of such enterprises will reduce the dependence of the sphere of light industry on imports, increase the export potential, create national textile brands, train specialized personnel and open new work places.

The enterprises envisage the opening of 550 workplaces, according to the message.

Nine enterprises will be built at the Mingachevir Industrial Park, the territory of which is 120,000 square meters. It is planned to produce 10,000 tons of yarn per year at the enterprise for the production of cotton yarn at the initial stage and 20,000 tons at the next stage.

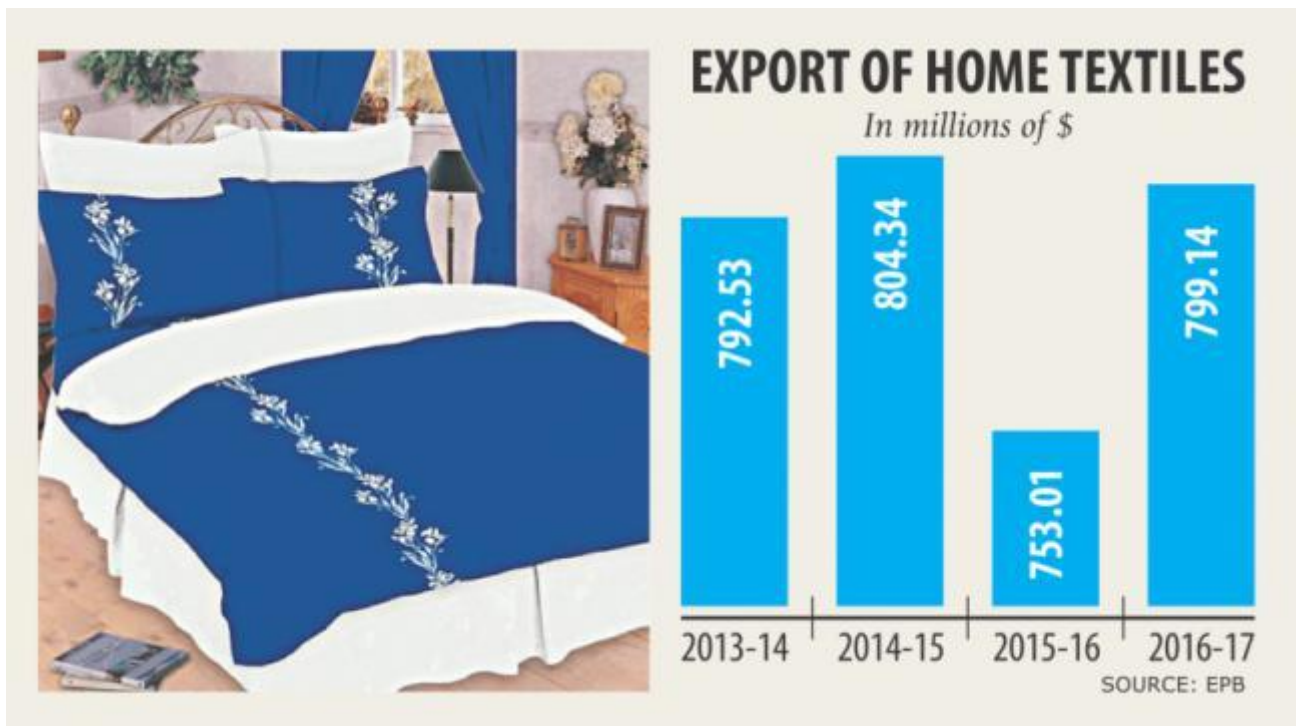
These enterprises will produce 3,000 tons of acrylic yarn, 3,000 tons of wool yarn, 70 million pairs of socks and stockings and 1.5 million pairs of leather shoes annually.

Experts believe that the export potential of textile products will grow after the commissioning of 9 production facilities in the Mingachevir Industrial Park with a total investment of 1\$50-200 million.

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# Home textile exports fail to reach potential

*Bangladesh faces stiff competition from Pakistan*



## Refayet Ullah Mirdha

Despite having huge potential in home textile, Bangladesh is unable to expand its market share in the European Union because of duty benefits extended to Pakistan, a cotton grower.

Bangladesh, on the other hand, is a 100 percent cotton importer.

In December 2013, the 28-nation bloc granted Pakistan the GSP Plus status for four years. The GSP Plus status allows 20 percent of Pakistani exports, including home textile, to enter the EU at zero duty and 70 percent at preferential rates.

“Bangladesh has been competing with Pakistan in the same market in the same product category, so it is difficult to perform better,” said Md Shahidullah Chowdhury, executive director of Noman Group, which counts retail giants like IKEA, H&M, Kmart, Walmart and Carrefour as its customers.

In 2016, more than \$6.86 billion worth of home textiles were imported from outside the EU, according to data from the European Apparel and Textile Confederation, Euratex.

Of the sum, China accounted for 33 percent, Pakistan 25 percent, Turkey 16 percent and India 11 percent. Bangladesh's share was 7-8 percent.

Besides, there were remarkable gains in value for Vietnam, Morocco, Taiwan and Ukraine, according to the data.

“Apart from China, the other countries like Pakistan, India and Turkey have their own advantages,” Chowdhury said.

For example, all four major home textiles exporters -- China, Pakistan, Turkey and India -- have their own cotton.

Still, Bangladesh's home textile market share in the EU has been increasing in recent years as local manufacturers are becoming adept in this particular segment, Chowdhury said. Currently, Bangladesh has only five major home textile makers and exporters, he said, adding there are some small ones whose volume is still low. In contrast, the other countries have hundreds of such millers raring to get a slice of the \$130 billion global home textile market.

Noman Group exports home textiles such as bed sheets, pillow covers, curtains, cushion covers and bed covers worth nearly \$200 million, 80 percent of which is EU-bound, in a year.

The retail value of the home textile segment was estimated to be about \$107.24 billion in 2014 and is expected to reach \$131.50 billion by 2020, according to industry insiders.

In 2016-17, Bangladesh's home textiles export increased 6.13 percent year-on-year to \$799.14 million, according to data from the Export Promotion Bureau.

Bangladesh, the world's second largest apparel exporter, could have had a bigger share of the European home textile market if the exchange rate between the euro and the US dollar was more favourable, exporters said.

The volatile currency exchange rate ate up about \$3 billion of export value last year, as Bangladesh's foreign dealings are in the US dollar.

## RESPONSABILITÉ DES ENTREPRISES

# Bangladesh : l'Accord sur la sécurité des usines textiles est renouvelé sur fond de nouveau drame

11 JUILLET 2017 PAR OLIVIER PETITJEAN



L'Accord sur la sécurité des ateliers textiles au Bangladesh, signé par les grandes marques de vêtement et de grande distribution occidentales dans la foulée de la catastrophe du Rana Plaza, vient d'être renouvelé pour trois années supplémentaires. Carrefour et Auchan - dont les noms avaient été cités en lien avec le drame - seraient sur le point de renouveler leur engagement. Au même moment, l'explosion d'une chaudière dans une usine textile bangladaise a fait 11 victimes.

En avril 2013, l'effondrement de l'immeuble Rana Plaza, au Bangladesh, faisait plus de 1100 victimes et attirait l'attention du monde entier sur les conditions de sécurité et de travail des ouvrières textiles dans ce pays, où se fournissent massivement les grandes marques occidentales. Dans la foulée de la catastrophe avait été signé l'« Accord du Bangladesh sur la sécurité contre les incendies et la sécurité des bâtiments », associant multinationales donneuses d'ordre, syndicats internationaux et ONG, sous l'égide de l'Organisation internationale du travail. Cet Accord faisait figure de petite révolution puisque c'était la première fois que des multinationales prenaient certains engagements contraignants en ce qui concerne les conditions de travail chez leurs fournisseurs, et acceptaient que syndicats et ONG aient leur mot à dire sur le processus.

Quatre ans plus tard, comme le rappelle le [collectif Éthique sur l'étiquette](#), l'Accord a permis de résoudre « *plus de 100 000 problèmes de sécurité identifiés par les inspections dans 1 800 usines de confection, employant au total plus de 2,5 millions de travailleurs* ». Alors qu'il devait arriver à expiration en mai 2018, une nouvelle version vient d'être signée, qui en reprend les grandes lignes tout en renforçant certains aspects.

Plus de 215 grandes marques se fournissant au Bangladesh avaient signé la première mouture de l'Accord. Au 10 juillet, elles n'étaient encore que 17 (dont les poids lourds H&M, Primark et Inditex) à avoir signé le nouvel Accord, qui doit courir de 2018 à 2021. Dans cette [liste de signataires](#), on remarque l'absence des groupes français qui avaient signé le premier accord, Carrefour, Auchan et Camaïeu. Les directions de Carrefour et Auchan nous ont fait savoir qu'elles signeraient le nouvel Accord. Leurs noms avaient été évoqués en lien avec le drame du Rana Plaza, des étiquettes de leurs marques ayant été retrouvées dans les décombres. Aussi bien Carrefour qu'Auchan ont toujours nié une quelconque responsabilité dans la catastrophe, évoquant une sous-traitance sauvage (lire [notre enquête](#)). Des associations françaises ont déposé plainte contre Auchan pour « pratique commerciale trompeuse », dénonçant le grand écart entre sa communication éthique et ses pratiques réelles de sous-traitance (lire [notre article](#)).

## Nouveau drame

Quelques jours à peine après le renouvellement de l'Accord, illustrant la persistance des problèmes de sécurité, l'explosion d'une chaudière dans une usine textile de Gazipur a fait au moins 11 morts et une cinquantaine de blessés. Le bilan aurait pu être bien plus lourd, la plupart des employés de l'usine étant partis en congés pour célébrer l'Aïd el-Kebir.

L'usine Multifabs, qui fournissait de nombreuses marques européennes (principalement allemandes et scandinaves), était couverte par l'Accord et avait été récemment inspectée pour ce qui concerne la sécurité incendie. Les chaudières proprement dites, elles, ne sont toujours pas dans le périmètre de l'Accord, malgré les demandes répétées des ONG et des syndicats, et restent de la responsabilité de l'État bangladaise.

Comme le [souligne](#) la fédération internationale IndustriALL, l'usine n'avait pas de syndicats. « *Le nouvel Accord du Bangladesh met davantage l'accent sur les droits des travailleurs à la liberté syndicale, souligne son secrétaire général Valter Sanches. Les travailleurs sont les yeux et les oreilles de l'usine dans laquelle ils travaillent et, grâce au soutien d'un syndicat, ont davantage qualité pour revendiquer des conditions de travail sûres et refuser d'effectuer un travail dangereux.* »

Olivier Petitjean

*Cet article a été mis à jour le 11 juillet à 18 heures après que les directions de Carrefour et Auchan nous aient fait savoir qu'elles signeraient le nouvel Accord.*

Yaoundé - 19 juillet 2017 –

## Le Cameroun se donne 18 mois pour mettre en place un cluster dans la filière coton-textile-confection



(Investir au Cameroun) - 260 millions de francs Cfa. Tel est le montant de la convention que viennent de signer le ministère camerounais de l'Économie et le cabinet Ligne Rouge Consulting, afin de mettre en place un cluster de la filière coton-textile-confection au Cameroun.

Ce projet qui sera bouclé en 18 mois, apprend-on, se construira autour de la société privée Buetec, spécialisée dans le tricotage, la teinture et la confection, et qui fait actuellement office de leader du marché des articles publicitaires (T-shirt et polos) au Cameroun.

La mise en place de ce cluster participe de la relance de la filière coton-textile-confection camerounaise, qui ne pèse officiellement qu'environ 1% sur le marché local de l'habillement, largement dominé par la friperie et les produits importés de la Chine et de l'Europe.





Two ethnic Uyghur men walk through a clothing market in downtown Urumqi in Xinjiang province in November 2013. Photo: Reuters.

[CHINAXINJIANG](#)

# China shielding cotton growers to ensure national stability

Beijing is reluctant to liberalize imports despite falling prices as Uyghur farmers in restive Xinjiang, who grow 67% of China's cotton, would be hit

By [ZI YANG](#) JULY 18, 2017 12:59 PM (UTC+8)

China's textile and apparel industry has entered a challenging era. Besides rising labor costs, competitors in South and Southeast Asia are catching up with expanded productivity and product quality.

To increase competitiveness, China's textile and apparel businesses are looking to slash costs in raw material acquisition with cheap and high quality import cotton. From January to May 2017, China imported more than **565,200 tonnes of cotton**, a 58% year-on-year jump. However, the yearly import quota of 894,000 tonnes limits the potential for Chinese enterprises in outmaneuvering their competitors. While the textile and apparel industry hopes the quota will be relaxed, the government seems to be stalling. Why is this the case?

Chinese cotton growers find it hard to compete with foreign counterparts that are of higher quality and lower price. World cotton prices are on the decline, while domestic prices, shielded by protectionist policies, remain stable. So, **the price gap has been widening**. A tonne of Xinjiang cotton is priced at 15,940 yuan, while imported US cotton of comparable quality is 13,800 yuan. In May, the difference was around 1,000 yuan, and by the end of June it was more than 2,000 yuan. In contrast to Chinese cotton cultivation that is limited in scale and still relies on manual labor, cotton growing in the US and Australia is totally mechanized and farmed on a large scale. This is a situation very difficult to remedy because China's land-use policies prevent the emergence of large farms that are necessary for mechanized agriculture.

So why is the government insisting on buying locally when there are better options available?

National security is the key concern here. China's restive Xinjiang Uyghur Autonomous Region is **the national leader in cotton production**. In 2016, Xinjiang produced 3.59 million tonnes of cotton or 67% of the national total. Cotton constitutes more than half of Xinjiang's agricultural output value. Half of the farmers in Xinjiang grow cotton, which makes up 35% of their annual net income. In Uyghur-heavy southern Xinjiang, 90% of counties farm cotton. And lately, Xinjiang's cotton industry has been sending out **distress signals**, as fewer orders from factories has forced traders to sell at a discounted price.

Xinjiang's market is looking bearish and liberalizing the quota system would destroy many farmers' livelihood. This is the last thing the state wants in a region of high tension.



Source: Google Maps

Ordinary farmers in Xinjiang are not the only ones affected. China's internal security organizations would suffer too. The Xinjiang Production and Construction Corps (XPCC), tasked with suppressing armed rebellions, would see a significant drop in profit if changes to the quota system occur.

Founded in 1954 to keep watch over recalcitrant indigenous Muslim groups, the XPCC also guarded against the Soviet Union after the Sino-Soviet Split. A semi-autonomous entity within Xinjiang province, the XPCC handles its own administrative affairs and maintains its own armed forces. Its members are described as having "a hoe in one hand and a rifle in the other"; in other words, engaging in economic production during peacetime and enforcing order amid a national emergency.

Agriculture is the XPCC's main source of income and cotton is the **number one cash crop**. Priced at **16,044 yuan per tonne**, its cotton is the most expensive in China, which means the XPCC would will suffer the most if the state decides to liberalize the import quota. Thus, the XPCC is staunchly opposed to more imports and makes its case on the basis of national security.

While the textile and apparel industry seek additional imported cotton, interest groups in Xinjiang are taking a stand against this proposal. If the price gap continues to widen, we will witness more gangs smuggling cotton – to satisfy China’s garment makers, locked in an increasingly competitive match.

*Follow the author on Twitter [@MrZiYang](#).*

**ISPO SHANGHAI** | 17.07.2017

## Consumer Insights from ISPO SHANGHAI

# Chinese Consumers Embracing the Sport and Outdoors Market via Social Media



ISPO Shanghai proofed it again: China is bringing social media and the sports sector together

Bild: iStock

Envover

**ISPO Shanghai convinced its visitors again: The exhibition is a very special melting pot for everyone in the sports sector. Growing visitor and exhibitor numbers made the trade show a huge success. We now share some thoughts and impressions.**

### Health & Happiness

As Chinese consumers earn more money and their disposable income increases, two factors interlink within society: health and happiness. As one consumer said: “we are richer than before and we want to be healthier.” Good news for the sports and outdoors industries as consumption grows, but for international brands it isn't necessarily an easy market to enter, but it is feasible.

## **TEXTILES**

There are plenty of China domestic brands that are delivering on style, function and fit for the Chinese consumer, and for the international textile sector, selling their ranges directly to these brands is increasing. That's not to say there isn't room for international brands.

Nike, Under Armour and Asics, to name a few, are making headways, especially as there is a kudos in owning international brands, and not just for the sports and outdoor apparel sector. You only have to look at the luxury goods sector and the automotive industry, to realize the appeal of established brands imported from the West.

### **Retail Facts**

It isn't just the primary cities including Beijing and Shanghai, secondary and tertiary cities that are growing throughout the country at a rapid rate have consumers hungry for new brands and this increased interest in health.



ISPO TEXTRENDS forum highlighted the latest developments for Summer 2019 alongside a preview of the trends for Winter 19/20

Bild: ISPO TEXTRENDS

From running to yoga, swimming to hiking, the Chinese consumer is embracing this new lifestyle, freedom and disposable income they have, especially when it is connected to an app on their smart phone.

### **Bricks vs Clicks**

While flagship stores still feature, the main direction for retail is through social media as apps prove to be king on the retail front. As the China economy has grown, it has done so at a rapid rate, with consumers moving from cash to paying via their smart phones, with debit and credit use almost skipped completely.

One of the leading apps for buying products online is Alibaba's Taobao, where you can find any product. The app also has the ability to pay through Alipay, which was launched in Europe in 2015 to cater to the growing Chinese tourism industry who want to purchase products overseas the way they do at home. Alipay has over 450 million users in China.

## THE OPENING DAY OF THE ISPO SHANGHAI 2017 IN PICTURES

WeChat is also essential with today's Chinese consumer, for communicating, sharing and paying for products. From ordering and paying for a taxi, to reserving a table and paying for the meal through to purchasing a piece of fruit or coffee. WeChat is the equivalent of multiple social media apps we use in the West all combined into one. Owned by Chinese internet giant Tencent, over 600 million consumers in China use it.

Earlier this month Tencent launched its WeChat Pay payment platform in Europe, teaming up with Germany's Wirecard to launch the service. This partnership means retailers in Europe will be able to accept payments via WeChat, again geared towards the Chinese visiting Europe, who are familiar in paying via this social media wallet.

### Support from the Government and from Corporate Investment

The China government has been behind the increase in the sports sector, especially having hosted the Olympics in Beijing in 2008 and preparing to host the 2022 Winter Olympics. With its latest 13th Five-Year Plan, the General Administration of Sport of China has the goal of creating an industry worth 3,000 billion yuan (387 billion Euros), which could contribute around one per cent of national gross domestic product by 2020, compared to 0.7 per cent in 2015.



Delegation tour at ISPO TEXTRENDS

The push in the sports sector from the Chinese Government, who are pursuing a healthier population, thus taking pressure off the health service. Getting a population of over 1.4 billion people moving and healthier has positive advantages.

Investment for the sports sector isn't just government led, it is now more open to corporate investment, with key major players making a move in this growth area. Alibaba Group is one of the latest, forming Alisports to boost its share of the domestic sports industry. The plan encourages local governments to establish sports industry investment funds, using private sector and public cash, and also to expand their sporting interests through public-private-partnership financed projects.

## **Key Performance Factors in Textiles for Summer 2019**

Moisture management, cool touch and quick dry qualities for Summer are as popular in China as they are in the West and attendance at the recent ISPO TEXTRENDS forum at ISPO SHANGHAI was high. UV protection is essential throughout, applied through specialty yarns or through compact fabric structures that block out the sun.

## **TEXTILES**

This isn't just from a health perspective in protecting the skin from the sun's rays, it is also driven by the consumer. In China, having a tan is not regarded as healthy, on a cultural level the paler you are the more affluent you are. Just walking the streets of Shanghai during ISPO SHANGHAI umbrellas are up, not to protect from the rain, but for protection against the sun. Cyclists are kitted out in full lightweight, compact woven rip stops in long sleeved outer layers, again preventing any contact from the sun on the skin.

## **The Bicycle Goes Full for Chinese Consumers**

When the People's Republic of China was founded in 1949, the party decided to promote the bicycle as the people's vehicle and started mass production. In China's first five-year-plan it included the growth of the bicycle industry. Today it remains one of the leading manufacturers worldwide in the production of bikes, producing for over 60 per cent of the market globally. But domestically, with the introduction in major cities of public transport including metros and the increased ownership of cars, the bicycle went by the wayside.

Today in Shanghai, it's an about turn, as bicycle sharing has been launched and more people are cycling than ever. While many European cities have launched these bike share schemes, you do have to pick up and return to the nearest docking station.

With Shanghai's bike sharing, you don't have to return to a designated docking station you can just leave the bike on the sidewalk anywhere in the city for someone else to come along. Four bike companies are participating in the scheme, all involving an app which you register too.

Find a bike, open the app, scan the QR code on the bike and enter in a pin number and off you go. Since it's launch it has taken off, especially amongst millennials, as you see the brightly colored bicycles shooting around the city. The initiative popular in Shanghai will filter through to other cities. In addition to app unlocking the bike, there is no charge and when you have completed your journey it calculates the carbon emissions you have saved.



## **A Demand for Performance Fabrics in the Sports and Lifestyle Sectors Fuels Business Potential for Textile Companies**

Whilst you can't deny the sports market is growing, the demand for performance in casual and workwear clothes is increasing, especially when you associate it with the bike share schemes. The consumer wants cool touch, odor-control, moisture management, durable water resistant finishes and UV protection as much as for running and exercise as well as for cycling to work in an office.



Designer and Product Delegation tour at ISPO TEXTRENDS

Bild: ISPO TEXTRENDS

This new demand of performance 'living wear' has plenty of potential for textile companies already delivering to the traditional sports and outdoors market, as major brands, including Uniqlo, Japanese but established on the retail scene in China, developing Lifewear collections.

PERSONALISED AGENDA [TELL ME MORE](#) EXPOPLATFORM



ASIAEUROPE

## Messe Frankfurt celebrates 30th year in Asia

JUL 11, 2017 BY TOM HALL NO COMMENTS

Messe Frankfurt is celebrating its 30th year in Asia, as Hong Kong marks the 20th anniversary of its handover to China.

Three decades have passed since Messe Frankfurt launched its first overseas fair – Interstoff Asia in Hong Kong in 1987. Since then, the company has established a foothold in Greater China and Asia.

Stephan Buurma, member of the extended board of management of Messe Frankfurt GmbH, explained how the geographical and economic advantages of Hong Kong have powered the company’s ongoing success in Asia. “Strategically located at the heart of Asia, Hong Kong enjoys close proximity to China and strong connections with the rest of the world. We also benefit from the well-established legal and financial systems the city offers.

“And of course, our professional and dedicated staff members constitute a big part of our success and continued financial growth. When we started a small office in Hong Kong in the beginnings, we had less than 10 employees. Today, this office has grown to become the headquarters for Asia, overseeing close to 700 employees across the region. The number of fairs and events we organise in Asia also expanded rapidly during this time, from three to over 70.”

Among these fairs are some world-leading events, including Intertextile Shanghai Apparel Fabrics and Automechanika Shanghai, which is the largest automotive fair of its kind in Asia.



**1987:** Messe Frankfurt launches its first trade fair in Asia, Interstoff Asia – International Fabric Show, in Hong Kong in October.

**1994:** The company's second Asian subsidiary, Messe Frankfurt (HK) Ltd, is established in July to cope with the growing business in Hong Kong and Mainland China.

**1995:** A branch office of Messe Frankfurt (HK) is opened in Taipei to oversee the increasing participation of Taiwanese companies at trade fairs in Europe.

**1995:** Intertextile Beijing, which takes place in October, is Messe Frankfurt's first event in Mainland China, held jointly with The Sub-Council of Textile Industry, China Council for Promotional Trade. This marks the start of a long and successful partnership for apparel fabrics and home textiles events in China in the years to come.

**1996:** A new fair for the stationery industry, Pen & Paper, is launched in Hong Kong in partnership with the Hong Kong Trade Development Council. The event is renamed as the Hong Kong International Stationery Fair in 2001.

**2002:** The growing trade fair business in China and an increasing number of joint ventures and business partnerships necessitate the opening of an office in Shanghai in March – the company's first office in Mainland China.

**2003:** Messe Frankfurt opens an office in Beijing in May to manage the rapidly growing outgoing business and assist Chinese companies to attend fairs in Frankfurt and around the world.

**2005:** In October, Messe Frankfurt establishes a joint venture company with Guangzhou Guangya Exhibition Co Ltd, forming Guangzhou Guangya Messe Frankfurt – organiser of the biggest lighting fair in Asia and the second largest in the world.

**2009:** Messe Frankfurt New Era Business Media Ltd becomes a subsidiary of Messe Frankfurt (HK) Ltd. Based in Taiwan, it is responsible for exhibitions, conferences, websites and magazines related to security.

**2013:** Messe Frankfurt New Era Business Media Ltd establishes a subsidiary in Shenzhen to better promote its safety and security portfolio, and offer expanded services for the Mainland China market.

**2014:** Messe Frankfurt (HK) Ltd and the Guangdong Toy Association (GDTA) form a joint venture, Guangzhou Li Tong Messe Frankfurt Co Ltd, to organise the Toy & Hobby China and Baby & Stroller China fairs.

# Industry Minister inaugurates two new factories in Beni Suef with Egyptian-Korean investments of EGP200m

Laying the foundation stone of an integrated industrial complex for the production of household appliances with investments of EGP 2.4bn

[Shaimaa Al-Aees](#) July 13, 2017



Minister of Industry and Trade Tarek Kabil inaugurated two new factories in Beni Suef governorate in the field of fabric production with Egyptian-Korean investments that reached EGP 200m. The factories will provide 340 direct job opportunities, according to Kabil.

Further, the minister laid the foundation stone of an integrated industrial complex for the production of household appliances with investments of EGP 2.4bn.

As for the infrastructure of the industrial sectors in Beni Suef governorate, the minister clarified that Beni Suef governorate includes three industrial zones on an area of 5,132 acres, of which 3,582 acres are in the building materials area, 800 acres are in Kom Aburadi, and 750 acres are in Bayad Al Arab.

The minister pointed out that the fund provided to complete connecting facilities and utilities for industrial zones amounted to EGP 723m, where these lands are allocated free of charge.

For his part, Ahmed Abdel Razek, chairperson of the Industrial Development Authority said that the area of Kom Aburadi is located on an area of 800 acres and includes 188 factories with investments of about EGP 5.4bn, including nine projects with Korean, Chinese, Saudi, and Syrian foreign investments.

Abdel Razek added that these projects cover eight industrial sectors with 56 food factories, 34 for engineering, 22 for chemicals, 20 for metal, 18 for mining, 16 for wood, and 11 for textiles and paper.

He noted that the foreign investments cover 20% of the total investments in the region by EGP 1bn in the engineering, textile, and wood sectors.

# Egypt signs €1.5m protocol with UNIDO to enhance Egyptian cotton in local, global markets

Egypt's textile industry contributes 3% of the GDP, says minister

[Daily News Egypt](#) July 19, 2017



Egypt signed a protocol to enhance Egyptian cotton to local and global markets (cotton from seed to cladding) in cooperation with United Nations Industrial Development Organization (UNIDO) and the Italian Development Cooperation at a total cost of €1.5m.

Egyptian Minister of Industry and Trade Tarek Kabil said that the textile industry is of utmost importance to the national economy, which contributes 3% to the GDP, employs about one third of the industrial labour manpower, and exports \$2.6bn, 15% of Egyptian non-petroleum exports.

Kabil added that the project's duration is two years and includes the qualification of 400 cotton farmers on the sustainable agricultural practices of organic cotton. It also includes strengthening the productive capacities of 15 companies from the private sector working in the textile industry, improving skills of 10 traders and retailers and development skills of 300 workers in the field of agriculture as well as that of technicians and professionals working in textile companies. Furthermore, the implementation of training programmes for 300 students in industrial and agricultural schools and capacity building for six technical support institutions and specialised centres.

The project also aims to improve the economic performance of projects operating in the field of manufacturing long-staple cotton, including small and medium enterprises (SMEs), developing supply chains, managing production, and developing industrial technologies and marketing systems. In addition, the project aims to meet local and global market requirements by raising the skills of textile workers and developing the innovation system.

For her part, Director and UNIDO Representative at Egypt Giovanna Ceglie said that the new project will benefit from UNIDO's experience in the value chain system, and it will promote organic cotton and support cotton manufacturing through optimal and efficient use of resources.

Furthermore, the project aims to support innovation in the textile sector and to enhance the pioneering and technical skills of Egyptian youth working in the fields of cotton cultivation.



July 17, 2017 3:02 pm JST

## Chinese, South Korean, Indian apparel makers landing in Ethiopia

Young, low-wage labor attracting garment companies from around world

MASANORI TOBITA, Nikkei staff writer



South Korea's Shin Textile Solutions in Bole Lemi Industrial Park mainly produces sportswear.

ADDIS ABABA -- Ethiopia is fast developing into a dynamic apparel-sourcing hub as low labor costs lure international clothing makers to the African nation.

Manufacturers from China, South Korea, India and other countries have opened new plants in the continent's second most populous nation while a growing number of European and U.S. brands are sourcing garments there.

A significant factor in Ethiopia's emergence on the clothing scene is the planned opening of a new railway line to a port in neighboring Djibouti, located on the Horn of Africa in the Arabian Sea. The railway will facilitate transport of goods from the landlocked country's industrial areas, like the Bole Lemi Industrial Park, an hour's drive from the capital Addis Ababa.



Opened in 2015, the sprawling 150-hectare park is bustling with Chinese, Taiwanese and South Korean production facilities, conveniently clustering factories for textiles, apparel products and leather shoes in one area.

At a factory operated by Shin Textile Solutions, a South Korean company, workers sit at long rows of machines sewing mainly sportswear. According to the general manager, the plant's entire output is exported, with about 60% going to Europe, 20% to the U.S. and the remainder to Asia.

Japan's [Fast Retailing](#), which manufactures and sells casual clothes under the Uniqlo brand, is among the many apparel makers that has shown interest in the plant, the manager said.

### **Drive to industrialize**

Ethiopia's main exports currently include coffee, gold and leather products, but the government is stepping up efforts to develop new industries. Arkebe Oqubay, special adviser to Prime Minister Hailemariam Desalegn, has pledged to transform Ethiopia from a farm economy into an industrial powerhouse.

As part of its efforts to turn the country into an thriving, middle-income economy by 2025, the government has been building industrial parks. The newest is Hawassa Industrial Park, a one-hour flight from the capital. Among the 15 companies with manufacturing facilities there is PVH, a U.S. apparel company.

PVH's 280 employees produce garments for a number of international brands including Calvin Klein, then exports them to Europe and the U.S.

# L'Ethiopie va construire deux nouveaux parcs dédiés à l'habillement

17 juillet 2017

Après avoir attiré les productions du groupe PVH (détenteur des marques Calvin Klein, Tommy Hilfiger, Arrow, Van Heusen...) et amené l'organisateur de salons textile Messe Frankfurt à investir au sein de sa capitale Addis-Abeba, l'Ethiopie va inaugurer deux nouveaux espaces industriels dans le nord du pays. Financés par des capitaux chinois, ces derniers ont pour ambition de séduire de grands noms de l'habillement comme Vanity Fair ou H&M.



Une usine textile basée à Hawasa - DR

Ces nouveaux espaces se veulent une déclinaison de la zone pilote déployée fin 2015 à Awasa, dans le centre du pays, où se sont implantées depuis 18 entreprises des secteurs textile et habillement. Cette dernière, construite avec des capitaux chinois par la China Civil Engineering Corporation (CCECC), accueille notamment la première chaîne de production du géant PVH dans le pays.

Une opération désormais dupliquée par l'Ethiopian Investment Commission pour les espaces industriels de Mekele (dans le nord du pays) et Kombolcha (au centre-nord), le tout s'inscrivant dans un processus d'investissement d'un milliard de dollars dans le cadre du Growth and Transformation Plan 2015-2020.



Le parc industriel d'Hawasa – DR

Pour le Premier ministre éthiopien Hailemariam Desalegn, l'objectif est de faire du pays le "hub textile" de l'Afrique. Et de séduire les multinationales venues d'Europe, d'Asie et d'Amérique, à l'image de grands groupes comme Vanity Fair ou H&M.

Une volonté forte qui intervient alors que le pays africain travaille de longue date sur la question d'un salaire minimal visant en premier lieu le travail manufacturier. En 2016, l'Éthiopie aurait exporté pour 41 millions de dollars de production textile, en progression soutenue. Le pays vise la création de 350 000 emplois dans le secteur.

## EU home textiles & clothing imports surge in 2016

13 Jul '17



Taking advantage of lower average unit prices, home textiles imports from outside the EU-28 increased in 2016, according to The European Apparel and [Textile](#) Confederation, Euratex. During the year, EU imports of menswear showed 0.5 per cent increase in value and 4.4 per cent in volume terms, while imports of womenswear increased 0.8 per cent in value.

“Activity in homebuilding varied widely depending on the Member State, and purchasing of homeware followed suit,” Euratex states in its Bulletin 2|2017, which provides an in-depth analysis of the EU textile and clothing external [trade](#) for 2015-2016.

The [report](#) includes trade trends by sector, i.e. fibres, yarns, fabrics, carpets, technical textiles, home textiles, home textiles, workwear, mens and womenswear, by products and by EU main trading partners.

Imports of home textiles from outside the EU reached €6 billion in 2016, and were mainly divided among four countries: China (share 33 per cent), Pakistan (25 per cent), Turkey (16 per cent) and

India (11 per cent). Besides, there were remarkable gains in value for Vietnam, Morocco, Taiwan and Ukraine.

In 2016, EU imports of menswear climbed to more than €20 billion, accounting for 25 per cent of total clothing imports. Of the five main imported menswear items (trousers, shirts, coats, underwear, jackets), only shirts suffered weaker demand. China remained the main supplier of menswear. In value terms, its share of total imports stood at 28 per cent, representing another year of steady decline. The EU-28's second ranked supplier, Bangladesh, continued its inexorable rise adding 8.5 per cent to improve its market share. A comparable situation was observed in imports coming from Pakistan which added 5.8 per cent in value.

Imports of womenswear reached €29 billion, constituting 36 per cent of total EU-28 clothing imports. Imports rose for the five main imported items: trousers, skirts and dresses, coats, blouses and underwear. China continued to be the main supplier but its share was being eroded year-on-year. Due to continued annual expansion of its import share, Bangladesh was inevitably next in line behind China, with value increasing by 13.7 per cent. In third place, Turkey continued to be a preferred traditional supplier even with a slight dip of 0.3 per cent.

Among other clothing articles, EU imports of worn clothing achieved an outstanding growth while pullovers and cardigans declined. (RKS)



# Etam, le leader français de la lingerie, va sortir de la Bourse en août

[DOMINIQUE CHAPUIS](#) Le 13/07 à 06:00



En Europe, Etam parie sur son savoir-faire dans la lingerie, un secteur en croissance. Et veut réduire la part de l'habillement. - DR

Vingt ans après son entrée en Bourse, le groupe familial reprend le contrôle total. Ses priorités : investir dans des marques et redresser la Chine.

Etam va sortir de la Bourse à la mi-août. Et ce tout juste vingt ans après sa première cotation, en juin 1997. Une opération surtout « technique », selon son dirigeant, Laurent Milchior, alors que le groupe familial n'a plus que 3,4 % de flottant. Le prix fixé correspond à une prime de 53,8 % sur le [cours de clôture](#), soit environ 50 euros. Au fil des années, les familles fondatrices, les Milchior, le principal actionnaire, et les Tarica, se sont renforcées, avec notamment deux [offres publiques](#) de [rachat d'actions](#) en

2010, puis en 2013, qui les ont fait passer de 42 % à 80 % du capital. La famille Lindemann, autre cofondatrice, détenant, elle, une participation de 16 %.

L'objectif d'Etam, dont le chiffre d'affaires s'est établi à 1,3 milliard d'euros en 2016, pour 41 millions de résultat opérationnel (-11,5 %), est de poursuivre une stratégie de long terme, dans un paysage mondial bouleversé par la naissance de géants. « Nous sommes confrontés à des groupes dont les ventes atteignent 25 milliards d'euros, avec l'enjeu de la digitalisation et les changements de modes de consommation, souligne le dirigeant. Le groupe Etam doit continuer d'aller de l'avant dans un monde qui bouge. »

## Deux nouveaux dirigeants

L'ambition d'Etam est de figurer parmi les leaders mondiaux, comme Intimissimi ou Hanes (Dim), mais loin derrière le leader, Victoria's Secret (8 milliards de dollars). Avant cela, le groupe devra rebondir en Chine, où il a enregistré de nouvelles pertes l'an dernier. Un marché qui pèse 30 % de l'activité, essentiellement dans le prêt-à-porter, avec quelque 2.500 points de vente. Deux nouveaux dirigeants viennent d'être nommés pour faire évoluer le style des collections, développer la lingerie et pousser le digital. L'e-commerce représente 10 % de l'activité d'Etam dans le pays, alors que 40 % du marché chinois du textile se fait via Internet. « La Chine pèse sur notre rentabilité, alors que, depuis cinq ans en Europe, nos ventes progressent à périmètre constant », reprend Laurent Milchior. Sur le Vieux Continent, l'entreprise parie en priorité sur son savoir-faire dans la lingerie, un secteur en croissance. Et veut réduire la part de l'habillement. Elle s'appuie sur son nouveau « tech center » à Marcq-en-Baroeul (Nord), son berceau historique, où sont conçus ses dessous. Pour la marque Etam, le nombre de magasins (1.100 hors Chine) va se stabiliser au profit de surfaces plus grandes. Un nouveau « flagship » est en projet près des grands magasins à Paris. « Le "retail" est mal en point. Seuls les distributeurs qui ont des marques fortes, avec une histoire et une vraie valeur ajoutée, s'en sortent. Sinon, ils sont condamnés face à Amazon », reprend le PDG. Après avoir investi il y a dix ans dans Undiz, une marque de sous-vêtements qui parie sur l'humour avec pour cible les 15-25 ans, le groupe se lance dans une nouvelle aventure. En septembre, Livy, une griffe de corseterie de luxe

accessible, va voir le jour, avec, en plus d'un corner au Bon Marché, une dizaine de boutiques à Paris, Lyon ou Bordeaux. La styliste d'Undiz, Lisa Chavy, soutenue par Etam et le groupe Vog (Ba&sh, Eleven Paris), veut révolutionner le rayon, avec ses parures chics et sexy, avec des prix autour de 120 euros.

La digitalisation est aussi une priorité, avec la mise en place d'outils comme l'étiquette intelligente (RFID). En plus de mieux gérer les stocks ou de parer les vols, elle permet d'analyser les comportements des clientes. Et de voir quel produit regardé n'a pas été acheté. Etam teste aussi une application développée en interne pour permettre à ses salariées à temps partiel de faire des heures supplémentaires dans la boutique de leur choix d'une des trois marques d'Etam.

Dominique Chapuis, Les Echos

13 juillet 2017

## Evalliance élargit son périmètre international textile et habillement

Créée en 2014 pour œuvrer au renforcement de relations partenariales textile-habillement de l'Union européenne avec les pays de la péninsule indochinoise, l'association Evalliance a décidé d'élargir très significativement le périmètre de son activité. Elle est désormais organisée en cinq pôles géographiques :

- Asie du Sud-Est et sous-continent indien
- Europe
- Bassin méditerranéen
- Afrique Noire
- Zone Amérique

Cet élargissement vise à mieux prendre en compte la mondialisation croissante de la production et des marchés du textile et de l'habillement.

Par ailleurs, dans le cadre de sa politique de réseau, Evalliance vient d'adhérer à l'International Apparel Federation (IAF) en qualité de membre associé.

L'IAF ( <http://iafnet.eu> ) est la plus importante fédération professionnelle mondiale d'habillement. Ses membres comprennent des associations de plus de 40 pays représentant plus de 150.000 entreprises de l'industrie et des services du secteur de l'habillement, et plus de 20 millions de salariés.

Les membres associés, dont fait maintenant partie Evalliance, sont d'importants groupes et instituts qui interviennent dans les domaines de la technologie, de la distribution, des services, de la logistique et de l'éducation.

# Lectra : entre dans les écoles de mode

Alexandra Saintpierre, publié le 12/07/2017 à 05h31



Crédit photo © Reuters

(Boursier.com) — La société girondine **Lectra**, numéro un mondial des solutions technologiques intégrées pour les industries utilisatrices de tissus, cuir, textiles techniques et matériaux composites, veille à ce qu'en Italie les étudiants en stylisme et modélisme bénéficient de la technologie la plus avancée pour développer leur talent, avec pour point d'orgue l'organisation de concours, le dernier réunissant Armani et l'Istituto Secoli de Milan.

Aussi, Lectra a noué des partenariats avec plus de 850 écoles de mode dans le monde. En apportant ses solutions et son expertise aux enseignants, elle aide les étudiants à développer les compétences clés dont ils auront besoin dans le monde du travail. Sa collaboration avec de grands partenaires éducation comprend des concours étudiants que Lectra organise régulièrement en association avec ses clients. Le dernier, rapprochant Armani et les étudiants d'Istituto Secoli, célèbre pour son savoir-faire en matière de patronnage, illustre parfaitement comment la coopération entre les acteurs de l'industrie et de l'enseignement contribue à l'éclosion de jeunes stylistes.

Les élèves d'Istituto Secoli créent leurs propres collections en utilisant les solutions Modaris et Diamino de Lectra pour le patronnage, le prototypage et le placement. Par

ailleurs, les élèves du master de mode masculine découpent leurs créations avec Vector, la solution de découpe de tissu de Lectra.

Grâce à la proximité de Lectra avec son client G.A. Operations, groupe Giorgio Armani, le lauréat du parcours mode masculine fera un stage dans le département de développement des collections de la marque italienne.

## LECTRA : Frost & Sullivan décerne son prix Product Leadership à Versalis®, la solution digitale de découpe du cuir de Lectra

Nasdaq le 18/07/2017 à 17:50

### Frost & Sullivan décerne son prix *Product Leadership* à Versalis®, la solution digitale de découpe du cuir de Lectra

#### ***Versalis de Lectra accroît la productivité globale des fournisseurs de cuir automobile grâce à la digitalisation et à l'intégration totale du processus de découpe des peaux***

LONDRES, U.K. - le 18 juillet 2017 - Se basant sur sa récente analyse du marché des solutions de découpe du cuir automobile, Frost & Sullivan décerne à Lectra son prix *Global Frost & Sullivan Award 2017* dans la catégorie *Product Leadership*.

Lectra s'appuie sur plus de dix ans d'expérience dans les processus de production connectée pour proposer Versalis®, une solution digitale innovante conçue pour découper le cuir au plus haut niveau de qualité. Avec son puissant algorithme de placement qui améliore l'efficacité de la découpe, la solution entièrement automatisée permet aux sous-traitants du cuir automobile de réduire les coûts, d'améliorer la productivité et de minimiser la perte de matière tout en ouvrant la voie aux processus à forte valeur de l'Industrie 4.0.

Aujourd'hui, près de 90 % des peaux utilisées dans les intérieurs de voitures sont découpées manuellement à l'aide de presses à l'emporte-pièce, ce qui oblige les designers à construire des prototypes physiques et à finaliser leurs dessins par mises au point successives. Lectra offre une solution de gestion des peaux entièrement digitalisée, du prototypage à la découpe des pièces. Utilisé avec les logiciels de prototypage en 3D et de patronnage de Lectra, Versalis permet de réduire de 12 à 16 semaines les cycles de développement et de mise sur le marché des sièges de voitures en cuir.

La dernière version de Versalis LeatherSuite permet aux fournisseurs de cuir automobile d'augmenter leur productivité de 15 % lors de la phase de découpe. L'offre de bout en bout de Lectra pour le cuir automobile garantit, en outre, une disponibilité machine optimale, grâce notamment à un vaste réseau mondial d'experts techniques et de techniciens de terrain.

« *L'approche consultative de Lectra lui permet de comprendre parfaitement les besoins de ses clients pour élaborer une solution comprenant des logiciels, des équipements, du conseil, de la formation et de l'accompagnement après-vente* », déclare Kamalesh Mohanarangam, analyste,

Frost & Sullivan. « *Les machines de Lectra sont équipées de plus de 200 capteurs grâce auxquels il est possible de prédire les défaillances et d'alerter via les centres d'appels. Ce service et les interventions très rapides résultent en une disponibilité machine de 98 %* ».

Tanneurs et fournisseurs de cuir de rang 1 prennent conscience des avantages à investir dans les solutions digitales de découpe du cuir. En moyenne, les solutions Lectra aident les industriels à économiser jusqu'à 7 % de matière par rapport aux méthodes de découpe à l'emporte-pièce. Elles réduisent le risque d'erreur humaine ainsi que les facteurs de variabilité de la découpe. Un test de benchmark sur la découpe de pièces en cuir pour intérieur de véhicule montré un gain de 3,5 % dans l'utilisation de la matière - un résultat obtenu grâce aux capacités supérieures de placement de Versalis par rapport au rendement de la découpe manuelle chez le client. Les économies potentielles s'élèvent à 9 millions d'euros par an.

Versalis est le fruit d'importants investissements en R&D réalisés par Lectra. Dans le cadre de son plan de transformation, Lectra a consacré 50 millions d'euros à des investissements d'avenir entre 2011 et 2015. Sa nouvelle stratégie s'attache à accompagner la transition de ses clients vers les standards de l'Industrie 4.0. Pour cela, Lectra va élever à 10 % la part de son chiffre d'affaires dédiée à la R&D de 2017 à 2019, soit une augmentation de 50 % si l'on compare 2019 à 2016.

*« La digitalisation donne lieu à de nombreuses opportunités, allant de l'amélioration des opérations à la conception de nouveaux modèles économiques. L'émergence de l'Industrie 4.0 et les capacités accrues de production de masse permettent de personnaliser les produits à grande échelle et de rentabiliser davantage la production »,* souligne Kamlaesh Mohanarangam. *« Une décennie d'expérience dans l'Internet industriel des objets donne à Lectra un avantage compétitif considérable auprès d'équipementiers de plus en plus nombreux à adopter des processus digitalisés et à progresser vers les standards de l'Industrie 4.0 ».*

Chaque année, Frost & Sullivan décerne ce prix à l'entreprise qui a développé un produit dont les fonctionnalités innovantes lui valent une adoption rapide par le marché. Ce prix distingue la qualité de la solution et la valeur qu'elle apporte aux clients.

Les *Frost & Sullivan Best Practices Awards* récompensent les entreprises qui, dans de nombreux marchés mondiaux et régionaux, obtiennent des réussites remarquables et atteignent une performance supérieure dans des domaines tels que le leadership des produits, l'innovation technologique, le service client et le développement produit stratégique. Des analystes industrie comparent les participants et mesurent la performance de leur offre lors d'entretiens approfondis, d'études et de collectes de données afin d'identifier les meilleures pratiques de l'industrie.

### **A propos de Lectra**

Lectra est le numéro un mondial des solutions technologiques intégrées (logiciels, équipements de découpe automatique et services associés), dédiées aux entreprises qui utilisent des tissus, du cuir, des textiles techniques et des matériaux composites dans la fabrication de leurs produits.



Elle s'adresse à de grands marchés mondiaux : la mode et l'habillement, l'automobile, l'ameublement, ainsi qu'une grande variété d'autres industries. Ses solutions métiers spécifiques à chaque marché permettent d'automatiser et d'optimiser la création, le développement des produits et leur production. Forte de plus de 1 550 collaborateurs, Lectra a développé dans plus de 100 pays des relations privilégiées avec des clients prestigieux en contribuant à leur excellence opérationnelle. Lectra a réalisé un chiffre d'affaires de € 260 millions en 2016 et est cotée sur Euronext.

[www.lectra.com](http://www.lectra.com)

® Versalis est une marque déposée de Lectra.

### **A propos de Frost & Sullivan**

Frost & Sullivan, la Growth Partnership Company, travaille en collaboration avec ses clients pour tirer parti de l'innovation visionnaire qui répond aux défis mondiaux et aux opportunités de croissance connexes qui détermineront la réussite ou l'échec des participants du marché d'aujourd'hui. Nous développons depuis plus d'un demi-siècle des stratégies de croissance pour les 1000 plus grosses entreprises du monde entier, les marchés émergents, le secteur public et les investisseurs. [Contact us: Start the discussion.](#)

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[Communiqué Frost & Sullivan award Lectra](#)

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*Source: LECTRA via Globenewswire*

## #FASHIONTECH Placé en redressement judiciaire, Cityzen Sciences cherche un nouveau partenaire

Business 18.07.2017

Le spécialiste du textile connecté Cityzen Sciences a été placée début juillet en redressement judiciaire. Ses déboires avec son ancien partenaire et actionnaire Eolane et le retard de la commercialisation de son produit phare ont plombé son développement.

Grosse désillusion pour **Cityzen Sciences**, l'ancienne pépite du textile connecté. La startup a été placée en redressement judiciaire au début du mois de juillet, après avoir connu plusieurs mois difficiles. *“Les charges se sont accumulées avec le retard de commercialisation du produit [le D-Shirt, un t-shirt connecté, NDLR], précise Jean-Luc Errant, fondateur de Cityzen Sciences. C’est le résultat de plusieurs années d’un partenariat qui ne s’est pas révélé efficace et nous a fait perdre deux ans en matière de commercialisation.”*

En décembre, la startup avait en effet annoncé sa rupture avec Eolane, partenaire industriel historique mais aussi actionnaire, qui détenait jusqu’alors 45% du capital. *“Cette scission était volontaire mais est intervenue après des mois de discussions qui n’ont pas abouties”,* regrette Jean-Luc Errant. [Dans un article publié en décembre sur l’Usine Digitale](#), le fondateur estimait que *“l’approche technologique proposée par Eolane n’était pas adaptée aux attentes du marché”* et soulignait ne pas vouloir être dépendant du groupe.

## Des ressources financières insuffisantes

Les difficultés avec Eolane ont aussi signé la fin du consortium que les deux entreprises avaient formé, avec le soutien de bpifrance, pour créer un géant du textile connecté. Les ambitions de Cityzen Sciences avaient d'ailleurs été mal interprétées : alors que Jean-Luc Errant avait estimé, quelques semaines après le tour de table de 100 millions d'euros de Sigfox qu'une somme équivalente serait nécessaire au consortium pour créer ce fameux géant, **la presse a attribué ces velléités à la seule startup Cityzen Sciences**, qui n'a pourtant jamais été en capacité de lever un tel montant. Cet imbroglio autour de cette levée imaginaire qui n'aurait pas pu être bouclée, combiné au partenariat bancal avec Eolane a considérablement affaibli les ressources financières de la startup.

Conséquences directes de l'échec de ce partenariat : la perspective d'une commercialisation du D-shirt s'est un peu plus éloignée et Cityzen Sciences a dû se repositionner sur le marché B2B, plus facilement accessible avec une production restreinte. Et le coup de communication de la startup, qui a réussi à **envoyer son D-shirt dans l'espace** sur les épaules de Thomas Pesquet, n'y aura pas suffi.

***“ Nous avons demandé à être placés en redressement judiciaire ”***

**Jean-Luc Errant, fondateur**

Les pistes de sortie de crise sont peu nombreuses pour Cityzen Sciences. Il lui faut trouver un nouveau partenaire industriel, ou à défaut financier, pour espérer repartir sur de bonnes bases et préserver les 22 salariés de la société. Certaines offres sont déjà sur la table, notamment de potentiels partenaires étrangers, mais ne sont *“pas satisfaisantes”* pour Jean-Luc Errant, qui souhaite à tout prix maintenir la startup et sa production en France. *“Il faudrait développer le savoir-faire français”*, martèle l'entrepreneur. Mais celui-ci ne passera pas forcément par Cityzen Sciences.

## Haiti-Sous-traitance : Le sénateur Antonio Cheramy craint un éclatement social

samedi 15 juillet 2017



[AlterPresse] --- Le sénateur Antonio Cheramy, président de la commission des affaires sociales du Sénat, dit craindre un éclatement social si rien n'est fait pour prendre en compte les divers mouvements de protestations, principalement, celui des ouvriers de la branche textile.

Le sénateur a fait part de ses inquiétudes à l'émission TiChèzBa, prévue pour être diffusée les samedi 15 et dimanche 16 juillet 2017, sur la station en ligne [AlterRadio](http://www.alterradio.org) (samedi : 7:00 am, 3:00 pm ; dimanche : 7:00 am, 1:00 pm, 5:00 pm).

Il se dit très préoccupé face à l'avenir s'il n'y a pas vraiment un dialogue sincère entre le gouvernement avec les secteurs revendicatifs.

Des voix inhabituelles issues d'autres secteurs se sont élevées pour réclamer de meilleures conditions de travail, signale-t-il, en référence à la grogne qui persiste dans plusieurs bureaux publics.

Si le président Jovenel Moïse veut la stabilité du pays, il ne doit pas publier le rapport du Conseil supérieur des salaires (Css) pour éviter de perdre le contrôle du pays, conseille-t-il.

Il appelle le chef de l'État, garant du fonctionnement des institutions, à se ressaisir rapidement, en prenant en compte les recommandations de la résolution du Sénat, adoptée le 11 juillet dernier.

Cette résolution demande à l'Exécutif de surseoir à la publication du rapport du Css, fixant le salaire minimum des ouvriers à 335 gourdes (Ndlr : US \$ 1.00 = 65.00 gourdes ; 1 euro = 78.00 gourdes ; 1 peso dominicain = 1.60 aujourd'hui).

Le document a été transmis à l'Exécutif aux fins de publication au journal officiel « Le Moniteur ».

Cheramy suggère au Css d'inclure dans son prochain rapport les mesures d'accompagnements sociaux en faveur des ouvriers.

En plus d'une augmentation de salaire minimum de 800 gourdes, les ouvriers réclament aussi un appui de la part de l'État pour faire face au taux d'inflation.

Il en profite pour rapporter que dans un projet de rapport non publié par le Css, le salaire minimum fixé qui était fixé à 350 gourdes faisait l'objet de discussions parce que les représentants des ouvriers ne voulaient pas le signer.

Le nouveau salaire minimum de 335 gourdes constitue donc une provocation des patrons visant à pousser les ouvriers à afficher un mauvais comportement dans les mouvements de rues afin de trouver une justification pour pouvoir les révoquer, analyse le sénateur.

Quand le taux d'inflation atteint les 10%, l'article 137 du code du travail fait obligation aux patrons d'ajuster proportionnellement le salaire des travailleurs, rappelle-t-il indiquant qu'actuellement, ce taux est estimé à plus de 15%.

Si véritablement le Css avait tenu compte du taux réel d'inflation pour fixer le salaire minimum, l'ajustement serait différent, estime-t-il.

Dans la résolution du Sénat, l'Exécutif a été exhorté à consulter les experts en la matière en vue de vérifier la conformité des indices macro-économiques utilisés dans l'élaboration du rapport du Css au regard des conditions matérielles d'existences des ouvrières et ouvriers.

Cheramy exhorte les patrons à laisser le Css faire son travail en toute indépendance, en vue d'éviter d'éventuelles contestations des résultats qui seront issus des analyses.

Il suggère au Css d'inclure dans son rapport les mesures d'accompagnements sociaux en faveur des ouvriers, avant sa publication.

Les « patrons radicaux » utilisent la révocation comme arme pour intimider les ouvriers et les dissuader de participer aux mobilisations, signale-t-il, soulignant combien l'intransigeance de ces propriétaires d'usines pourrait envenimer la situation.

Empêcher à un ouvrier de revendiquer un ajustement salarial constitue un crime, estime le président de la commission des affaires sociales du Sénat.

Le sénateur encourage l'État central à prendre ses responsabilités en créant un climat de paix propice aux investissements.

Le sénateur de l'Ouest réaffirme sa détermination d'accompagner les syndicats ouvriers dans leur combat pacifique visant à faire respecter leurs droits.

Après celles du lundi 10 et mardi 11 juillet 2017, les mobilisations ouvrières qui ont rassemblé plusieurs milliers d'ouvrières et d'ouvriers de la sous-traitance se sont poursuivies, le mercredi 12 juillet, dans les rues de la capitale Port-au-Prince, pour réclamer une augmentation de salaire à 800 gourdes. [emb gp apr 14/07/2017 15:40]

First Published: Wed, Jul 12 2017. 02 24 AM IST

# Why India must have a new textile policy

We need a national textile policy document, an articulation much like the national telecom policy of 1999

Ajit Ranade



Textiles, along with agriculture, construction and tourism, has large-scale job creation potential. Photo: Indranil Bhowmik/Mint

India's textile sector, covering everything from fibre to garments, has the second-largest employment after agriculture, employing an estimated 32 million workers. It has the potential to double this employment in the next seven years as per the vision document of the union textiles ministry. It is a sector which not only provides livelihoods to millions of households, but is a

storehouse of traditional skills, heritage, and a carrier of heritage and culture too.

Artisans, weavers, handloom workers are custodians of designs and skills which they have been inheriting and bequeathing for ages. This is also a sector which is undergoing a huge churn due to automation, digital printing and the relentless rise of e-commerce. All these three developments threaten to completely change the face of this industry. What is India's strategy to ride this disruptive wave? Should we leave it to free market forces to determine who survives, who prospers, who innovates and who perishes? Surely not.

We need a national textile policy document, an articulation much like the national telecom policy of 1999, which was a game changer, and led to the upsurge of India's telecom revolution, An equally imaginative, bold and futuristic blueprint is urgently needed. The last official national textile policy is from 17 years ago. The one prior to that was in 1985. Talk of a new policy has been in the works for several years. We do have a vision document for 2024-25, from which we got the employment numbers quoted at the beginning of this column.

Consider this. The world operated under a patently unfair quota system called the Multi Fibre Agreement (MFA), which shackled the growth of India's textile and garment exports. The MFA was dismantled completely in 2005 and India was supposed to surge ahead. Instead we have lost steam. India's share of textile exports in total exports, at 12%, is half of what it was in 1996. If you think that's not so bad, because other sectors like petrol and diesel went from zero to 20% of export share, think again!

Bangladesh's garment exports exceeded India's in absolute terms back in 2003. Today it exports more than \$35 billion worth of garments, twice that of India. Indeed, there are Indian entrepreneurs who have set up operations in Bangladesh for exports to Western markets. Even late starter Vietnam overtook India in 2011, and now exports garments worth \$32 billion. The fact that these two smaller nations have preferential access to the European Union and US markets doesn't quite explain their huge lead over India. Their growth in exports has been at 20% per year, against India's 8%. In overall textile trade globally, India has a share of merely 5%, against China's

39%. In the sub-segment of synthetic fibres, India's share is just 2%, against China's 66%.

While India has a rich mix of synthetic and natural fibres and yarns, including cotton, jute, silk, polyester and viscose, it remains a cotton-focused country. The presence of cotton in yarn, fibre, fabric and garments is close to 70% of usage within India, which is also reflected in exports. Only 30% is from synthetics and man-made fibres. The global trend is exactly the obverse, i.e. 70% consists of man-made fibres. So India's domestic and export mix is the opposite of global fashion and demand trends.

Till recently, thanks to the Chinese government's support for stockpiling cotton yarn, India was also finding it profitable to export raw cotton to China. The inverse skew of fibre usage in India is due to the skewed tax treatment. Until the roll-out of the goods and services tax (GST), the cotton value chain was completely free of indirect taxation. Whereas the man-made fibre suffered a dead-weight tax of 12% excise, which resulted in unutilized VAT (valued-added tax) credit in the chain. That anomaly was supposed to be removed by uniform GST treatment for the textile sector. Instead of a fibre-neutral policy, we have a dual GST structure, with 18% GST on upstream, and 5% on all downstream, leaving an inverted duty structure. In addition, the offsetting credits cannot be used to get a refund by downstream entities.

This has already led to much disruption, as can be seen in shutdowns or strikes in powerloom clusters such as Surat, Bhiwandi or Coimbatore. Some of this is because of the reluctance of the informal sector to step into the limelight of the formal sector with GST. But some of it is also because of the effect of inverted duties and the disallowing of GST refunds.

The other big factor looming large on the sector is the overhang of excess capacity in the fibre and yarn sectors in China. That causes a downward pressure on prices and the flood of imports also remains a constant threat. With rising wages in China, the labour-intensive garment sector is perhaps moving out, and represents a great opportunity for India. But unless that is grabbed soon with a coherent and holistic national policy, we run the risk of losing to countries like Vietnam.



Textiles, along with agriculture, construction and tourism, has large-scale job creation potential. It is a sector dotted with small and medium enterprises, which make up 80% of the units. It is ideally positioned to be a poster child for Make In India. But it needs a national policy and implementation plan, which can address these challenges: changing consumer and fashion trends, a significant demand for investment and modernization of machinery, massive skill upgradation, meaningful export incentives, a fibre-neutral tax policy, a big digital push in design and automation, and lastly, meeting the needs of the e-commerce phenomenon. It's a tall order, but surely we can untangle this web.

*Ajit Ranade is chief economist at Aditya Birla Group.*

Thursday, July 20, 2017

## Strategic Partnership

# Hyosung Expands in Europe by Partnering with France-based Textile Firm



Hyosung Booth at the Interfilere Paris 2017.

11 July 2017 - 11:45am

Jung Min-hee

Hyosung Creora presented fabrics co-developed with France's famous fabric company Sofileta by participating in the world's largest lingerie and swimwear exhibition "Interfilere Paris 2017" in Paris, France from July 8 to 10.

Sofileta is a global textile company in Lyon, France, specializing in textiles and dyeing. Hyosung is strategically cooperating with Sofileta to approach its European customers, including those in France. Marketing Director Ria Stern of Hyosung Global said, "Hyosung has been collaborating with Sofileta since

the birth of Creora, and we will continue to maintain partnerships to keep pace with rapid changes in the apparel industry."

Creora products exhibited by Hyosung at the Interfiler Show are functional spandex products including Creora Fresh, Creora® Highclo™, Creora® Eco-Soft and Creora® Color +. Creora Fresh with the slogan "Stay fresh all day long" is yarn that neutralizes substances that cause sweat odor and foot odor. The product is applied mainly to underwear and activewear.

In addition, Creora Highclo used mainly for swimwear is yarn developed to reduce garment damage caused by chlorine. The product has a slogan "From athletic swimwear to fashion swimwear". In addition, Creora Color Plus shows a deeper and brighter color when dyed, while Creora EcoSoft is a functional spandex material that allows people to feel its softness.



## **Maroc in Mode et Maroc Sourcing, carrefour attractif méditerranéen et international pour le business textile-habillement !**

samedi 22 juillet 2017

7ème fournisseur de l'Union européenne en habillement, le Maroc exporte toutes sortes de vêtements et de produits textiles vers les marchés européens.

Très performant en fast fashion, le secteur marocain enregistre des résultats remarquables à l'exportation en sportswear (jeans, blousons,...), en prêt-à-porter féminin (chemisiers, robes et jupes, vestes), en vêtements professionnels et en lingerie/balnéaire.

Le textile-habillement du Maroc a retrouvé depuis quatre ans le chemin d'une forte croissance à l'exportation vers l'Europe, fruit d'une politique volontariste de développement industriel par pôles de compétitivité, mobilisant l'organisation professionnelle (AMITH), les entreprises et les pouvoirs publics (ministère de l'industrie et du commerce, Maroc Export).

Les 26 et 27 octobre 2017, l'industrie marocaine textile-habillement présentera son offre complète de produits et de services à Marrakech, dans ses deux salons Maroc in Mode et Maroc Sourcing.



Situé sous un chapiteau de 4800 m<sup>2</sup> sur l'Esplanade du Parc d'exposition du Circuit Moulay Hassan de Marrakech, les deux salons seront structurés en écosystèmes :

- Fast Fashion
- Denim
- Maille
- EPI, Vêtements de sports et de loisirs
- Marques marocaines

Lors de cette session d'octobre, le marché allemand sera mis à l'honneur dans le cadre d'un partenariat conclu en 2016 avec Messe Frankfurt France.

Outre les distributeurs allemands, toutes les grandes enseignes européennes, notamment espagnoles, françaises, britanniques et néerlandaises, sont attendues.

Pour de plus amples informations, veuillez contacter Houda Sellek ([hsellek@amith.org.ma](mailto:hsellek@amith.org.ma)), Wafaa Bouzmane ([wbouzmane@amith.org.ma](mailto:wbouzmane@amith.org.ma)) ou Khadija Souky ([ksouky@amith.org.ma](mailto:ksouky@amith.org.ma))

# ECONOMIE

## Promotion des exportations: L'électricité et le textile raflent la mise

Par [Nadia DREF](#) | Edition N°:5063 Le 12/07/2017

Ces secteurs ont drainé 200 millions de DH de commandes fermes

### Maroc Export a accompagné 417 entreprises

En attendant la finalisation de sa fusion avec l'AMDI et le CMPE, dans le cadre de la création de la super-agence marocaine de développement des investissements et des exportations (AMDIE), Maroc Export continue de faire cavalier seul. «Les cinq premiers mois de l'année 2017 ont connu un effort promotionnel grâce à l'intensification des actions sectorielles au profit des écosystèmes, la diversification des secteurs et l'intégration de la chaîne de valeur à l'export», indique le management de Maroc Export, qui vient de publier son bilan à fin mai dernier.

Cet établissement, qui accompagne la mise en œuvre des stratégies sectorielles, notamment le Plan d'accélération industrielle (PAI), a accompagné 417 entreprises et mené 68 activités promotionnelles dont 54% concernent les secteurs organisés en écosystèmes et 29% ciblent les marchés de l'Afrique subsaharienne, à fin mai dernier.

Côté business, l'électricité et le textile raflent la mise. Ils ont réalisé respectivement 107 millions et 106 millions de DH de commandes fermes. Le secteur des technologies de l'information (TIC) et de la téléphonie mobile a drainé 16 millions de DH, suivi de l'automobile avec 7 millions de DH, des matériaux de construction et du BTP avec 4,5 millions de DH, le secteur

pharmaceutique avec 4 millions de DH... Lors de ces missions de prospection, près de 73% des entreprises participantes sont issues de Casablanca-Settat.

Le reste est composé d'opérateurs issus de 8 autres régions du Royaume. Ces entreprises bénéficient d'appui visant à fournir de l'information commerciale, du conseil, du coaching et de la formation ainsi que la réalisation d'actions complémentaires (études de marché, veille stratégique, relations publiques,...).

Dans le cadre de la diversification, des secteurs ciblant de nouveaux marchés ont été identifiés. Il s'agit du textile de maison à destination des Etats-Unis, de la chimie-parachimie, du transport et logistique, de l'eau et assainissement pour la Côte d'Ivoire, de la culture et livre pour l'Egypte, des articles de décoration/ Russie ainsi que du secteur pharmaceutique pour l'Algérie.

En matière de promotion des exportations en Afrique, trois nouveaux marchés de l'Afrique de l'Est ont été prospectés: le Rwanda, la Tanzanie et Madagascar.

Les entreprises marocaines projettent d'y investir 575 millions de DH. «Le centre a consolidé des acquis sur les destinations traditionnelles afin de prospecter de nouveaux marchés porteurs de croissance à travers l'adaptation des actions en fonction des exigences et tendances de la demande internationale», précise le management.

Par ailleurs, Maroc Export a mené une enquête de perception de la marque Maroc auprès de 40 consommateurs finaux et donneurs d'ordre en Côte d'Ivoire, en marge de la Foire internationale d'Abidjan. Cette étude révèle que 67% des clients ivoiriens ont une considération pour l'offre marocaine. Les interviewés ont affirmé que le Royaume dispose d'un ensemble d'atouts qui en font un pays source selon ses trois attributs: la qualité, le prix et l'expertise technique des fournisseurs marocains.

### **Une super agence en gestation**

L'Agence marocaine de développement des investissements et des exportations (AMDIE) verra bientôt le jour. Une naissance qui se fera dans la douleur. Et pour cause, le processus de sa mise en place prévoit la fusion entre l'Agence marocaine de développement des investissements (AMDI), le Centre marocain de la promotion des exportations (CMPE) et l'Office des foires et des expositions de Casablanca (OFEC).

L'AMDIE aura pour mission de mettre en œuvre la stratégie de l'État dans le développement des investissements nationaux et étrangers et de promouvoir et encourager les exportations des différents produits et services. Elle aura également pour mission de développer les zones d'activités relatives aux secteurs de l'industrie, du commerce et des technologies et ce, en concertation avec les départements et les instances concernés. Le projet de loi 60-16 autorisant la création de cette agence a été approuvé à l'unanimité par la Chambre des représentants, début juillet.



## Faurecia inaugure une deuxième usine au Maroc

Publié le 17/07/2017



Faurecia ouvre une deuxième usine au Maroc pour son activité Sièges et en ouvrira une troisième, en 2018, pour son activité Intérieurs et Mobilité Propre. « L'évènement d'aujourd'hui marque une étape importante dans l'histoire de Faurecia au Maroc, où nous sommes présents depuis 2009 », a indiqué Patrick Koller, directeur général de l'équipementier. « Le Maroc constitue une base stratégique car nous sommes au plus près de nos clients et bénéficions d'un cadre propice au développement de nos activités. En conséquence, nous comptons renforcer la présence de Faurecia au Maroc en ouvrant en 2018 à Kenitra un troisième site industriel pour nos activités Interiors et Clean Mobility », a-t-il précisé.

En attendant, c'est l'activité Sièges qui vient d'ouvrir un nouveau site dans le Royaume. Située à Salé, cette usine, qui s'étend sur 12 800 m<sup>2</sup>, a nécessité un investissement de 170 millions de dirhams (15,44 millions d'euros) et a permis de créer 1 300 postes. Un chiffre qui pourrait atteindre 1 800 dans le futur. Les employés fabriquent chaque jour 10 000 coiffes de sièges en cuir et textile destinées, notamment, aux Peugeot 3008 (Sochaux) et 5008 (Rennes). Une autre usine marocaine, à Kenitra, est également destinée à la fabrication de coiffes de sièges. Faurecia dispose même d'un autre site en Afrique du Nord, à Ben Arous, en Tunisie.

« Le partenariat industriel engagé avec Faurecia est porteur de développement et de performance pour notre industrie automobile. En renouvelant le choix de la destination Maroc, Faurecia participe activement au déploiement de la vision tracée pour le secteur, celle d'étoffer les chaînes de valeur locale et de densifier notre tissu productif », a déclaré le ministre marocain de l'Industrie, de l'Investissement, du Commerce et de l'Economie numérique Moulay Hafid El Alamy. (JOURNALAUTO.COM 13/7/17)

# How to navigate Myanmar's ethical maze

10 JULY 2017 BY TIMOTHY ANSCOMBE-BELL



Myanmar is becoming an increasingly attractive sourcing destination, but retailers should insist strongly on ethical compliance when doing business there

As it undergoes profound and rapid change, Myanmar is today emerging as one of Asia's most sought-after hubs for fashion sourcing. The country's opening-up to the global economy has come after decades of military rule, during which a long period of isolation and internal conflict was followed by an era of gradual disengagement from politics by the ruling junta.

This retreat took a landmark step forward in November 2015, when the south-east Asian nation held the first openly contested elections in its modern history. With an associated easing of economic sanctions by the European Union and US, the administration of the National League for Democracy (NLD) – the party of Nobel Peace Prize laureate Aung San Suu Kyi – has set bold industrialisation targets.

The garment industry, which employs more than 350,000 workers today, is on track to become one of the country's most significant growth drivers. A 2015 white paper by the Myanmar Garment Manufacturers Association estimates the number of jobs in the industry will increase to 1.5 million by 2024.

As rising production costs and geopolitical instability challenge neighbouring markets in China and Bangladesh, Myanmar's garment sector is in demand. Buoyed by economic liberalisation and regulatory reforms encouraging investment and expansion, global fashion brands including [Primark](#), [Gap](#) and [H&M](#) are increasing the volume of products they source from the country.

## Brands will need to be sensitive to public perceptions of Myanmar's human rights record

Adam Mansell, UKFT

"Retailers and brands will always look to wherever they can find the best deal," says Adam Mansell, chief executive of the UK Fashion and Textile Association (UKFT). But he warns that those weighing up a move into the country should tread carefully: "Brands will need to be sensitive to public perceptions of Myanmar's human rights record, where there remains much to be done."

An average wage below that of many neighbouring garment and textile hubs provides Myanmar with a competitive advantage. However, its lack of social protections, inconsistent enforcement of international safety requirements and stubbornly high level of corruption, mean it continues to turn out scandals with worrying regularity.

In a country where unionism was prohibited until March 2012, it was perhaps to be expected that labour laws and industrial relations would take time to catch up. For instance, a minimum daily wage of 3,600 kyat (£2.06) for an eight-hour work day was only set in late 2015, after contentious negotiations between factory owners and newly formed labour unions eventually reached an agreement. The wage rule does not cover overtime compensation. This rate places Myanmar at the very bottom of the wage ladder for the region, behind countries such as Cambodia and Vietnam, where the monthly minimum wage ranges from £70 to £115, figures from the United Nations' International Labour Organization (ILO) indicate.

Findings from a February 2017 study of 12 factories by the Netherlands-based Centre for Research on Multinational Corporations (known as SOMO), reported that labour rights violations were rife among the facilities surveyed in and around

Myanmar's largest city, Yangon. A lack of employment contracts or grievance mechanisms, unlawful deductions in line with the ILO definition of forced labour, and multiple cases of child labour were all reported, alongside damning accounts of poor working conditions from employees. A low level of unionisation was also discovered, and ILO's research suggested that existing labour laws were enacted to provide obstacles to workers engaging in collective action. However, a spokesman for [Sports Direct](#), which manufactures in at least one of the factories included in the report, dismissed the interviews with workers as "anecdotal and uncorroborated".

## It's not just the right thing to do – it's also good business

Peter Needle, Segura

In March this year, Reuters reported that garment workers had destroyed a production line in a violent protest over working conditions and benefits at a Chinese-owned factory in Yangon. At the time, the production line was making clothes for H&M, which immediately placed its relationship with the factory on hold, issuing a statement expressing its concern over the conflict.

The Ministry of Labor, Immigration and Population, which was involved in mediation between workers and employers of the Chinese-owned factory, has said it is seeking to amend laws to improve the legal framework for disputes.

Meanwhile, Suu Kyi's NLD party is coming under pressure – from workers' groups and internationally – to do more to ensure safety for workers and to bring about labour reform, while also reassuring investors who want to involve themselves in the rapidly emerging and historically isolated market.

### Accountability matters

Following several high-profile scandals, including the 2013 Rana Plaza factory collapse in Bangladesh, which killed 1,134 garment workers and brought about widespread calls for reform within the industry, western brands are acutely aware of the need for accountability.

"Today, the onus is on retailers to accept responsibility for their wider supply chains or face fines and reputational damage," says Peter Needle, CEO of Segura, the cloud-based supply chain management firm.

"It's not just the right thing to do – it's also good business," he continues, noting that a publicly traded retailer could expect a significant knock to its share price following an ethical crisis linked to its production processes.

In the face of under-developed compliance regulations within Myanmar, and as a means of mitigating risk of reputational damage, the solution for both retailers and manufacturers, it seems, is transparency.

Increasingly, brands such as Gap, Reebok and [Marks & Spencer](#) are publishing their full direct supplier lists online, while others are looking to boost traceability by disclosing who made their products and where.

For [Chinese manufacturer Dishang](#), which operates two factories in Myanmar, a comprehensive and consistent corporate social responsibility and compliance policy across all production locations is essential.

“We adopt the Ethical Trading Initiative (ETI) base code as a minimum standard,” explains Philip Roebuck, the group’s European director. Dishang then makes use of production monitors and sustainability audits such as Sedex members ethical trade audit (SMETA) or the Waste and Resources Action Programme (WRAP). It also uses supply chain compliance systems such as Business Social Compliance Initiative (BSCI).

“The issue some companies face when using sub-contracted factories is avoided by operating our wholly-owned facilities,” says Roebuck.

He views Myanmar as a compelling and low-risk place to invest and do business in today’s climate – so long as you understand the market and can enlist adequate supply chain compliance measures: “The country is now politically stable and is making it straightforward for foreign-owned businesses to buy land and build production units. This gives it an advantage over places such as Bangladesh, along with simple import/export procedures to bring in raw materials and send out finished goods with minimal delays.”

While the government in Yangon is falling short of progress on workers’ rights and fair pay, it is heavily supporting the expansion of infrastructure projects such as utilities, transport and communications. Special Economic Zone (SEZ) laws include corporate income tax relief, import duty relief and expropriation protection mechanisms, making it easier and more attractive to do business in the country.

In the medium term, significant new government-led investment in vocational training will lead to a growth in the availability of skilled workers and of management-level staff.

Myanmar’s population of 54 million people means its garment factories have a large pool of cheap labour, and their favourable trading conditions may make them attractive to margin-conscious retailers. However, conditions for workers on the ground are often far from acceptable.

Oxfam International executive director Winnie Byanyima believes this is a moment of opportunity, if businesses investing in Myanmar are willing to demand ethical compliance: “Myanmar has the opportunity to break away from the path of inequality that so many other low-income countries have gone down. Global retailers, brands and local employers in Myanmar must apply pressure and seize this moment of political and economic change.”

# Nigeria: China's Shandong Ruyi Technology Group to invest \$600 million in Kano's textile industry



- Wednesday, 12 July 2017 - 16:10

(Ecofin Agency) - Chinese multinational company, Shandong Ruyi Technology Group Co., is set to invest \$600 million in the textile and garment industry in Kano state, according to Isyaku Umar Tofa, the chairman of the state Investment Promotion Agency. Tofa disclosed this during the presentation of Certificates of Occupancy to two investors, by the state governor in Kano.

According to him, talks are advancing between the company and officials of the Kano state Investment Promotion Agency and a Memorandum of Understanding on the investment is expected to be signed in the next few months. *"We are about concluding talks with them and they were encouraged by the commitment of the Ganduje administration to provide tax incentives as well as free land for their huge investment."*

Also speaking at the ceremony, the Governor of Kano, Abdullahi Umar Ganduje (photo), revealed that the decision to award the land for free, was in line with effort to stimulate competitiveness and attract Foreign Direct Investment.

*"It is in our interest to encourage investment in areas which have potential multiplier effects on the growth of the economy, including employment generation,"* the governor stressed.

Anita Fatunji

# Cotton and textile outlook

July 19, 2017

SHARE :

**Dr Kamal Monnoo**

We are at the advent of cotton season in Pakistan, but sadly there is no cotton crop management policy or then perhaps, no real functional government at a time that holds the key in determining the (textile) sector's performance over the next twelve months – everyone seems preoccupied with the Panama case instead of dispensing actual governance. Amidst the ongoing high political drama, what we forget is that there is a country to be run! Textile constitutes the largest sector in Pakistan's exports and the country is faced with a serious current account deficit situation at a time when both our overall exports and textile exports have been declining for more than 3 years now. The irony though is that our finance minister (de-facto prime minister) is just not worried, or even worse, he simply does not care. In his opinion, we in Pakistan unnecessarily worry about textiles by giving it more than its due importance, whereas, there are many other areas that require far more focus and attention. Not surprisingly, our competitors do not share his mindset on a sector that almost everyone regards as any developing economy's potentially largest exporting and employment-generating engine. India, for example, announces its comprehensive cotton crop policy as early as April every year, which is based on its national vision on targeted crop size, farmers' security, sector's raw cotton export targets, manufacturing competitiveness, employment safety, effects on allied industry, and safeguarding of national textile made-ups' exports while side-by-side endeavouring to enhance value addition. Bangladesh, even though it is not a raw cotton producer/grower, also announces a similar policy framework every year in order to ensure that in the coming year its textile exports remain on track.

Given the rising global competition in textiles, as more and more countries realise (including developed western economies) that this sector holds paramount importance in shoring up employment and exports in an economy at low cost (or low capital deployment), the practice - in almost every textile country - of resorting to advance yearly planning cum policymaking on cotton crop is now taken as a given. This new proactive approach is giving an altogether new meaning on how to support respective



national manufacturing competitiveness in 'real time', in-turn shoring up domestic demand of the home cotton crop to match farm output targets with those of domestic industrial production.

For example, in the United States (US) the incentive-based textile policy framework originally initiated by the Obama government to revive the US textile industry by providing it cheap energy and power and by bringing friendly labour reforms, is now being taken to the next level by the Trump administration where it plans to provide US textile manufacturers with a level of security on crop and industrial protection that hedges them against cheap imports while at the same time helps them in making their products more competitive globally. And this annual cotton management policy's timing? Answer: The start of the cotton season in the US. In the textile chain, the beginning of the cotton season is always very important. Get your policies and direction right at the very start and the next 12 months will go well. This is exactly what we are seeing in the US today. With prudent governmental policies and support right at the beginning of the current season, US traders and manufacturers are already upbeat for things in the ensuing months. The sentiment and outlook on the US cotton is quite bullish, as both its cotton and made-ups' exports surge. The US' textile mills and hedge funds are engaged in a scramble for cotton as a resurgent global economy – where cotton demand is soaring – pulls bales from American warehouses. Benchmark US cotton figures again showed an upward trend last week, rising by the daily exchange limit to the highest incremental level since mid-2014, as latest data showed US cotton exports gaining pace; US being the biggest cotton exporter. Also, already for 2017-18, mills in India and Vietnam have booked increased imports of US cotton by nearly 60 percent. Analysts are confident that this tumult will not be a short-term phenomenon as mills have yet to fix the price of millions of bales they have already booked from the merchants for delivery in August and September. As this heating-up surges, International Exchange has also raised the collateral needed to hold future contracts and widened the allowable bank limit for the previous day's session – steps that will ensure that this momentum sustains itself over a longer period and does not fade away quickly.

More importantly from our perspective, this activity that we see is by no means US specific. The current feverish trends have ended months of soporific global trading in cotton. Prices in the last twelve months had moved sideways as consumers bought more polyester fabrics and China, the largest cotton spinner, maintained a massive state-owned reserve that had been dampening any earlier rallies.

However, to capitalise on the opportunity, Beijing has now also begun selling off its cotton stocks and according to the International Cotton Advisory Committee (an inter-governmental group in Washington), given the sustained current demand despite China's off-loading its cotton stocks, it can safely be expected that this year, global cotton consumption will increase by at least 2 percent, taking it to 24.6m tons. In addition, if the world economy continues to strengthen at its current pace, the demand for cotton may actually increase even more. The prevailing scramble for cotton in the global markets reflects a new confidence in the international textile trade and in all this the good news for Pakistan is that the happy days in international textile markets may again be near the corner. The dilemma, however, is that who from the government will guide and spearhead the textile sector in Pakistan to capitalise on this looming opportunity?

## Un salon national du coton pour une visibilité de la filière

Par APA - 17/07/2017

***Selon les organisateurs, le salon national du coton est une opportunité pour les consommateurs de s'informer et de s'appropriier les différents produits qui seront présentés dans les différents stands***

Un salon national du coton sera organisé le 22 juillet prochain à N'Djaména à l'initiative de la Coton Tchad Société Nouvelle, a-t-on appris samedi, auprès du président directeur général de cette société.

L'objectif de cet événement est, selon Ibni Oumar Mouhamed Saleh, de faire connaître et aimer les gammes de produits de la Coton Tchad société nouvelle, étendre sa visibilité, développer le réseau de distribution, informer les revendeurs locaux et montrer la disponibilité et l'intérêt des produits locaux.

Le Tchad est un pays producteur de coton mais le secteur étant en crise, il cherche à mener un ensemble d'actions stratégiques dans la perspective globale du développement du secteur rural et celui de la filière coton.

*« Ce rendez-vous est un lieu où se tiendront des échanges informels de plaidoyer avec les autorités et décideurs, les institutions nationales et internationales et les différents partenaires au développement du Tchad »,* déclare le président directeur général de la Coton Tchad.



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M. Ibni Oumar Mouhamed Saleh, tout en rappelant que, la société cotonnière du Tchad est le deuxième pourvoyeur d'emploi après l'État, avec plus de 2000 employés, indique qu'elle participe aussi à travers les ristournes versées aux associations villageoises, à la construction d'infrastructures sociales nécessaires au développement rural.

Selon les organisateurs, le salon national du coton est une opportunité pour les consommateurs de s'informer et de s'appropriier les différents produits qui seront présentés dans les différents stands.

La manifestation se déroule à N'Djaména mais le siège de la Coton Tchad est à Moundou, la capitale économique du Tchad, au sud où se pratique aussi la culture du coton.

## Tunisie-France : Les relations économiques objet d'une réunion entre Lâadhari et Lemoyne



*publié le 15/07/2017 19:21*

Le ministre de l'Industrie et du Commerce, Zied Lâadhari et le secrétaire d'Etat auprès du ministre de l'Europe et des Affaires étrangères, Jean-Baptiste Lemoyne ont présidé, ce samedi 15 juillet 2017, une session de travail sur les relations économiques futures entre la Tunisie et la France.

Selon le communiqué publié par le ministère de l'Industrie, ont également assisté à cette réunion le secrétaire d'Etat au commerce, Abdellatif Hmam, l'ambassadeur de France en Tunisie, Olivier Poivre d'Arvor ainsi que le directeur général de l'Agence française de développement (AFD) à Tunis, Gilles Chausse.

A cette occasion, Zied Lâadhari et Jean-Baptiste Lemoyne ont souligné l'importance de l'intensification des relations économiques et commerciales entre les deux pays pour stimuler les opportunités d'investissements.

Ils ont également élaboré une feuille de route planifiant les travaux à venir dans le secteur prioritaire de l'industrie notamment dans les domaines des industries mécanique, aéronautique et pharmaceutique ainsi que dans le secteur du textile, du prêt à porter, du cuir et de la chaussure. Un conseil mixte d'entraide se tiendra par ailleurs en octobre 2017 sur ce sujet.

Le communiqué a également rappelé que la France est le premier partenaire commercial de la Tunisie et que 1305 entreprises françaises sont implantées dans notre pays.



# J.F. Limantour : le nouveau Smic textile-habillement tunisien, deux fois inférieur à celui du Maroc



**Jean-François Limantour, spécialiste du secteur textile-habillement et président de l'Association Evalliance, a commenté hier les augmentations salariales dans le secteur textile-habillement en Tunisie à la suite d'un avenant conclu le 18 juillet 2017 entre la centrale patronale UTICA et la centrale ouvrière (UGTT) prévoyant une**

## **augmentation salariale de 6 % dans le secteur textile-habillement de Tunisie.**

Entrée en vigueur le 20 juillet 2017, cette augmentation couvre la période allant d'août 2016 au 31 décembre 2018, soit une période de 29 mois.

Aucune autre négociation n'interviendra d'ici à fin 2018, qu'il s'agisse des salaires ou des divers avantages conventionnels.

« Cette signature intervient à l'issue d'un long conflit entre les entreprises textile-habillement et l'Utica se traduisant par la dénonciation par le secteur de l'accord général de salaires conclu par l'UTICA (+ 6 % en août 2016 et + 6 % en janvier 2017), et par la création d'une nouvelle fédération sectorielle sur les cendres de la Fenatex », a rappelé J.F. Jean-François Limantour.

Et d'ajouter que ce bras de fer entre les dirigeants textiles tunisiens et leur centrale syndicale a donc tourné à l'avantage du secteur qui a pu ainsi éviter la seconde augmentation de 6 % prévue au 1er janvier 2017 par l'accord général. Le taux horaire minimum est ainsi porté à 1,722 dinar.

Turquie	9,113 Lires	2,23 euros
Maroc	13,46 Dirhams	1,20 euro
Algérie	104 Dinars algériens	0,82 euro
Tunisie	1,722 Dinar tunisien	0,61 euro

Source : JF Limantour/Evalliance

« Calculé en euros au taux de conversion au 20 juillet 2017, le SMIC horaire de base dans le secteur textile-habillement tunisien s'établit à 0,61 euro. A titre de comparaison, il est de 0,82 euro en Algérie, de 1,20 euro au Maroc et de 2,23 euros en Turquie », explique Jean-François Limantour.

Publié le 19/07/17 11:04

## Kamel Zarrad : On se bat pour faciliter l'accès des produits textiles tunisiens au marché américain



La délégation de l'AmCham qui a accompagné le chef du gouvernement à Washington

Rencontré à Washington en marge de la visite officielle qu'a effectuée le Chef du gouvernement aux Etats-Unis, du 09 au 12 juillet, M. Kamel Zarrad, président de la Chambre tuniso-américaine du commerce (AmCham) Centre et PDG de la Société SARTEX, nous a fait part de l'importance de la mission de la délégation d'hommes d'affaires membres de l'AmCham et son impact sur le secteur du textile tunisien.

"Nous sommes en train de refaire avec la nouvelle administration américaine la même démarche entamée depuis deux ans avec l'administration Obama. Le projet consiste à faire du lobbying afin d'arriver à réduire ou enlever complètement les droits de douane imposés sur les produits textiles tunisiens", nous a confié M. Zarrad.

A l'instar de l'Egypte, le Maroc et la Jordanie qui bénéficient de cet avantage, la Tunisie essaie depuis des années de convaincre l'administration américaine de lui octroyer cet avantage. Une



mesure qui aura un impact positif direct sur le secteur du textile tunisien. M. Zarrad en est convaincu. "Nous avons démontré, chiffres à l'appui, que si on arrive à enlever les droits de douane, on pourrait augmenter le volume à l'export de 15 à 20 millions de produits par an et créer 30.000 emplois supplémentaires dans les deux ans rien qu'au sein d'un consortium composé de seulement 6 entreprises", a-t-il estimé.

Le Président de l'AmCham Centre affirme avoir contacté plusieurs ministres et conseillers tunisiens. "On espère que la visite du Chef du Gouvernement aboutisse à ce que le dossier avance". Il a par ailleurs tenu à signaler que les opérateurs économiques en Tunisie sont prêts à investir davantage aussi bien dans les grandes villes côtières qu'aux celles à l'intérieur du pays "où on peut aussi trouver une main d'œuvre qualifiée".

Selon notre interlocuteur, le lobbying se fait aujourd'hui à Washington et ce à travers un bureau américain dont la mission est d'aider l'administration tunisienne à nouer des relations avec de hauts responsables américains. "Nous avons jusqu'ici déboursé au profit de ce bureau plus de 400 mille dollars au titre de frais", a-t-il annoncé.

Par ailleurs, poursuit M. Zarrad, la Tunisie pourrait devenir un exemple pour la région. "La Tunisie reste le meilleur et probablement le seul espoir de la région de réaliser une transition vers des formes de gouvernance plus inclusives et plus démocratiques. L'administration américaine est convaincue du fait que d'aider à protéger et à promouvoir cette "démocratie" peut avoir un impact significatif sur les États voisins".

En réalité, ajoute M. Zarrad, l'absence de perspectives économiques et sociales fait partie des raisons qui poussent les jeunes tunisiens à faire ce que les détruit (délinquance, terrorisme, ...). "Nous essayons de convaincre l'administration américaine que le fait de bâtir des relations commerciales renforcées avec la Tunisie doperait l'économie nationale par la création de nouveaux emplois, offrirait une alternative à l'extrémisme et devrait avoir des répercussions économiques et sécuritaires positives sur les États-Unis, la Tunisie et l'Afrique du Nord globalement".

### **Notre envoyé spécial à Washington**

# Turkey to open 50 trade centers worldwide

ANADOLU AGENCY

NEW YORK

Published 20 July 2017

The Turkish Exporters Assembly (TİM) aims to open approximately 50 trade centers around the world in the near future, said Bahadır Öztanyel, the TİM Promotion Organization Domestic and Foreign Trade Inc. CEO.

Öztanyel spoke to Anadolu Agency (AA) about the commencement of the Ready-Made Clothing Sector Trade Center, which opened in New York with support from the Economy Ministry and in the coordination with TİM.

According to Öztanyel, there are activities in the ready-made clothing, home textiles, carpets and business contracts sectors on the premises rented for the trade center in New York's commercial center of Manhattan. In addition to New York, another trade center started operating in the chemical and plastics industry in Chicago. Depending on demand from other sectors, Turkey aims to open more Turkish trade centers in various U.S. states.

Öztanyel emphasized the purpose of the Turkish trade centers is to establish showrooms that are open 365 days a year as continuously accessible places that give confidence to buyers in each country and to carry the Turkey brand one step further. He added: "When a delegation from Turkey comes to the U.S., they may stay two to three days, but foreign businessmen want to be able to easily reach and follow Turkish companies. In order to meet their demand, we ensure the confidence and accessibility that foreign buyers need by creating local showrooms open 365 days a year."

Stressing that foreign buyers can access Turkish companies at Turkish trade centers and meet them any time, Öztanyel said that TİM and TİM Inc., along with the Economy Ministry, plan to open nearly 50 trade centers around the world in

accordance with Turkey's 2023 vision strategy. "Depending on the needs analysis responding to questions such as what sectors follow in Turkish trade centers and where they can become a brand, we find appropriate locations in the requested country and city, rent it and open a trade center there," he explained.

Öztanyel pointed to the Economy Ministry's communiqué on Supporting Foreign Units, Brands and Promotion Activities, explaining that it aims to increase the exports of exporting companies in Turkey. "The concept behind this is: Think global, be local, so that foreign companies can access Turkish firms permanently."

Öztanyel remarked that thanks to these trade centers, the rents and refurbishment expenses of showrooms and staff recruitment of exporting companies are supported in foreign countries, which provides a significant cost advantage.

According to Öztanyel, Turkish companies that want to benefit from the Economy Ministry incentives go to business associations such as exporters' unions, industrial and trade chambers and foundations related to their sector, and said that the aim of the project is to benefit from the power that the sectoral movement will bring.

### **'Our aim is to convey our ideas in Europe to the U.S.'**

Mustafa Gültepe, the vice president of the Istanbul Apparel and Apparel Exporters' Association (İHKİB), said that İHKİB aims to increase Turkish exports to the U.S.

According to Gültepe, prior to launching the quota in 2002, Turkish exports to the U.S. in this area were nearly \$1.5 billion, and that after launching the quota, the export volume has fallen to \$350 million to \$400 million. "In order to regain our old power, we have opened our window to the U.S. to show the position of the Turkish textile industry with the support of the Economy Ministry, the organization of TİM and our leadership," he said. Stressing that they aim to increase exports with the marketing activities they have found, Gültepe said Turkish exporters are very strong in Europe and they aim to transfer their ideas in Europe to the U.S. Emphasizing that the ready-wear sector's target is to achieve its old export power within two to three years, Gültepe said it is trying to increase its export volume to the U.S. to \$2 billion over the next five years.

# U.S. Polyester Producers Applaud U.S. International Trade Commission’s Affirmative Preliminary Determination On Imports Of Fine Denier Polyester Staple Fiber From China, India, Korea, And Taiwan

July 17, 2017

WASHINGTON — July 14, 2017 — The U.S. International Trade Commission (ITC) made a unanimous preliminary determination today that unfairly-traded imports of fine denier polyester staple fiber (fine denier PSF) from China, India, Korea, and Taiwan are causing injury to U.S. producers. The preliminary injury determination means that the antidumping duty cases against imports from China, India, Korea, and Taiwan, along with the countervailing duty cases against China and India, will proceed.

Three major U.S. polyester fiber producers — DAK Americas LLC (DAK), Nan Ya Plastics Corp., America (Nan Ya), and Auriga Polymers Inc. (Auriga) — filed petitions with the ITC and the U.S. Department of Commerce (Commerce) on May 31, 2017, alleging that dumped imports of fine denier PSF from all four countries, and subsidized imports of fine denier PSF from China and India, are causing material injury to the domestic industry.

Imports of fine denier PSF from the four subject countries increased by nearly 68 percent between 2014 and 2016. The import surge was driven by low import prices that undersold the domestic industry, causing U.S. producers to lose significant sales and profits.

“We are pleased with the results of the ITC’s preliminary finding. This affirmative decision is a critical first step in providing relief to the domestic industry harmed by the flood of unfairly-traded imports of fine denier PSF from China, India, Korea, and Taiwan,” said Paul Rosenthal, of Kelley Drye & Warren LLP, counsel to the petitioners.

The product covered by the petition is fine denier polyester staple fiber, which is a synthetic staple fiber of polyesters measuring less than 3.3 decitex (3 denier) in diameter. Fine denier PSF is generally cut in lengths of less than five inches (127 mm). Fine denier PSF is similar in appearance to cotton or wool. It is typically converted either to yarn for weaving or knitting into fabric or to a nonwoven textile prior to the end-use application. Woven applications include the production of textiles such as clothing and bedding linens, for example. Nonwoven applications include the production of household and hygiene products such as cleaning wipes, baby wipes, and diapers.

The petitioning companies are DAK Americas LLC, Nan Ya Plastics Corp., America, and Auriga Polymers Inc., represented by Kelley Drye & Warren LLP.

Posted July 17, 2017

Source: Kelley Drye & Warren LLP

## Textile-habillement : cap sur le développement durable

JEUDI 13 JUILLET 2017 -



Hanoï (VNA) – Un séminaire sur la production intelligente pour s'orienter vers un développement durable du secteur textile-habillement a eu lieu jeudi à Hanoï.

Coorganisé par l'Association du textile et de la confection du Vietnam (Vitas) et l'Institut des technologies industrielles de la République de Corée (Kitech), ce programme s'inscrit dans le cadre de la coopération bilatérale entre le Vietnam et la République de Corée mentionné dans le mémorandum signé le 7 février 2016 à Séoul lors de la réunion du Comité mixte République de Corée-Vietnam.

Ce séminaire vise à améliorer la compétitivité des entreprises de textile-habillement vietnamiennes. Lors de cet événement, les entreprises ont eu l'occasion de rencontrer des experts sud-coréens de premier plan dans le secteur de la confection, de la teinture, de la mode, en bref : du textile-habillement.

Selon Vu Duc Giang, président de Vitas, la République de Corée reste le 14e marché de l'export de textile-habillement du Vietnam avec un chiffre d'affaires de 2,28 milliards de dollars en 2016. En retour, le Vietnam a importé beaucoup de tissus et de matières premières pour ce secteur depuis la République de Corée.

L'orientation de Vitas consiste à faire des efforts pour ne pas manquer le train de la révolution industrielle 4.0, avec l'application de solutions pour la mise en place d'usines intelligentes afin d'augmenter la production, la réduction des dépenses, d'améliorer la gestion du personnel, et l'environnement de travail. -VNA

## Inauguration du Centre de technologies des chaussures Vietnam - Italie

20/07/2017 10:50

Le Centre de technologies des chaussures Vietnam - Italie vient d'être inauguré dans la province de Binh Duong (Sud) par l'Association du cuir, des chaussures et des sacs du Vietnam (LEFASO) et l'Association des constructeurs italiens de machines pour l'industrie de la chaussure, la maroquinerie et la tannerie (ASSOMAC).



*La cérémonie d'inauguration du Centre de technologies des chaussures Vietnam - Italie à Binh Duong. Photo : VNA/CVN*

Le Centre de technologies des chaussures Vietnam - Italie, équipé de machines modernes venues d'Europe et d'Italie, offrira aux entreprises vietnamiennes l'opportunité de chercher et de développer de nouveaux produits



Le centre projette de coopérer avec l'École supérieure de l'industrie et du commerce de Hô Chi Minh-Ville pour ouvrir des cours, informer des tendances de design et de production de chaussures à l'intention des gestionnaires, des stylistes, des producteurs vietnamiens.

Depuis janvier, les exportations de chaussures et sandales du Vietnam ont dégagé environ 5 milliards de dollars, soit une croissance de 6% en glissement annuel. Ce secteur se classe 4<sup>e</sup> parmi les produits d'exportation du pays, derrière téléphones et accessoires, textile-habillement, machines et équipements.

Le secteur vise une valeur d'exportation cette année de 12 milliards de dollars.

Last update 08:00 | 15/07/2017

## Garment manufacturers feel pressure from foreign fashion brands

*VietNamNet Bridge - While Vietnamese garment companies think the domestic market is too small, foreign investors consider Vietnam the "new land" to exploit, with the garment market worth \$4.5 billion.*



Vinatex's (the Vietnam Textile & Garment Group) CEO Le Tien Truong has said that the current production capacity of the textile & garment industry has exceeded the \$35 billion per annum threshold.

The small scale of the domestic market is not the alternative market for Vietnamese garment companies to target when exports fall, he said.

Vinatex said that 2016 was a tough year for the industry as the demand from the largest export markets declined. The exports to the US decreased by 3.4 percent, Japan 2.6 percent and South Korea 2.1 percent.

The domestic garment market, as shown by VIRAC, a market analysis firm, has small scale compared with other markets because of low spending per capita in Vietnam.

**While Vietnamese garment companies think the domestic market is too small, foreign investors consider Vietnam the "new land" to exploit, with the garment market worth \$4.5 billion.**

Vietnamese garment companies will have to face two big problems at home – the presence of counterfeit goods and products imported across the border gates; and the low capability of enterprises in distribution, design and branding.

VIRAC named well-known Vietnamese brands such as Viet Tien, Nha Be, May 10, PT 2000 and Ninomaxx, while saying that the number is modest compared with the presence of thousands of companies in the textile & garment industry.

A report from Vinatex showed that in rural areas, Vietnam's textile & garment products have to compete with imported products with no clear origin, while in urban areas, they have to compete with imports from the US, UK and ASEAN.

While Vietnamese enterprises are reluctant to develop the domestic market, foreign retailers and fashion brands all highly appreciate the market

Maison, for example, has been bringing mid- and high-end fashion brands to Vietnam with the number of brands on the increase year after year, despite the ups and downs in the market.

To date, Maison has been distributing products of 21 brands, including Christian Louboutin, Karen Millen, Coast, Max&Co, Max Mara, Oasis, Predo, Charles & Keith and NYS, and owns 44 shops in Vietnam.

Son Kim Fashion, following the success with the brands of Jockey, Vera, Wow, J.Bus, has joined forces with two Japanese investors Williamson-Dickie and Sumitex International to bring the US Dickies brand to Vietnam.

Japanese Uniqlo with 2,000 shops worldwide is preparing to open two shops in Vietnam this year. Meanwhile, sources said Forever 21 would be present in Vietnam next year.

## Smart production sought for sustainable textile development

VNA THURSDAY, JULY 13, 2017 - 19:00:00 [PRINT](#)



*VITAS President Vu Duc Giang speaks at the workshop (Source: VNA)*

**Hanoi (VNA)** – A workshop discussing smart production towards sustainable development for the textile and garment industry was held by the Vietnam Textile and Apparel Association (VITAS) in Hanoi on July 13.

The event is part of a cooperation programme between the Republic of Korea (RoK) and Vietnam, which was agreed in a memorandum of understanding signed at the RoK-Vietnam Joint Economic Committee's 15th meeting in the RoK on February 7, 2016.

The seminar sought to improve the capacity of Vietnamese textile enterprises in the context of digital era and the 4th industrial revolution, thus sharpening their competitive edge.

It offered a good chance for Vietnamese firms to meet with leading RoK experts, and get consultations of dyeing and smart fabric management systems, digital technology transformation and 3D design in the fashion industry, sustainable development trends in the textile and garment industry.

VITAS President Vu Duc Giang said the RoK is now the fourth largest importer of Vietnamese apparel, spending 2.28 billion USD in 2016.

Meanwhile, Vietnam imported a great volume of fabric and materials from the RoK to serve its textile industry in the year.

Truong Van Cam, Vice President of the VITAS said the association is working hard to encourage its members to renovate production, towards smart production in line with the on-going 4th industrial revolution.

The smart factory solution in the industry is hoped to help increase productivity, and quantitative production, reduce production cost, effectively manage personnel and better working conditions, he said.

The 4th industrial revolution is predicted to reach a sudden development speed in the time ahead. Therefore, industries using intensive labor are advised to fully tap opportunities and overcome challenges brought by the revolution.-VNA

# Vietnam's garment, textile exports up 11 pct in 6 months

Source: Xinhua | 2017-07-12 14:16:07 | Editor: Liangyu

Xinhuanet App 

HANOI, July 12 (Xinhua) -- Vietnam earned nearly 14.6 billion U.S. dollars from exporting garments and textiles, mainly to American, European and Japanese markets, in the first half of this year, up 11.3 percent year-on-year.

Garment exports hit over 11.8 billion U.S. dollars in the six-month period, up 9.1 percent, while fiber and yarn surged 27.4 percent to roughly 1.7 billion U.S. dollars, according to the Vietnamese Ministry of Industry and Trade on Wednesday.

Vietnam's garment and textile export revenues are most likely to stand at 31.3 billion U.S. dollars this year, said local experts.

In 2016, Vietnam's garment and textile exports reached 23.8 billion U.S. dollars, posting a modest growth rate of 4.5 percent due to thinner demand of key importers, said the ministry.

## Surge expected in need for new workers

Update: July, 17/2017 - 09:00

HCM CITY — Recruitment demand is expected to rise for the rest of the year as companies plan to expand their production, labour market reports have revealed.

Many Chinese-owned companies and Chinese joint ventures, most of which are partners with European firms, are investing in manufacturing factories, especially in textiles and footwear, according to Navigos Search, the leading provider of executive search services in Việt Nam.

The factories typically will have only 100 – 200 workers each in the first year, but will expand later to accommodate 400- 500 workers based on export demand.

Chinese companies and joint ventures need candidates who are proficient both in Chinese and English, especially for technical sales positions.

Companies that provide hi-tech financial services have high demand for IT engineers with experience in data fields and finance.

However, companies often are forced to hire foreigners to fill these positions, especially those requiring high skills, as Việt Nam's workforce lacks a sufficient number of candidates, according to the report.

Many companies must hire new graduates and train employees after they are hired.

Data technology is expected to be a fast-growing industry in the next three years. Companies need engineers in data processing and machine learning, which is part of the artificial intelligence (AI) field. But there are only a few universities in Việt Nam that offer majors or training in AI.

South Korean companies in the second quarter are expected to recruit more mid- and senior-level managers compared to the first quarter, but finding staff is difficult because of the cultural demands of working at Korean companies, according to the report.

Candidates with an MA or PhD who can speak Korean have an advantage and are offered better compensation and benefits, particularly at research and development institutes.

Many Korean companies are located in the northern region, which has a scarcity of candidates who can speak the language compared to the south. As such, companies often recruit staff in the south.

Trần Anh Tuấn, deputy head of HCM City's Human Resources Forecasting and Labour Market Information Centre, said that companies needed staff with high qualifications, a serious attitude toward work, and a desire to learn foreign languages.

The centre's report released on June 27 said the city would need 139,000 workers for the remaining six months of the year, mostly in textile and garments, logistics, IT and construction.

### **Manual workers**

Phạm Văn Cộng, deputy head of Đồng Nai Province's Department of Labour, Invalids and Social Affairs, said that Vietnamese-owned enterprises needed workers in textile and garments, the processing industry and rubber.

For several years, foreign companies hired 80 per cent of around 60,000 workers in the province, according to the department.

More workers are needed in the rubber industry as it has recovered recently, according to the province.

More than 1,500 new enterprises were established in the first six months, with total registered capital of more than VNĐ20 trillion (US\$879.39 million), an increase of 150 per cent compared to the same period last year, according to a report from the province's Department of Planning and Investment.

More than 11,000 manual workers were employed in the first six months of the year, according to the province's Department of Labour, Invalids and Social Affairs.

Cộng of the department said that nearly 45,000 manual workers will be needed in the province for the remainder of the year. —VNS



## US cotton shipments to Vietnam up 70% in 2016-17: USDA

13 Jul '17



US [cotton](#) shipments to Vietnam through 11 months of the 2016-17 marketing year have grown by 70 per cent as import demand continues to expand. Continuing expansion of Vietnam's mill use has supported extremely robust sales this year, according to the US department of agriculture (USDA). Vietnam is likely to remain the largest market for US cotton.

US share in total Vietnamese cotton imports is projected to reach 60 per cent this season, the Foreign Agricultural Service of the USDA said in its July 2017 [report](#) on 'Cotton: World Markets and [Trade](#)'.

During the 11-month period, US cotton shipments have nearly tripled to China, India, Indonesia, and Pakistan. This has resulted in US cotton capturing a greater market share alongside substantial expansion of total imports in these countries. With exports to China up by nearly 200 per cent, it is now set to be the second largest US market, after having fallen to fifth place in 2015-16, its lowest ranking in 15 years.

In fact, US export shipments through 11 months of the 2016-17 marketing year are running more than 70 per cent ahead of year-ago levels. This broad based expansion has kept US cotton

exports on track to reach the USDA forecast of 14.5 million bales, the second highest level on record, the report said.

The increase in US cotton exports is widely distributed across markets, with exports up in 20 of the 25 largest US markets. Among the top 10 markets, only Mexico and Turkey have not exhibited robust growth. Mexico's mill use has been declining and the US has a pre-existing near-100% share of the import market, therefore export growth to Mexico is limited.

Export growth in Turkey has been constrained by a much larger domestic crop which has reduced overall import demand by over 25 per cent. The increase in US exports represents a large increase in the US market share of Turkey's imports. Globally, strong US exports reflect improved market share in many markets, as the global consumption recovery has only modestly raised world import demand.

For 2016-17, USDA has kept the US cotton balance sheet unchanged from its previous estimate, while it has forecast the US season-average farm price to reduce half a cent to 68 cents-pound.

For 2017-18, the forecast shows higher global production, primarily in India. Higher beginning stocks are also forecast, but these are partially offset by higher consumption ; global ending stocks are forecast higher. The US balance sheet has area and production down, resulting in lower ending stocks. The US season-average farm price forecast is 3 cents lower at 61 cents-pound. (RKS)