

Sommaire / Summary

1. Algérie : projet de construction d'un gigantesque complexe textile algéro-turc
2. Birmanie/Myanmar : exhibition to show off traditional textiles
3. Birmanie/Myanmar : M&S weighs up Myanmar sourcing
4. Birmanie/Myanmar : following Bangladesh's blueprint in garment sector
5. Cambodge : Travail des enfants : les fabricants cambodgiens d'habillement s'engagent
6. Cambodia : French-based industry group aims to boost Cambodian textile sector
7. China's cotton production falls 2,2 % in 2014
8. China : impact from manufacturing shift in China on sourcing patterns expected to take years
9. China : textile industry at the crossroads of change
10. Chine : Petit Bateau vogue vers la Chine
11. China : Messe Frankfurt announces 2015 dates of Intertextile Shanghai
12. Cotton : low yield offsets global cotton acreage hike this season
13. Ethiopia : big gap between Ethiopia export goals and reality
14. France : l'industrie de la mode et de l'habillement reste le secteur clé de l'e-commerce en France
15. France : Lectra sur le devant de la scène au Drapers Fashion Forum
16. India : Mumbai to host textile technology show in January
17. India : Reliance industries Ltd to enter textile JV with China's Shandong Ruyi
18. Madagascar : Exportations, reprise effective de l'AGOA
19. Méditerranée : Med textile cluster studied to compete with China
20. Pakistan : taking advantage : Pakistan, Netherlands look towards textile and garments
21. Pakistan : textile exporters worry about GSP Plus perks
22. Pakistan textile exports to EU reached \$1.74 billion during Jan-April 2014
23. Pakistan : non-textile exports witness sharp decline in 2013-14 : World Bank report
24. Taiwan Textile Fairs in South Asia gets positive response
25. USA : 2014 retrospective : import/export : Vietnam makes great inroads in apparel exports to U.S. stores
26. Vietnam : fin des négociations sur l'accord de libre-échange Vietnam-Corée
27. Vietnam : garment and textile market achieved its growth in the first 10 months
28. Vietnam : business in brief : garment export turnover to top \$24 billion this year
29. Vietnam : rapid-fire orders bring more jobs, but not profits
30. Vietnam : les accords de libre-échange créeront de nouvelles opportunités
31. Vietnam « promise » for Italy textile machinery
32. Vietnam : BWV suggest that non-compliance with fire safety regulations remains « persistently high »
33. Vietnam : key Asean industries in Vietnam for foreign investors
34. Vietnam : les exportations devraient atteindre 24,5 milliards US\$ en 2014

PROJET DE CONSTRUCTION D'UN GIGANTESQUE PROJET TEXTILE ALGERO-TURC

ALGERIE

17-12-2014

Un futur complexe textile sera construit sur le site de la nouvelle zone industrielle de Sidi Khettab (Relizane) en Algérie sur une superficie de 250 ha. Il s'agit d'un projet de construction du grand centre industriel du textile Tayal, fruit d'un partenariat algéro-turc, qui va nécessiter un investissement de 155 milliards de dinars algériens et générer à terme environ 25 000 emplois.

Cette joint-venture algéro-turque a été créée en décembre 2013, sous l'appellation «vêtements de l'Algérienne du sport» (Tayal). 51% sont détenus par la partie algérienne, répartis à raison de 30% par groupe CH et 21% à la compagnie publique algérienne de textiles Texalg, tandis que la société turque Intertay, filiale du groupe turc Taypa détient 49%.

Exhibition to show off traditional textiles

By Cherry Thein | Monday, 08 December 2014

The excellence of traditional textile techniques will be celebrated in an exhibition from December 13 to 19 at the River Ayeyarwady gallery in Kyauktada township, Yangon.



Chin women take

part in a traditional weaving exhibition. Photo: Staff

“Made in Myanmar: The Art of Textile and Crafts” is being organised by Sunflowers Group Social Enterprise, an umbrella organisation of 13 different groups that produce traditional arts, crafts, and textiles.

Sunflowers Group founder Daw Phyu Ei Thein told *The Myanmar Times* that the exhibition was aimed at preserving and promoting traditional methods of making textiles, dyeing and weaving.

“Myanmar products have a reputation of being of cheap and poor-quality. We need to improve quality standards and build trust in Myanmar products,” she said.

“I want to display a combination of arts and crafts, like a demonstration of dyeing and weaving styles compared to those of Korea, and making handmade accessories and souvenirs,” she said.

Sunflowers Group offers courses on creating handmade products, environmental conservation, and promoting natural materials at Kachin camps for displaced persons, including Man Wan Gyi camp in Mansi township. The products will be on sale at the exhibition.

The group supports 10 students from Taunggyi and Amarapura (Saung Da) weaving schools to improve design and quality. The students will demonstrate their skills at the display.

Sunflowers will also open a weaving studio in Naung Shwe in early December share traditional weaving and dyeing methods.

“Myanmar lotus textile is unique in Asia,” said Daw Phyu Ei Thein.

Sunflowers Group first displayed products from the Kachin camps and weaving schools at Myanmar Art Exhibition in Tokyo in October. The event aimed at introducing Myanmar arts and products to Japan, and profits will help fund monastic education in Myanmar.

M&S weighs up Myanmar sourcing

Published on Monday, 01 December 2014

Written by Brett Mathews



NEW YORK - Marks & Spencer has confirmed it is examining the potential for sourcing from Myanmar, although the company believes the country currently lacks a suitable audit framework and sophisticated human resource management systems. The UK retailer's potential venture into Myanmar offers further evidence of the popularity of the country as a sourcing destination – our research into Myanmar as part of our work on the [Sustainable Sourcing Map](#) suggests there are now more than ten apparel retailers sourcing from Myanmar.

Myanmar: Following Bangladesh's blueprint in garment sector

Md Fazlur Rahman



Pwint San

Myanmar has set out an ambitious plan to emulate Bangladesh's runaway success in the garment sector, as it looks to become one of the major apparel suppliers itself, said a minister of the Southeast Asian nation.

“In our country, the garment industry is booming. We hope we will be a hub for sourcing garment items,” said Pwint San, deputy commerce minister of Myanmar.

“We are aiming to go after RMG like Bangladesh did,” he told The Daily Star in an interview in Dhaka recently.

San was in the capital to attend a conference organised by the International Chamber of Commerce Bangladesh.

Myanmar, which is gradually opening its economy to foreign investors, is a minor player in global apparel trade as of now.

At present, it has 240 textile and apparel companies, with the number growing steadily, according to the Myanmar Garment Manufacturers Association (MGMA).

Its apparel export basket includes coats, suits, jackets, swimwear, trousers, shirts, dresses and skirts. The employment within the textile and apparel industry is around 220,000.

Apparel exports, which make up 10-12 percent of the country's total exports, raked in \$1.2 billion in 2013, up from \$396 million in 2009, according to the association.

MGMA though has set out an export target of \$10 billion within the next ten years.

Japan is the prime destination, accounting for 48.8 percent of the country's garment exports, followed by South Korea (33.3 percent), the European Union (14.6 percent), Germany (5.4 percent) and China (2.5 percent).

San said his country sees Bangladesh as a good trading partner, and always encourages people-to-people and government-to-government contact.

The governments and private sectors are always trying to increase the trade volume between Bangladesh and Myanmar, he added. Despite being a neighbour, trade between the two countries has been very low.

Bilateral trade volume between the two countries stood at \$57.24 million in fiscal 2013-14, up 9.32 percent year-on-year. Till August this year, it stood at \$24.5 million, San said.

Myanmar mainly imports raw materials for construction like iron bar and cement and fertilisers from Bangladesh and exports agricultural and marine products to the country.

While the bilateral trade volume has been on the rise since 2011, San hopes it will increase in a bigger way in future, as Myanmar sees Bangladesh as a lucrative export destination.

“Bangladesh has 160 million people -- the country has a market for agriculture products. We can export food and marine items to Bangladesh.”

San said many companies from around the world as well as Bangladesh have already started to explore business opportunities in Myanmar as it is a promising land for investors.

As of August this year, Myanmar received foreign investment worth \$39.3 billion. China topped the list, putting in \$14.38 billion, followed by Hong Kong at \$6.48 billion and Singapore \$6.17 billion.

Energy and electricity supply accounted for 36 percent of the FDI, followed by oil, gas and power at 33 percent, manufacturing 7.9 percent, transport and communications 6.8 percent, according to the country's deputy commerce minister.

San, who has been with the government since March 2011, also touched upon the issue of Rohingyas.

“We are trying our best to solve the issue in a stable and peaceful way in the region. Our policy is in favour of peace and stability.”

About the proposed Bangladesh, India, China and Myanmar-Economic Corridor (BCIM-EC), San said that it will enhance collaboration in the region.

The 53-year-old minister said a government-level negotiation is going on so that Bangladeshis can find employment in Myanmar. He however could not give any details.

With a population of 60 million and area of 676,552 sq km, Myanmar's economy is one of the least developed in the world, although it has highly fertile soil and important offshore oil and gas deposits.

fazlur.rahman@thedailystar.net

Travail des enfants : les fabricants cambodgiens d'habillement s'engagent

Le 18 décembre, l'association des fabricants d'habillement du Cambodge (GMAC) et l'Organisation internationale du travail (ILO) signeront un accord engageant la filière locale à éradiquer le travail des enfants dans ses rangs.



L'ILO sera représentée par l'organisme Better Factories Cambodia (BFC) qui mène localement de longue date le combat contre le travail des enfants, encore largement employé dans le pays. En 1999, la part des enfants à travers l'industrie locale était évaluée à 16,5 %. Proportion qui devrait officiellement tomber à 8 % en 2015.

A cela s'ajoute l'engagement du gouvernement à éliminer les « pires formes » de travail des enfants, notamment celle exposant cette population mal informée à des produits dangereux pour la santé.

L'enjeu est de taille pour le ministre cambodgien du Travail. Ce dernier souligne ainsi auprès de l'agence Xinhua News que la mise en place de cette politique de tolérance zéro est essentiel à la défense du « Made in Cambodia » dans le monde.

Pilier de l'économie locale, le textile/habillement cambodgien compte 960 sociétés et emploie 620 000 personnes. Sur les neufs premiers mois de l'année, le pays a exporté pour 2,04 milliards d'euros de textile, habillement et chaussures, vers les Etats-Unis, dont il est le 10ème fournisseur en la matière. Le pays est également le 6ème fournisseur d'habillement de l'Union européenne avec 1,6 milliard d'exportations de janvier à septembre 2014.

Par **Matthieu Guinebault**

French-based industry group aims to boost Cambodian textile sector

By **Poorna Rodrigo** 01 December 2014 Last updated at 10:16

An initiative led by Europe-South East Asia trade-promotion group EVAlliance aims to transform Cambodia's low-value-added, largely subcontract-based and textile-import dependent garment-making business into a sector making high-end goods with locally manufactured textile input.

The French-based textile and clothing industry group (its name means Europe Vietnam Alliance, but it covers other counties in the region) has published its goal in a new action plan that follows a two-year Memorandum of Understanding (2015-2016), concluded in November with the Garment Manufacturers Association of Cambodia (GMAC).

The initiative's aim is to "consolidate and reinforce Cambodian garment companies' capacity to become real co-contractors rather than plain sub-contractors of their clients," the EVAlliance board member in charge of partnerships, Catherine Abonnenc, told WTiN. To achieve this, garment makers will be given "better knowledge on market trends and clients' needs, fabrics sourcing and quality control, model-making, production process improvement through a large training program of middle management," she said.

EVAlliance specifically aims to strengthen textile and clothing industry partnerships between EU member states and Cambodia, Vietnam, Laos and Myanmar. The MoU noted that Cambodia's textile sector remains weak, which ultimately damages the competitiveness of its garment sector: "Spinning, weaving and finishing represent the weak link in the Cambodian textile and clothing industry and this situation necessitates significant imports of textiles, (threads, fabric and accessories) particularly from China, which affects Cambodia's balance of trade and the competitiveness of the industry."

To remedy this, "a policy of changing to clothing manufacturing work with higher added value should be adopted, based on quality and creativity of services," the MoU noted. And Ms Abonnenc added that promoting investments in the textile sector was key: "Technical textiles, zips, accessories could be first categories of interest" for those willing to invest in Cambodia, she said, although "it is not a limited list."

However, such a strategic change in the direction in Cambodia garment and textile sector requires "significant improvement of the skills of the production staff and the acquisition of new skills in the field of management and marketing," Ms Abonnenc added.

The MoU also noted that Cambodia is under-utilising its preferential market access to the EU. Cambodia is the "seventh largest supplier of clothing to the USA and is only in eighth place on European markets," it said. Moreover, "Cambodia's textile and garment industry is not well known among professional European stakeholders" meaning there is "significant potential for increasing its exports to European markets."

As part of its action plan, EVAlliance will soon open an office in Cambodia's Phnom Penh as a point of contact for European buyers and local manufacturers and will also set up an electronic business-intelligence centre. The organisation of promotional activities is also on the agenda.

EVAlliance's efforts will ultimately help Cambodia to "reinforce its capacity to gain new markets share in Europe and to attract textile investors' attention and confidence," Ms Abonnenc noted.

Meanwhile, GMAC chairman Van Sou Leng said the MoU will help promote trade between Cambodian manufacturers and European buyers – "particularly small and medium buyers to source from more competitive vendors with potential for developing more value-added items and brand name."

At end of day, there will be a "better value chain for all the stakeholders: clients, employees, managers and shareholders," Ms Abonnenc added.

China's cotton production falls 2.2% in 2014

December 17, 2014 (China)



Cotton production in China has declined by 2.2 per cent year-on-year to 6.161 million tons in 2014, according to a Government survey of the country's 31 autonomous regions and municipalities on cotton acreage, yield per unit area and total output, National Bureau of Statistics said.

Compared to last year, China's cotton output has decreased by 138,000 tons in 2014, the survey concluded.

The national cotton acreage this year stood at 4.219 million hectares, which was a decrease of 126,500 hectares or 2.9 per cent compared to last year.

However, the yield per unit area increased by 0.7 per cent or 10.8 kg per hectare to 1,460.3 kg per hectare in 2014, the survey showed.

In the cotton-rich autonomous province of Xinjiang, cotton was sown on 1.953 million hectares of land. The average yield in the province was 1,882.5 kg per hectare and the net output was 3.677 million tons. (RKS)

Impact from manufacturing shift in China on sourcing patterns expected to take years

Global sourcing patterns seen changing in five to 10 years after factories relocate from China

PUBLISHED : Friday, 12 December, 2014, 7:02am



Manufacturing has been shifting away from the more expensive southern China to Southeast and South Asian countries such as Vietnam and Bangladesh. Photo: Bloomberg

The manufacturing shift from southern China to Southeast and South Asia may have increased intra-Asian trade but it will still take years to cause an impact on global sourcing patterns, say trade finance bankers and fashion retailers.

"World trade has been growing faster than world [gross domestic product] due to the fragmentation of the supply chain," said Noel Quinn, the Asia-Pacific regional head of commercial banking at HSBC. "I expect a significant gap between world trade growth and world GDP growth to continue."

While the world economy grew between 3 and 4 per cent a year in the past three years, according to data from the International Monetary Fund, trade finance business at HSBC had been growing at more than 10 per cent during the period, Quinn said.

He said the gap between world trade and GDP growth might narrow in the future, but trade would still grow at a faster pace than the overall economy because production had become more multinational as manufacturing had been shifting to new production bases in search of lower costs, which in turn could lead to more trade.

Manufacturing has been shifting away from the more expensive southern China to Southeast and South Asian countries such as Vietnam and Bangladesh. The shift is being led by textiles.

Asiainspection, a quality control company, estimates that the average daily wage in China this year is US\$18, compared with just US\$2.50 in Vietnam, US\$2.80 in Bangladesh and US\$1.10 in Myanmar.

"Production has been shifting to the Asean countries, with the materials coming from China. Sometimes the finished goods are sold back to China as consumption in China is growing," Quinn said.

According to HSBC's trade forecast report, China will eventually become the largest export destination of Vietnam, Singapore and Indonesia, replacing the United States, Malaysia and Japan, but this would take a couple of decades.

While Vietnam had strong links with the West, there had been an eastward shift of key markets for its garments, said the report.

Last year, about 6 per cent of Vietnam's textile and garment exports went to China. They are expected to double by 2020, while those to the US are estimated to drop to 40 per cent from 50 per cent.

"Some US and European buyers want a part of their production to be in Asean countries, but China will still be the dominant supplier," Quinn said, adding that infrastructure in China was better than those in Southeast Asia.

The sourcing patterns of many international brands had not been affected by the shift in production bases, said Christopher Lau, the chief executive of eCargo, which helps Western fashion retailers expand in Asian e-commerce markets.

"There won't be a big impact [on the sourcing patterns] for a further five to 10 years," Lau said. "You'll need a critical mass to directly ship the finished products from the factory to the consumers.

"The Asean countries have not reached that critical mass yet."

He said a European-based fashion brand with about US\$1 billion in annual sales would normally source 50 to 60 per cent of its stock from Asia and 40 per cent from Europe and Africa. Among high-end apparels sourced from Asia, 70 to 80 per cent would still come from China despite the manufacturing shift.

Citi analyst Michael Beer said the shift in manufacturing patterns would lead to an increase in investment from logistics providers in cross-border road networks in the region, which would support the growth of express delivery business.

"We expect express parcel delivery and supporting logistical services to capture a larger share of sector-wide activity," Beer said. "Within Asean, Singapore and Malaysia have the highest relative internet penetration rates today, but Indonesia and Thailand are likely to see the largest improvement over the next four years."

He said the Asia-Pacific logistics market was expected to grow 20 per cent a year to reach US\$175 billion in 2016 and e-commerce-related revenue in Southeast Asia to increase to US\$35 billion by 2018.

There won't be a big impact [on the sourcing patterns] for a further five to 10 years as you'll need a critical mass to directly ship the finished products from the factory to the consumers. The Asean countries have not reached that critical mass as yet.

A European-based fashion brand with about US\$1 billion in annual sales would normally source 50 to 60 percent of its stock from Asia and 40 percent from Europe and Africa. Among high-end apparels sourced from Asia, 70 to 80 percent would still come from China despite the manufacturing shift.

In fact, the shift in manufacturing patterns would lead to an increase in investment from logistics providers in cross-border road networks in the region, which would support the growth of express delivery business, according to Michael Beer, Citi Analyst.

Textile industry at the crossroads of change

2014-12-15 08:45 China Daily Web Editor: Qin Dexing

0



A worker conducting routine checks at a spinning workshop of Hengli Group in Nantong, Jiangsu province. [Provided to China Daily]

Relocation to Africa, in terms of costs and market access is proving attractive for companies

With the average wage of the 23 million textile workers in China reaching \$600 a month, garmentfactory owners are starting to greet each other with a variation of: "Have you moved the factory out of China yet?" As a labor-intensive industry, garmentmaking faces great pressure as labor costs soar in China.

Wang Tiankai, director of the China National Textile and Apparel Council, says the minimum wage is growing 10 percent a year. "And by only offering the minimum wage, you can never recruit a skilled worker," Wang says.

Labor costs are not the only challenge: Figures from the council show the momentum of China's textile industry has slowed significantly since 2011. From 2000 to 2010, average growth was 18.8 percent, but that dropped to 12 percent over the past four years.

The price of high-quality cotton in China is about 30 percent higher than the international level, which caused fiber processing in China to drop by 26 percent last year, the council says.

Major garment makers are reacting differently to these challenges. Two main paths have emerged: moving to Africa or Southeast Asia for the low-cost labor, or staying in China to make premium products.

Yuemei Group belongs to the first group. Established in Zhuji, Zhejiang province, in 1992, Yuemei has a presence in seven African countries including Nigeria, Ghana and Tanzania, and has hired 2,600 African workers.

Xu Zhiming, chairman of Yuemei Group, now operates 40 percent of his business in Africa and the rest in China. He says the situation will be reversed in three to five years. The company's current annual output in Africa is worth \$30 million.

"Africa will definitely be the manufacturing center of the world in the future," Xu says. This year the company bought a cotton plantation in Mali that will soon supply raw material for its cloth-making operations in Africa. Once the mill reaches full capacity, it will cut the cost of raw materials by 50 percent, Xu says.

Chinese textile companies' investments are welcome in African countries. Morocco, for one, is avidly seeking Chinese capital and know-how.

Under Morocco's 2009 industrial development plan, it would attract foreign investment to help develop six major industries, and textile is high on the agenda.

The Moroccan Investment Development Agency says most garments made in Morocco are exported to Europe or the United States and bring in revenue of about 4 billion euros (\$4.95 billion) every year. Most of the products are fast-fashion or ready-to-wear garments. The agency is a government body that helps attract foreign investment to Morocco. Fast fashions are those that move from the catwalk to retailers quickly to capture the latest trends.

Mohamed Tazi, director of the Moroccan Association of Textile and Apparel Industries, says Chinese garment producers can look to gain better access to European, African and other markets if they set up factories in Morocco. They can take

advantage of the country's strategic position at the crossroads of the main trade routes linking Africa and Europe, as well as its free trade agreements with the United States, the EU, Turkey, Jordan, Tunisia and West Africa.

"Morocco is an ideal platform for Chinese clothing and textile producers to access markets with more than 1 billion consumers," says Tazi, adding that the textile industry contributes more than 13 percent of Morocco's GDP.

Chinese entrepreneurs would also help Morocco complete the local supply chain, Tazi says.

"We are looking for Chinese partners who can bring in designs, fabrics, production, and accessories that will enable us to make faster deliveries. We are not looking for partners who just bring in money, but partners who are willing to work with us to realize common goals.

"The opportunities here are tremendous. Companies can even make money by just providing training services for garment manufacturing." Some garment companies from Hong Kong have already moved their factories to Morocco, he says.

Somitex Morocco, which supplies fast fashion clothes to UK retailers such as Marks&Spencer, Sainsbury's and Monsoon, is the biggest garment manufacturing company in Sale, a city in northwestern Morocco. It wants to work with a Chinese company to produce more accessories and expand its capacity.

"We have to import lace from the Middle East and Asia since the same is not produced locally. The long time it takes to ship the goods from China has led to delayed shipments from our side," says Abdelhai Bessa, chairman of Somitex.

"If Chinese companies can set up fabrics and accessories factories in Morocco, it will be easier for us to procure the required products locally. It gives us more flexibility and enables us to be more responsive to consumer demand."

Bessa says labor costs are almost the same in Morocco as in China, so it makes sense for companies to work together.

But some industry leaders do not think China's textile industry has approached its sunset, and instead of retreating from China, have planned major expansion.

Esquel Group, a Hong Kong-based garment-maker, plans to invest 2 billion yuan (\$325 million) to build a new factory in Guilin, Guangxi Zhuang autonomous region.

Established in 1978, Esquel is a textile conglomerate running a complete value chain — cotton growing, spinning, weaving, dyeing, sewing, and retailing. It is the largest cotton shirt maker in the world in terms of output.

Last year it made more than 100 million shirts for different brands across the world, with total turnover of \$1.3 billion. Every second, eight shirts can be produced in an Esquel factory.

John Cheh, vice-chairman and CEO of Esquel, says it is not necessarily a bad thing that wages keep rising in China. "Rising wage means improved skills, higher efficiency and improved consumption power among Chinese people.

"Labor costs in cheap areas will eventually rise, then we will lose competitiveness eventually; so moving is not a wise solution."

Esquel has factories in Mauritius, Malaysia, Sri Lanka and Vietnam, but it has no intention of moving manufacturing out of China.

Aaron Lee, chief operating officer of Esquel, compares the textile industry in China to the car industry in Europe decades ago.

"By then, everybody was talking about the car industry leaving Europe, as the cost was so high and the competition from Japan and South Korea was so fierce; but now it is still thriving in Europe. That tells us: It is not the cost but the margin that really matters.

"We are thinking more of optimizing the process and adding value than of chasing after cheap labor," Lee says.

Esquel makes only high-end shirts for international brands such as Zara, Ralph Lauren, Tommy Hilfiger, Nike and Muji, as well as some high-end domestic brands in China, so the margin is higher than in making simple T-shirts.

Marks & Spencer is among these major customers. Every year it buys more than \$60 million in products from Esquel. Frazer Mead, head of innovation and quality, Far East region, of Marks & Spencer, says China is getting more expensive for making garments, but their business in China would stay relatively stable.

"China represents 60 percent of garments that M&S buys in Asia, and about 40 to 50 percent of the total in the world. In terms of fabric, China represents about 60 to 70 percent of the fabric we use across the world."

Chinese workers' skills and efficiency are so high that they are hard to replace, he says.

"My job is to assess countries' suitability for certain kinds of products. Simple products such as T-shirts, basic trousers and nightwear can be migrated more easily to lower-cost countries; but lower-cost countries generally mean lower skill levels. You have to be careful when you move to Bangladesh or Vietnam so you don't bring products to them for which they have yet to develop the skills.

"China is a world leader in terms of raw materials such as fabric, especially linen, cashmere and silk. And the innovation is getting better, driven by the competition from South Korea."

Over the years, China has also changed from a manufacturer of cheap garments to a major market for international brands, so being in the country also means being close to the most dynamic market.

Ten years ago, almost all garments made by Esquel were exported to Western countries, but now the ratio of products exported to the United States has dropped from 70 percent to 40 percent, says Cheh. "Domestic clients account for more than 12 percent, from zero 10 years ago. Some are domestic brands, some are foreign brands buying directly in China and selling them in the Chinese market under their brands."

The ever-changing taste of Chinese consumers means brands have to keep innovating by creating new designs and new functions, which raises new requirements for garment manufacturers.

Lee of Esquel says that every season, the company calls a meeting to talk about the new research and development and new designs, so its clients can come and decide which new elements and new functions they want to incorporate into the products.

"We are not just selling them shirts. We have a lot of interactions with our clients. We do our part, such as R&D, design and merchandising to be supportive," Lee says.

Mead says with the burgeoning middle class and well-defined education system in China, not everybody wants to wear garments with a big logo. "People are looking for fashionable, but also something that would last more than one wash," he says.

Building a high-end brand is another way to raise the margin, experts say, but so far no Chinese company has succeeded in building an internationally renowned brand. Even Esquel is still at the very early stage of building its own premium shirt brand, and the premium brand Pye contributes only a fraction of Esquel's total revenues.

Wang of the textile council suggests companies innovate more with new materials so they are able to come up with more functional materials. "So they can be less dependent on cotton," he says.

"Textiles is the only industry in which China has a strong advantage in the world, and we have good reasons to keep it alive," Wang says.

Petit Bateau vogue vers la Chine

Publié le 10 décembre 2014 par JEAN-NOËL CAUSSIL



Petit Bateau bientôt en Chine.

Petit Bateau va ouvrir trois boutiques de vêtements et sous-vêtements pour enfants et bébés en Chine, en 2015.

Petit Bateau, fort de déjà 400 boutiques et d'une présence dans 60 pays, va bientôt ajouter un territoire de plus à son tableau de chasse.

TROIS BOUTIQUES EN 2015

Accompagnée par l'agence Gide, cabinet d'avocats international, l'enseigne s'associe avec Fung Kids Limited, filiale du groupe hongkongais Fung Group Limited, pour faire son arrivée en Chine. Ainsi, trois premiers magasins Petit Bateau ouvriront en Chine en 2015, à Pékin, Shanghai et Qingdao.

Messe announces 2015 dates of Intertextile Shanghai

December 12, 2014 (China)



Organisers of Intertextile Shanghai Apparel Fabrics, Messe Frankfurt announced dates for the Spring and Autumn 2015 editions for 2015 and also a new venue.

Intertextile Shanghai Apparel Fabrics – Spring edition takes place from March 18–20, 2015, while the Autumn edition will be held from October 13–15, 2015 at the National Exhibition and Convention Centre in Shanghai.

According to Ms Wendy Wen, senior general manager of Messe Frankfurt (HK) Ltd, next year's Spring Edition is on track to be twice as large as the 2014 fair.

“Moving the Spring edition to Shanghai from Beijing this year created unprecedented demand from suppliers to participate,” she said.

“With the move to a new venue, we will be able to accommodate more exhibitors and expect the exhibition space to cover 100,000 square metres or double the size of this year's fair,” she added.

The new venue – the National Exhibition & Convention Centre (Shanghai) – is a highly modern exhibition venue, and with 500,000 square metres of exhibition space, reportedly the largest in the world.

Of further benefit for exhibitors, it is expected that this new venue will attract more quality domestic buyers.

The fairground is located in the west of the city in Hongqiao, making it closer to the textile manufacturing hubs in surrounding provinces such as Jiangsu and Zhejiang.

It is also positioned very close to Hongqiao airport, as well as the Hongqiao transport hub which has high-speed rail, regular rail and bus connections with the rest of the country.

Yarn Expo Spring will once again be held alongside Intertextile Shanghai, while for the first time the 23rd China International Fashion Fair 2015, also known as CHIC, occurs concurrently as well.

“Together, these three events, which cover the entire spectrum of the textile value chain, will provide more business opportunities for exhibitors of all the fairs,” Messe Frankfurt said. (AR)

Low yield offsets global cotton acreage hike this season

December 19, 2014 (Global)



According to a USDA December report, global cotton output in 2014/15 is forecast at 119 million bales, slightly below the previous season as a yield reduction more than offsets increased area.

“Considerable production declines in 2014/15 for China and Brazil counterbalanced the increase for the United States,” the US agency

reveals. Global cotton area harvested in 2014/15 is forecast at 34.3 million hectares, up from last season but similar to 2012/13.

The world cotton yield is forecast at 755 kg/hectare, the lowest since 2009/10, while output for the top two producers, India and China is projected at 31 and 30 million bales, respectively.

For India, the production forecast matches the 2013/14 record and includes an all-time high area of 12.75 million hectares.

In contrast, production in China is forecast to decline from nearly 32.8 million bales in 2013/14, as area is reduced to 4.4 million hectares, the lowest since 2000/01.

Pakistan’s crop is forecast at 9.8 million bales in 2014/15, 3 per cent above last season and largely attributable to rising yields.

On the other hand, the cotton crop in Brazil that is planted in December and January is forecast to decrease about 13 per cent to 7 million bales as the decline in world prices reduces area expectations.

Global cotton mill use in 2014/15 is forecast at 112.6 million bales, 3 per cent above the previous season. Among the major cotton mill users, all countries, except Brazil are projected to expand between 1-7 per cent in 2014/15.

Cotton mill use in China, estimated at 37 million bales in 2014/15, is projected to grow 7 per cent after several seasons of decline and as against a record 51 million bales in 2007/08.

Recent policy announcements will support cotton consumption by bringing domestic prices in line with world prices.

“In particular, lower prices will raise the incentive to spin cotton within China rather than import cotton yarn as in recent years,” the USDA informs.

In the previous season, China imported an estimated 8.6 million raw-cotton equivalent bales in the form of yarn and in 2014/15 yarn imports may decline approximately 15 per cent.

Cotton mill consumption in India and Pakistan, both benefactors of China’s recent growth in yarn imports is only expected to grow slightly in 2014/15 as a result of China’s rebound.

India’s mill use is forecast at 24 million bales, up about 3 per cent, while Pakistan’s use is estimated at 10.5 million bales, 1 per cent higher.

In addition to China and the US, cotton mill use in Vietnam is forecast to expand more than 6 per cent, reaching a record 3.4 million bales in 2014/15.

Mill use in Bangladesh and Brazil are forecast to change about 5 per cent in 2014/15, offsetting one another.



Blog: Big gap between Ethiopia export goals and reality

Michelle Russell | 10 December 2014

Ethiopia may have more trump cards to play than any other sub-Saharan African country when it comes to developing a competitive cotton, textile and garment supply chain, but it still has a rough road ahead. Indeed, Ethiopia's growth as a garment exporter will be slower and more difficult than the government and local textile organisations predict.

Theoretically, all the necessary ingredients are available to transform Ethiopia into an internationally competitive textile nation. According to [the Growth and Transformation Plan](#) launched in mid-2010, during the fiscal year 2013-14 Ethiopia should have exported textile articles worth US\$435m. Exports, however, only reached a quarter of this, at US\$111m, with very low wages being counterbalanced by low labour productivity.

In contrast, [Vietnam's garment and textile export turnover](#) is predicted to reach \$24.5bn in 2014, an increase of over 19% on last year - and the largest rise in three years - new figures show.

According to the Vietnam National Textile and Garment Group (Vinatex), the industry's efforts in the strategic direction of production, and increasing localisation, have helped increase competitiveness. To date, the sector has raised the localisation rate to more than 50%.

The [global footwear industry, meanwhile, is expected to grow](#) 4-5% to nearly \$200bn next year as the world's firming economy fuels consumer demand for leading brands such as Nike or Steve Madden, industry executives believe.

Low-income workers, however, are likely to dominate the global garment-making workforce for a long time yet, despite recent forecasts that the number of low-cost countries is dwindling. The [key issue will be ensuring garment manufacture](#) makes them less poor; not trying to do without them, an industry expert says.

Elsewhere, [a raft of analysis from sales](#) during the Black Friday weekend poured in, and it seems early holiday promotions, the growth of online shopping, and an improving economy,

are [changing the way US consumers approach](#) what is seen the biggest shopping weekend of the year.

On the sustainability front, [UK retailer Marks & Spencer has increased](#) the amount of Better Cotton it sources, moving a step closer to achieving its Plan A commitment to procure 50% from sustainable sources by 2020. The group also revealed its [current search for a head of international supply chain](#). The move comes as Steve Finlan, director of international operations, steps down from his role.

L'industrie de la mode et de l'habillement reste le secteur clé de l'e-commerce en France

mardi 9 décembre 2014



L'achat en ligne d'articles de mode en France reste clé dans l'e-commerce, avec 17,5 millions de cyber-acheteurs. Plus de la moitié des internautes français ont acheté au moins un article de mode dépensant en moyenne sur une année 300 euros (+ 43 % par rapport à 2013). En ce qui concerne les autres secteurs comme les livres ou les produits de beauté, seul un acheteur sur trois effectue ses achats en ligne. 65 % de la population française âgée de 16 à 65 ans achète en ligne ou a effectué au moins un achat en ligne au cours de l'année dernière. Tels sont les principaux résultats du volet « E-commerce & Fashion », extrait de l'étude European Digital Behaviour Study.

C'est à l'occasion de la conférence "E-fashion 2014", ce 9 décembre, que ContactLab présente, conjointement avec hybris software, une entreprise du groupe SAP, éditeur d'une plateforme de commerce à la plus forte croissance internationale, les résultats de cette étude réalisée chaque année par ContactLab, sur les comportements des internautes en France et dans les principaux pays européens (Royaume-Uni, Italie et Espagne). Celle-ci démontre aussi que les internautes font confiance aux contenus des newsletters de leurs marques préférées : l'e-mail demeure donc l'un des moyens de contact privilégié à tel point que les usagers sont disposés à fournir davantage d'informations sur eux-mêmes en échange de messages en ligne pertinents.

Quand il s'agit d'acheter des articles de mode, le point de vente physique est encore prépondérant en France comme dans le reste de l'Europe. Parmi l'ensemble des personnes ayant acheté des vêtements au cours des quatre dernières semaines, la moitié d'entre eux ont également utilisé un canal en ligne, que ce soit un site d'e-commerce, un portail multi-marques ou un site de ventes privées.

"Cette nouvelle analyse tirée de l'European Digital Behaviour Study" offre aux marques de mode des informations précises pour comprendre en profondeur les comportements d'achat et l'évolution des habitudes des consommateurs, explique Arianna Galante, DG de ContactLab France. Les données montrent encore une fois que le marketing direct digital est un facteur déterminant dans la décision d'achat : définir une stratégie intégrant retail et e-commerce tant en termes de vente qu'en termes de promotion et de communication, est une étape obligatoire pour les entreprises qui veulent que leur chiffre d'affaires augmente".

« Les distributeurs dans l'industrie de la mode et de l'habillement font face à une véritable transformation des habitudes de consommation et doivent anticiper les nouvelles tendances pour rester compétitifs. La connaissance client et la possibilité de saisir des opportunités sur l'ensemble des canaux de manière cohérente deviennent clé. Développer une stratégie omni-canal en proposant une expérience d'achat homogène constitue une étape essentielle pour le développement des entreprises. Les entreprises qui n'ont pas saisi l'importance de mettre en place une stratégie omni-canal compromettent leur efficacité opérationnelle, impactant directement leur productivité, agilité et leur capacité à innover » explique Eric Chemouny, Vice-Président EMEA d'hybris.

Les résultats sur les comportements qui précèdent l'achat sont également significatifs. En général, les personnes achetant dans les magasins physiques finalisent leur décision au sein même du point de vente (60 % des personnes indiquent qu'il s'agit d'un élément clé) sans pourtant exclure des visites sur Internet, par exemple sur le site du fabricant ou sur les sites de comparateurs de prix. En revanche, les personnes qui achètent sur Internet se fient

tout d'abord aux informations fournies sur le site du produit qu'ils souhaitent acheter (40 %) ainsi qu'aux emails envoyés par la marque.

La newsletter représente alors un outil utile pour les fashion brands : en France, 54 % des acheteurs en ligne reçoivent au moins une newsletter relative aux articles de mode. La communication est encore plus conséquente chez ceux qui sont habitués à acheter en ligne de produits mode et qui choisissent l'email comme moyen pour guider leurs achats (65 %).

Il s'agit alors d'un moyen de communication essentiel pour motiver l'acte d'achat : 3 cyber-acheteurs de mode sur 4 ont déclaré avoir réalisé un achat en ligne à partir d'un lien inséré dans une newsletter. Près de 6 sur 10 se fient aux contenus de la newsletter reçue. Par ailleurs 25% sont disposés à fournir aux marques plus d'informations les concernant pour recevoir des messages personnalisés adaptés à leurs besoins. Plus de la moitié des internautes inscrits aux newsletters (53 %) reconnaissent avoir été influencés par les emails reçus et s'être rendus dans le magasin pour acheter les produits ou les services présentés dans le message.

L'enquête révèle également une forte tendance des cyber-acheteurs de mode à acheter ces produits via les sites de ventes privées (36 %) ; le pourcentage en France est le plus élevé d'Europe. Les sites spécialisés par type de produit sont très appréciés et choisis comme second canal d'achat par les acheteurs en ligne français d'articles de mode ; viennent ensuite les sites des fabricants et les boutiques en ligne des détaillants qui possèdent aussi des points de vente physiques.

Responsable Relations Presse Groupe : Nathalie Fournier-Christol

E-mail : n.fournier-christol@lectra.com

Tél. : +33 (0)1 53 64 42 37 – Fax : +33 (0)1 53 64 43 40

Lectra sur le devant de la scène au Drapers Fashion Forum

Les décideurs des plus grandes maisons de mode se réunissent pour échanger sur les sujets essentiels à l'industrie de la mode

Paris, le 16 décembre 2014 – Lectra, numéro un mondial des solutions technologiques intégrées pour les industries utilisatrices de matériaux souples — textiles, cuir, tissus industriels et composites —, a participé au *Drapers Fashion Forum 2014*, le plus grand événement consacré à l'industrie de la mode au Royaume-Uni, qui s'est récemment tenu à Londres. Chaque année, ce forum rassemble les professionnels de la mode pour débattre des questions devenues primordiales pour cette industrie.



Coparrainé par Lectra et présidé par Eric Musgrave, directeur de la rédaction de *Drapers*, l'événement a réuni les décideurs de maisons de mode parmi les plus prestigieuses au monde pour échanger sur des sujets tels que se développer à l'international, garantir le bien-être et mieux comprendre le consommateur d'aujourd'hui.

Lectra a partagé la scène avec son client Wacoal Eveden, l'un des leaders mondiaux de la lingerie. Le groupe a expliqué comment il a réussi sa transformation et sa croissance internationale sans perdre de vue les besoins de ses clients. Anastasia Charbin, directeur mode et habillement de Lectra, et Tracy Lewis, président directeur général de Wacoal Eveden, ont discuté de l'importance de rester concentré sur les valeurs de la marque et les attentes des clients pour connaître le succès dans un marché saturé.

« Cette année a été déterminante pour Wacoal Eveden. Nous avons construit les bases de notre réussite à l'international, notamment en développant les activités de Wacoal en Europe. Nous continuons à renforcer le style, l'innovation, la qualité et le niveau de toutes les collections que nous offrons à travers notre portefeuille de marques. Ainsi, nous restons en tête de la compétition tout en proposant aux femmes, partout dans le monde, le meilleur de la lingerie », déclare Tracy Lewis.

« Wacoal Eveden démontre parfaitement que placer le client au centre de l'activité de l'entreprise permet de gagner en compétitivité et de croître à l'international. Produire des vêtements d'excellente qualité, au bien-être parfait, est la clé du succès du groupe. Sa réussite repose sur ses efforts constants en recherche et innovation, qui permettent à son offre de répondre parfaitement aux attentes de ses clients », ajoute Anastasia Charbin.

Eric Musgrave a modéré, aux côtés de Lectra, un déjeuner-débat lors duquel des personnalités du monde de la mode se sont exprimées sur le thème « Comprendre les changements du paysage de la mode pour répondre à l'évolution des demandes du consommateur ». Ce dernier est désormais aux commandes, ont constaté les participants, parmi lesquels figuraient Esprit, River Island et Shop Direct. Forcées à l'introspection, les entreprises réévaluent la manière dont elles mettent leurs produits sur le marché et conduisent le changement, en intégrant la technologie pour accompagner leur processus.

Lectra a également animé une table ronde sur la rationalisation du cycle de développement produit, partageant son expertise et ses perspectives sur le sujet. La collaboration accrue entre équipes de création et de développement produit, de même qu'avec les fournisseurs, s'est imposée en conclusion : elle est, en effet, indispensable pour garantir que les produits soient commercialisés dans les délais, avec un bien-être constant. Davantage de contrôle sur le processus de développement produit aide en outre les marques à protéger leur propriété intellectuelle. La majorité des participants s'est enfin accordée sur la capacité d'un processus optimisé, plus efficace, à mieux répondre aux besoins des consommateurs.

Le *Drapers Fashion Forum* est une opportunité exceptionnelle offerte aux professionnels de la mode d'échanger leurs meilleures pratiques et de présenter des études de cas en exclusivité. Cette édition a permis à Lectra de partager son expertise et d'aller à la rencontre des participants du forum.

A propos de Lectra

Lectra est numéro un mondial des solutions technologiques intégrées pour automatiser, rationaliser et accélérer les processus de conception, de développement et de fabrication des produits des industries utilisatrices de matériaux souples. Lectra développe les logiciels et les systèmes de découpe automatique les plus avancés et propose des services associés, spécifiques à un ensemble de grands marchés dont la mode (habillement, accessoires, chaussure), l'automobile (sièges et intérieurs automobiles, airbags), l'ameublement, ainsi qu'à un large éventail d'autres industries telles que l'aéronautique, l'industrie nautique, le secteur de l'énergie éolienne et les équipements de protection des personnes. Avec un effectif de 1 500 personnes, Lectra accompagne 23 000 clients dans plus de 100 pays et réalise un chiffre d'affaires de € 203 millions en 2013. Lectra est cotée sur Euronext.

Pour de plus amples informations, visitez notre site www.lectra.com

Mumbai to host textile technology show in January

COIMBATORE, DECEMBER 8:

The first Global Textile Technology & Engineering Show (GTTES) is scheduled between January 20 and 22 at Bombay Convention and Exhibition Centre, Mumbai.

This event, supported by the Heavy Industries Ministry (Government of India) and the Textile Department (Maharashtra government) is expected to focus on post-spinning segment and provide a one-stop solution for every business in the textile sector.

Complementary show

Organised by India ITME Society (International Textile Machinery Exhibitions), the GTTES 2015 will be a complementary show to India ITME series (held once every 4 years), according to ITME Society treasurer S Hari Shankar.

“With constant development in technology, we felt it would be appropriate to hold a complementary event between the ITME series,” said Vice-Chairman of ITME Senthil Kumar, justifying the reason for organising such an event.

The total number of exhibitors at this event is said to have crossed 300 with strong participation from countries such as China, Taiwan, Korea, Japan, the US and India. Of the total, around seven are from Coimbatore, Hari Shankar said. The organisers are planning a special session on government procurement process and information relating to subsidies available for the SMEs.

Opportunities

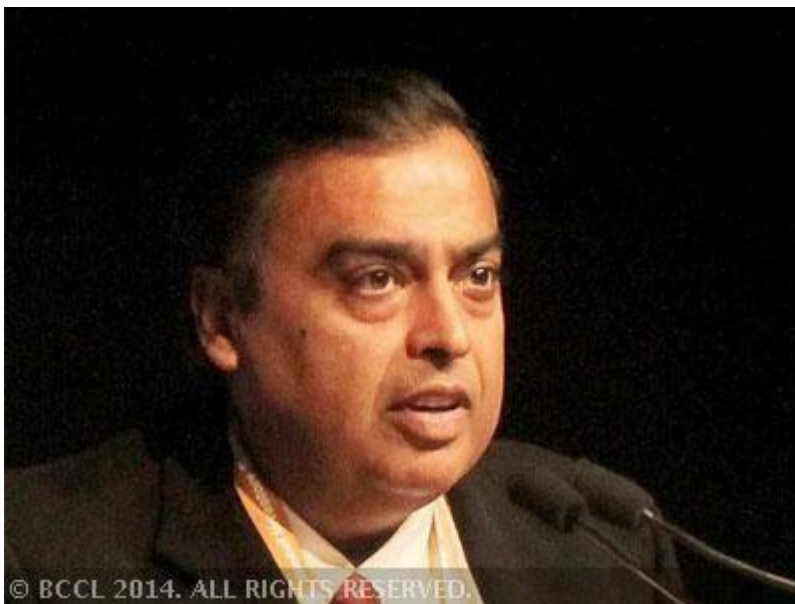
“Notwithstanding the live demo during the expo, we have given exhibitors an opportunity to promote their brands and services online for three months in the run up to the event. It is now on,” said Senthil Kumar.

Overseas delegation from Ethiopia, Sudan, Pakistan, Bangladesh, Korea, Mozambique, Egypt, China, Taiwan and Sri Lanka are expected to visit GTTES 2015, he said.

(This article was published on December 8, 2014)

Reliance Industries Ltd to enter textile JV with China's Shandong Ruyi

ET Bureau Dec 10, 2014, 02:50AM IST



(The JV will leverage RIL's existing...)

MUMBAI: Reliance Industries, which began life as a textile company, has decided to hive off its oldest business into a joint venture with China's Shandong [Ruyi](#) Science and Technology Group Co, the Indian conglomerate said on Tuesday. The group diversified from trading to manufacturing textiles, largely polyester yarn, in the 1960s. Reliance Textiles was incorporated in 1966 and it is this company which later became [Reliance Industries Ltd](#) (RIL) in 1985.

RIL is currently India's third largest private sector company by market capitalisation and the largest by far in revenues. RIL will hold a 51% stake in the new joint venture thus formed while the Chinese partner will hold the balance. The company sells products — primarily fabric for suits — under the 'Vimal' brand.

"Our joint venture with Ruyi Group will help Reliance reposition its textile business on a high growth path. Our partner's deep commitment and global reach in textile business will enable this JV to harness the growth potential of the Indian market and emerge as a global textile player," said Nikhil R Meswani, executive director, RIL. The proposed transaction is subject to obtaining requisite approvals. A RIL spokesman told ET that the two companies are yet to decide on the financial consideration.

The JV will leverage RIL's existing textile business and distribution network in India and Ruyi's state-of-the-art technology and its global reach. It will expand the geography for the brand 'Vimal' besides introducing brands owned by Ruyi in India. RIL has a presence in Indian textile market, especially in the worsted and synthetic suiting fabric segments, while the \$3 billion-Ruyi, a leading textile company in China, has a presence in America, Europe, Japan, Australia, New Zealand and China. Ruyi owns brands like 'Taylor & Lodge', 'Harris Tweed', 'Royal Ruyi China', 'Nogara Italy' and 'Indios Italy', among others. In India, Ruyi sells the 'Georgia Gullini' brand in the worsted suiting segment of the market.

"This business operation and activities would get realigned to strengthen the JV," the press release said.

"With closer economic relations between China and India and Shandong Ruyi Group's expanding global presence in the textile sector, we see our joint venture with Reliance as a significant event for the group. To enter the Indian market with Reliance we truly believe in the bright future of this joint venture business," said Qiu Yafu, chairman, Shandong Ruyi Group.

India has been among the top three textile and apparel exporting nations in the world for the last three years. The CII-BCG report on 'Make in India' states that India is expected to grow as an exporter of textile and apparels but also that much of the potential is yet to be tapped.

17.12.2014 | 8:40

Exportation – Reprise effective de l'Agoa



Hery Rajaonarimampianina a confirmé la reprise effective de l'Africa growth opportunity act (Agoa). Il a visité une entreprise franche à Ivato afin de marquer l'évènement.

L'Agoa est de retour, a déclaré, d'un ton très solennel, le Président Hery Rajaonarimampianina, hier. C'était lors de la visite d'une usine de textile d'une entreprise franche sise à Ivato, organisée spécialement pour l'occasion. Le régime a voulu ainsi donner une dimension historique à l'évènement qui marque une étape supplémentaire de la sortie effective de crise pour Madagascar. En 2009, suite à la prise de pouvoir anticonstitutionnelle de Andry Rajoelina, ancien président de la Transition, le gouvernement américain avait décidé de retirer la Grande île de la liste des pays africains bénéficiaires de cette mesure qui permet d'exporter sans taxe vers les États-Unis.

« Plus de 50 000 emplois étaient perdus lors de la suspension de l'Agoa qui avait privé autant de familles de source de revenus. Ce retour de l'Agoa va créer des emplois directs mais aussi indirects car les entreprises vont, non seulement, embaucher du personnel mais elles vont également devoir construire des usines », a déclaré le chef de l'État dans un bref discours qu'il a fait pour l'occasion.

Appel aux investisseurs

C'est la publication de la décision dans le Federal register board, une sorte de journal officiel américain, qui a rendu effective l'intégration de Madagascar. Sur le plan technique, la balle est maintenant dans le camp des entreprises qui vont d'abord devoir manifester leur intention d'exporter vers les États-Unis dans le cadre de l'Agoa avant d'être soumises à des contrôles et d'obtenir un certificat d'éligibilité. Aux dernières nouvelles, cinq entreprises issues du secteur textile ont déjà déposé leurs candidatures à l'heure actuelle.

L'entreprise Mazava sportswear, que Hery Rajaonarimampianina a visitée hier, fait justement partie de celles qui vont bénéficier, en premier lieu, de ce retour de Madagascar parmi les bénéficiaires de l'Agoa. Spécialisée dans la confection de vêtements de sport, elle exporte en Europe, au Canada mais également et surtout aux Etats-Unis. Elle emploie à l'heure actuelle, 3600 personnes dont 90% de femmes et espère embaucher jusqu'à 1500 autres lorsque ses exportations vers les États -Unis vont être développées.

« C'est une entreprise où figurent des investissements américains et elle fait partie de celles qui n'ont jamais fermé malgré la crise. J'appelle les entreprises à investir », a déclaré le président pour justifier le choix de sa visite à Mazava sportswear.

Le seul point, mais d'une importance capitale, qui attend une confirmation reste, à l'heure actuelle, la poursuite de l'Agoa qui prendra fin en 2015 après une quinzaine d'année d'existence. Le gouvernement américain avait déjà annoncé verbalement sa poursuite mais il reste la confirmation officielle par les organes législatifs. Hery Rajaonarimampianina, pour sa part, reste confiant et soutient qu'il existe des intérêts réciproques dans cette loi. *« Les Américains ont également besoin de l'Agoa. Normalement, il ne devrait pas y avoir de problème »,* a-t-il déclaré.

Les produits en provenance de Madagascar représentent seulement 1% des importations américaines. Pour l'heure, seul le secteur textile est éligible pour bénéficier de cette mesure.

Mahefa Rakotomalala



Med textile cluster studied to compete with China

In 8 hubs from Egypt to Greece and Tuscany; Barcelona conference

17 DECEMBER, 18:56

(ANSAmед) - MADRID, DECEMBER 17 - The textile sector of the Mediterranean area should set up a 'hyper-cluster' to compete with large regions like China, claims a study presented at the headquarters of the textile industry confederation (Texfor) in Sabadell, in the Barcelona province. The document recommends developing eight clusters in the Mediterranean area: Catalonia (Sabadell), Prato (Tuscany), Italy, Egypt, Palestine, Greece, Tunis and Jordan, all partners of the EU-funded TEX-MED Clusters project of textile and clothing enterprises in the Mediterranean area. The latter will take part in a conference addressing companies, institutional bodies and service centers on the issue 'Cluster Cross-border Cooperation' on December 19 in Barcelona, as part of the CAT(Carrefour de Affaires et de Technologies) Fair, one of the largest on innovation in the southern part of the Mediterranean. The study aims to "improve relations within the textile sector to unite efforts and establish synergies, making it possible to improve global competition," said chief Francesco Pellizzari. Some 14 countries are taking part in the two-year, two-million euro TEX-MED project: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Syria and Tunisia. (ANSAmед).

Taking advantage: Pakistan, Netherlands look towards textile and garments

By [Our Correspondent](#)

Published: December 17, 2014



First buyers' meeting addresses issues of industries. PHOTO: AFP

ISLAMABAD:

Pakistan and the Netherlands along with other international bodies have collaborated to uphold international standards and practices in textile and garment industry.

In this regard, the first buyers' meeting was held here on December 15-16 with the support of the International Labour Organisation (ILO) and the International Finance Corporation (IFC), said a press release.

The Buyers' Meeting is an initiative supported by the Pakistani government aligned with the common objective of improving productivity and compliance to all the requirements under the GSP Plus status.

This meeting is the beginning of a process, which started in January 2014 and was agreed at a meeting in Washington DC in September 2014, that brings together buyers, brands,

manufacturers, governments, workers and employers organisations. The aim is to create a platform for dialogue to improve their cooperation towards a sustainable growth of the sector improving competitiveness and compliance with international standards.

The buyers' meeting is an initiative supported by the govt aimed at improving productivity and compliance to all the requirements under the scheme

“We recognise the significance of Pakistan’s garment and textile industry to the country’s economic growth, and the jobs it provides for its people,” said Federal Minister for Overseas Pakistanis and Human Resource Development Pir Syed Sadruddin Shah Rashdi while representing the government in his key note address.

“The step towards establishing a buyers’ forum will help in making significant progress towards ensuring decent working conditions in the sector.”

He also mentioned that with the grant of the GSP Plus status to Pakistan, all the relevant government ministries and associated departments at the federal and provincial levels have come together to ensure concerted efforts for the implementation of Pakistan’s national and international obligations.

He appreciated the European Union, the Netherlands government, ILO and other development partners for their commitment to provide technical assistance in improving compliance and reporting on GSP Plus status.

Ambassador of Netherlands to Pakistan De Vink said that the Netherlands is a free trade nation. But free trade is not free. “It needs to be in compliance with labour standards, human rights and environmental standards,” he added.

“The labour inspectorate has a key role to play in the implementation of the labour standards,” the ambassador added.

The Netherlands is in discussion with ILO regarding financial support to a major project to improve labour conditions in Pakistan. “Strengthening the capacity of the inspectorate, the role of employers and workers in the factories, and the role of global buyers is very important in this respect,” he said.

ILO Office for Pakistan Country Director Francesco d’Ovidio said the process of dialogue between the private and public sector is framed around the principles CSR in which labour standards and social dialogue are key aspects.

“Employment in the textile and garment industry has reduced poverty for millions of workers specifically women across the region,” said IFC Pakistan Senior Country Manager Nadeem Siddiqui who is a member of the World Bank Group.

The event brought together a number of buyers and brands including GAP, Wal-Mart, Target, H&M, Adidas, Levi Strauss, Inditex, Primark, Li & Fung, El Corte Ingles, PVH, Hema, and C&A.

Published in The Express Tribune, December 17th, 2014

Textile exporters worry about GSP Plus perks

By Farhan Zaheer

Published: December 19, 2014



The EU approved the GSP Plus scheme in January this year for a period of 10 years as an incentive for ensuring good governance and sustainable development. PHOTO: AFP

KARACHI: The lifting of the ban on executions has perturbed textile exporters, especially those who have major exports to the European Union (EU), as they fear Pakistan may lose duty benefits that it enjoys under the Generalised System of Preferences (GSP) Plus scheme.

However, some economic analysts are of the view that the country will successfully convince the EU not to suspend its GSP scheme.

The EU approved the GSP Plus scheme in January this year for a period of 10 years as an incentive for ensuring good governance and sustainable development.

To a question, Federal Minister for Commerce, Khurram Dastgir on Thursday said that in 27 conventions of the UN, there is no undertaking on death penalty moratorium and the government's decision to hang terrorists will not have any adverse implications for the GSP Plus scheme.

Some exporters believe that the government can convince the European Union that Pakistan has no other option but to hang the convicted terrorists.

“Yes, there is a lot of uncertainty in the market. The textile exporters are worried as they fear that Pakistan may lose trade concessions under the GSP Plus Scheme,” a readymade garment exporter from Karachi said.

However, the exporter maintained that the government of Pakistan has taken a right decision to lift the moratorium on death penalty in the current circumstances.

“Although it is still unclear whether Pakistan will eventually lose the GSP Plus scheme over the lifting of the ban, the government must move on and take strict action against terrorists who have taken the lives of over 140 innocents in Peshawar,” he added.

However, some exporters believe that since the GSP Plus scheme was granted with conditions, the country has to comply with the 27 international conventions, including the clauses on human rights that disallow the signatory country to abolish death penalty. And since Pakistan has now lifted the self-imposed ban on the death penalty, it may lose the GSP Plus scheme in the EU.

The uncertainty at KSE-100 hurt the textile sector which reacted negatively on Wednesday and most of the textile companies closed at their lower circuit break.

However, the trend was mixed on Thursday and major companies like Gul Ahmed and textile mills of Nishat group recovered some of their losses and ended in green.

“If the EU parliament does not agree with the government’s decision of lifting the moratorium on execution, the probability of losing the GSP Plus status will be very high,” an InvestCap Research report said on Thursday

“However, we do not envision that after such a hideous incident the EU will act against Pakistan’s GSP Plus status,” it added.

Some textile companies’ exports are highly sensitive to GSP Plus status. In the sample of some textile companies on the basis of market capitalisation, Gul Ahmed is very sensitive to GSP status as it exports around 55% of its products to the EU countries therefore any revision will damage the company’s profitability.

Similarly, Kohinoor Textile, Nishat Mills and Nishat Chunian export 36%, 34% and 18% respectively so their profitability will be less affected if the EU does not decide in favour of Pakistan, the report added.

Published in The Express Tribune, December 19th, 2014.

Pakistan textile exports to EU reached \$1.74 billion mark during Jan-April 2014

YarnsandFibers News Bureau, 15-12-2014 06:13 – Lahore



Pakistan textile remained the major beneficiary of the Generalized Scheme of Preferences (GSP) Plus arrangement. During January-April 2014, Pakistan textile exports to the EU increased to \$1.74 billion from \$1.44 billion during the same period in 2013.

The EU has given the GSP Plus facilities to three new countries including Pakistan from January 1, 2014 and will end on December 31, 2016. Exports to the EU increased by 17 percent in the first five months of 2014. During the period under review, exports of clothing and textiles and home textile sector of Pakistan increased by 7 percent.

Pakistan's total exports to the European Union may be increased by more than \$1.5 billion at the end of 2014 due to grant of Generalized Scheme of Preferences (GSP) Plus status. During the January-April 2014 exports to the EU increased by \$333.18 million, as per recent data released by the European Commission.

According to official sources, due to the Pakistan China Free Trade Agreement (FTA), trade volume between the two countries stood at \$13 billion in 2013, while it is expected to reach \$15 billion by 2015.

After the implementation of FTA in 2007, considerable improvement has been seen in its ranking.

Non-textile exports witness sharp decline in 2013-14: World Bank report

December 12, 2014



The non-textile exports, particularly manufacturing groups including machinery and transport equipment, gems and jewellery, handicrafts, cement etc have witnessed a -10.1 percent decline in 2013-14 against a growth of 5.8 percent in 2012-13 due to the loadshedding crisis. According to a World Bank report titled as "Pakistan Country Snapshot", the exports also suffered from the sharp nominal appreciation of the rupee and registered an anaemic growth of 1.4 percent. In parallel, imports grew by 3.9 percent.

Further decomposition of export performance reveals that the year-on-year exports growth during the second quarter decelerated sharply to -0.17 percent compared to 3.1 percent in the first half of 2013/14.

Overall, the report said, exports growth was mainly driven by textile products (raw cotton, knitwear, bed wear and other textile made-ups), petroleum group (solid fuel, naphtha) and rice exports as a result of increased quantity and unit value. Pakistan exports continued to be highly concentrated to textile exports and benefited from preferential trade status from the EU. Pakistan exports to EU mainly comprise textile and clothing, accounted for 75 percent of total exports to EU. EU is the largest export market with a 25 percent share.

According to APTMA, textile exports to EU grew by 40 percent during third quarter of 2013-14 after winning the GSP plus status from the EU. But it was followed by a decline to 29 percent in fourth quarter due to energy constraints. There were strong apprehensions that export to EU would be marred heavily in winter due to less gas supply to Punjab-based mills. However, the Prime Minister Nawaz Sharif has recently intervened and directed the SNGPL to ensure eight hours a day gas supply to Punjab-based mills by suspending supply to Rouch Power Plant.

Taiwan Textile Fairs in South Asia gets positive response

December 10, 2014 (Taiwan)



Taiwan Textile Fairs in South Asia 2014, held last month, received positive response from buyers and most of the exhibitors expressed their desire to participate in the next edition of fairs, Taiwan Textile Federation (TTF) and the Bureau of Foreign Trade, the organisers of the fairs said.

The Taiwan Textile Fairs was held in Indian cities of New Delhi and Benglauru on November 18-19 and 21-22, respectively, while it was held in Sri Lankan capital of Colombo on November 24-25.

The Fairs showcased the latest, state-of-the-art, high performance functional textiles to Indian and Sri Lankan apparel and garment manufacturing entrepreneurs. New fabric products showcased at the platform included fabrics made out of coffee yarn, rainwear fabrics, leather auxiliaries for shoes and garments, functional and eco-friendly textiles with special properties like UV protection, odour resistant, etc.

Despite a slight decrease in number of participating Taiwanese companies compared to 2013, buyers from across India and Sri Lanka came to source and see the latest trends, innovation and designs that are being developed by Taiwanese manufacturers.

The Fairs registered onsite orders worth US\$ 450,000, and the organisers expect further business of around US\$ 6 million from India and Sri Lanka.

The Fairs in India and Sri Lanka were visited by more than 600 companies along with their sourcing, design and merchandising teams. These companies ranged from exporters, importers and agents to buying houses, brands and large format retailers.

Wills Lifestyle, Octave Clothing, Tesco International, Reliable Rainwear, Lifestyle International, Wildkraft, Raymond, Traverse, Van Heusen, Parx, Monte Carlo, Rupa, Jockey, and Hanes were some of the leading brands and retailers in India that visited the fairs in India.

Some of the leading exporters and buying houses in India that visited the fairs with their teams were Orchestra Buying & Retail (India) Ltd, Tec Workwear Pte Limited, Coach New York, Asmara India, Bedouin England, Indian Design Exports, Gokaldas Exports, Karle International, Shahi Exports, Texport Syndicate, Newtimes Group, etc.

Brandix Casualwear, Brandix Intimate, Brandix Textiles, MAS Fabrics, Hirdaramani International, Mas Active, MAST Global, JB Apparels, Emjay International, Star Garments, Crystal Martin, Hayleys MGT Knitting Mills, Voguetex, Linear Designs along with domestic brands like Amante, Avirate, Y & Y, Rough Shirts, Moffi, and TW were among the leading Sri Lankan exporters and sourcing companies that visited the fair in Sri Lanka.

“The fairs saw a positive response from buyers and more than 90 per cent of the exhibitors felt this niche platform is a good opportunity to network with top apparel and textile exporters, buying houses, importers, brands, chain stores, etc in India and Sri Lanka and would like to come back next year to strengthen their ties and connect with the companies whom they met at the fairs,” the organisers said in a statement. (RKS)

2014 Retrospective: Import/Export: Vietnam Makes Great Inroads in Apparel Exports to U.S. Stores

By Deborah Belgum | Thursday, December 18, 2014

Vietnam is looking like the little engine that could.

Even though the Southeast Asian nation has a population of 93.4 million people, not even 10 percent of the Chinese population, it is becoming an increasingly popular place for apparel manufacturing. The country's wages are about one-third to half as much as those in China, and its workers are known for their fine, detailed work.

During the first 10 months of this year, Vietnam saw its apparel exports to the U.S. mushroom 15.5 percent over last year to \$9.3 billion. Vietnam is America's second-largest apparel provider, accounting for 9.2 percent of all clothing sold here.

However, China is still the dominant engine when it comes to providing U.S. consumers with clothing to put on their backs. The country's apparel and textile exports to the United States inched up 1.5 percent during the first 10 months of this year to \$41.5 billion, or 39 percent of all U.S. apparel and textile imports. Making a strong showing were Chinese yarn exports, up 10 percent, and fabric exports, rising 6.6 percent.

Other countries that are major apparel exporters to the United States this year are India, Indonesia and Bangladesh. India's exports rose 6.4 percent to \$6 billion. Indonesia's exports declined 3.4 percent, but it still shipped an impressive \$5.1 billion in goods to the United States.

Even though Bangladesh has been plagued in the past with clothing-factory fires and a building collapse that killed 1,129 garment workers last year, it is another popular spot for apparel production because of its rock-bottom wages. Still, it saw a 1.54 percent dip in its apparel exports to \$5 billion.

Overall, the United States saw its apparel and textile imports increase 3.28 percent during the first 10 months of this year over last year for a total of \$102.9 billion.

The United States made modest gains in an attempt to export more garments and fabric overseas. During the first 10 months of this year, exports went up 2.65 percent to \$20.5 billion. Almost half of that went to Canada and Mexico.

Fin des négociations sur l'Accord de libre-échange Vietnam-R. de Corée

11/12/2014 | 10:57:28



La cérémonie de signature du procès-verbal sur la fin des négociations sur l'Accord de libre-échange Vietnam-République de Corée. (Source: VNA)

Le procès-verbal sur la fin des négociations sur l'Accord de libre-échange Vietnam-République de Corée a été signé le 10 décembre à Pusan, en présence du Premier ministre vietnamien Nguyen Tan Dung et de la présidente sud-coréenne Park Geun Hye.

Les signataires étaient le ministre vietnamien de l'Industrie et du Commerce, Vu Huy Hoang, et le ministre sud-coréen du Commerce, de l'Industrie et de l'Energie, Yoon Sang-jick.

Cet accord porte sur le commerce, les services, l'investissement, la propriété intellectuelle, la sécurité alimentaire et la quarantaine vétérinaire et phytosanitaire, l'e-commerce, la concurrence, la coopération économique...

Aux termes de ce document, la partie sud-coréenne accordera au Vietnam des privilèges douaniers, favorisera l'exportation de produits majeurs du Vietnam dont produits agricoles et aquatiques, textile-habillement. Elle s'engage à promouvoir la coopération économique bilatérale, à accorder des assistances techniques dans plusieurs domaines. C'est la première fois que la République de Corée ouvre son marché pour l'ail, le gingembre, le miel et la crevette du Vietnam.

La partie vietnamienne accordera des privilèges à la partie sud-coréenne pour ses produits industriels dont matériaux pour le secteur textile, matières premières de la plasturgie, matériel électronique, câbles électriques.

Concernant les lignes tarifaires, la Corée du Sud en a libéralisé 95,43%, et le Vietnam, 89,75%.

Outre des avantages pour l'exportation, l'Accord de libre-échange République de Corée-Vietnam contribuera à rehausser l'efficacité de l'importation, notamment de matières premières des secteurs du textile, de la chaussure et de l'électronique. Cela permettra d'accélérer la restructuration économique, d'augmenter la part des produits d'exportation à haute valeur ajoutée.

Cet accord contribuera également à attirer davantage d'investissements sud-coréens, notamment dans les hautes technologies, l'industrie manufacturière, à mieux relier les deux économies, à intensifier les échanges entre les deux peuples, permettant d'approfondir les relations de partenariat et de coopération stratégique Vietnam-République de Corée.

Selon les prévisions, après achèvement des négociations sur les questions techniques et les procédures, l'Accord de libre-échange devrait être signé début 2015. -VNA

Garment and textile market achieved its growth in the first 10 months

Tuesday, 09 December 2014 08:49



VIETR

ADE - Statistics showed that total export value of Vietnamese garment and textile in October of 2014 reached more than US\$ 1.95 billion, up 0.7% compared to September of 2014, bringing total export value of Vietnam textile and garment in the first 10 months of 2014 to US\$ 17.43 billion, up 17.8% against to the same period last year. With such achieved result, garment and textile industry became industry ranking the second highest export value only to mobile and components industry.

Vietnamese garment and textile continuously achieved it good growths in traditional markets like the U.S, EU, Japan, and South Korea. The U.S continued to be the largest Vietnamese garment and textile importer; total export value in this market gained US\$ 8.16 billion, up 14.0% compared to the same period last year, and accounting for 46.8% in total export value of this industry. Japan was the second largest importer with US\$ 2.16 billion, up 9.5% over a year earlier, and accounting for 12.4% in total export value. The third one in total export value in 10 beginning months of this industry was South Korea, reaching US\$ 1.85 billion, and accounting for 10.7% in total export value in the first 10 months of 2014, a year-on-year rise of 37.4%.

In EU market, Vietnam had opportunities to expand its market basing on large demand on garment and textile products in this market, especially when Free Trade Agreement (FTA) between Vietnam and EU planned to be signed in the next year. Among new markets of garment and textile industry, Russia was highly appreciated to become an important market. In 2011, total export value of this market just achieved US\$ 80 million; in 2013, this value increased to US\$ 220 million; and in 2014, the value was expected to exceed US\$ 300 million. If a free trade agreement between Vietnam and the Customs Union of Belarus, Kazakhstan, and Russia is signed, tax policies, and customs perform better, the growth potential in Russia market will be promising.

Garment and textile export was still believed to be favorable thanks to Vietnamese enterprises meeting three criteria for all export orders: The first criteria were quality, price and delivery deadline. The second criterion was about trend to shift the number of orders from some countries like Bangladesh, China to Vietnam due to rising labor costs or facing with working environment for workers, corporate social responsibility, etc. The third one was that importers expected Free Trade Agreement (FTA), Trans-Pacific Strategic Economic Partnership Agreement (TPP), etc., which Vietnam joined to negotiate and was to be signed, included tax incentives for garment and textile products. However, until now, lacking of raw material was still a barrier to production for export. The supply in raw material and accessorizes in Vietnam was limited and dependent more on the third country.

Vietnamese garment and textile export in 10 beginning months this year to almost markets achieved total value growth against to the same period last year; of this figure, the most significant thing was about exporting to Senegal. Even though its total export value just reached US\$ 14.02 million, this value had the highest increasing rate, which was up to 8,398. 8%. Besides, some other markets gained high growth compared to the same period last year, for

example: Chile up 252.6%, UAE 53.3%, Australia 47.2%, Netherland 45.2%, etc. On the other hand, some market had sharply decreasing value against to the same period, such as: Slovakia, Czech, and Ghana with respectively reduction as: 65.9%, 85.5%, and 88.9%.

In the first 10 months, nearly 20 foreign corporations and enterprises invested a hundred of million US dollar into Vietnamese garment and textile industry. In early October, TAL Group (Hong Kong) was licensed by Hai Duong provincial authorities to invest US\$ 600 million to build a fiber production, knitting and fabric dyeing, and garment factory at the Dai An Industrial Zone. This project was planned to implement in an area of 40 hectares, investment capital for the first phase was US\$ 200 million and US\$ 400 million for the second phase. TAL Group had invested in Vietnamese garment and textile industry since 2004 with a factory in Thai Binh province and a lot of its products were exported to the U.S.

Previously, Nam Dinh licensed a US\$ 68 million project to build fibre-weaving-dyeing manufacturer of Yulun Jiangsu Textile Group (China). This corporation would build its factory in an area of 8 hectares in the Bao Minh Industrial Zone and this factory was expected to go into operation in mid-2016.

In the south, many corporations of Taiwan and Hong Kong had also strengthened their investment. In the beginning of October, Haputex Development Limited (Hong Kong) and Viet Huong Investment and Development JSC of Vietnam set up a joint venture and invested US\$120 million to establish Nam Phuong Textile Limited. This project was implemented in area of 12 hectares in Binh Duong Province, specialized in weaving, which would be put into operation in early 2016, employing about 3,000 workers. Each year, this factory could supply 96 million meters of fabric; 15,000 tons of fibers; and 10 million of garment products exported to the U.S and European markets.

In the Southeast Cu Chi District Industrial Zone, Ho Chi Minh City, two projects with a total investment capital of nearly US\$200 million of two foreign companies were being implemented. Among them, Worldon Vietnam Co., Ltd invested in a luxury garment factory, the volume was 80 million of products per year, with US\$140 million of investment capital. The factory was expected to open in June, 2015. Whereas, Sheico Vietnam Co., Ltd. was investing into a fabric weaving and garment for export project with a total investment of US\$50 million, the first phase was expected to be completed in November, 2014.

Based on the export momentum growth achieved in the first ten months of this year, total export revenue of Vietnamese textile and garment industry could reach from US\$ 24.5 billion to US\$ 25 billion, exceed the export target by US\$0.5- US\$ 1 billion.

Last update 06:00 | 16/12/2014

BUSINESS IN BRIEF 16/12

Vietnam, Customs Union put final touches on FTA

Final touches were put on a free trade agreement (FTA) between Vietnam and the Customs Union of Belarus, Kazakhstan and Russia during the eighth negotiation round in Phu Quoc island district, the southern province of Kien Giang, from December 8-14.

The event was co-chaired by the Vietnamese Minister of Industry and Trade Vu Huy Hoang and the Minister for Trade of the Eurasian Economic Commission Andrey Slepnev with the participation of six negotiation groups on trade in goods, trade in services, investment, and personal movement; rule of origin; trade remedy; customs cooperation; trade facilitation; and legal and institutional issues.

In a bid to conclude the FTA talks in late 2014 as set by the two sides' leaders, the negotiators fine-tuned the wording of the chapter on customs cooperation and basically finalised that of the remainders.

They signed an announcement on the basic conclusion of the negotiation and the promotion of internal consultation so as to finalise remaining technical matters and ink the FTA in early 2015.

Garment export turnover to top \$24 billion this year

Viet Nam's garment and textile export turnover is likely to reach US\$24.5 billion this year, a 19 per cent rise against 2013 and the largest increase in the past three years.

With this result, the garment and textile sector will bring in a trade surplus of \$12 billion this year, according to the Viet Nam Textile and Apparel Association (VITAS).

The Ministry of Industry and Trade (MoIT) reported that the sector earned \$19.18 billion from exports in the 11-month period, increasing 18 per cent against the corresponding period last year. Exports of fibre rose 19 per cent to \$2.3 billion.

The association also mentioned a shift of orders from other countries to Viet Nam thanks to bilateral and multilateral free trade agreements the country has signed and will sign with its partners.

In recent years, the sector has focused on diversifying material supply sources to ease the dependence on foreign source and increase competitiveness. To date, it has raised the localisation rate to more than 50 per cent.

A report from the MoIT showed that in the January-November period, cotton production from natural fibre reached around 300 million sq.m, posting a 15.8 per cent year-on-year increase.

Cotton production from synthetic fibre was estimated at 666 million sq.m, rising 5.6 per cent over the same period last year.

Last month alone, the cotton production from natural fibre was 28.7 million sq.m, representing a 15 per cent month-on-month rise, while that from synthetic fibre rose 12 per cent in comparison with the previous month to 60 million sq.m.

Le Tien Truong, General Director of the Viet Nam National Textile and Garment Group (Vinatex), said the group's subsidiaries have increased investment in material production, adding that their textile fabric output can meet 60 per cent of domestic demand.

He emphasised the need to build a trademark for Viet Nam's garment and textile products. The sector also needs to improve its competitiveness in the global garment supply chain, he added.

Besides, domestic garment and textile businesses have also searched for other material suppliers from ASEAN countries, particularly India, to avoid over-dependence on a single market, said the MoIT.

It said the search for new material suppliers will also help businesses take advantage of the Trans-Pacific Partnership agreement.

Last update 10:00 | 11/12/2014

Rapid-fire orders bring more jobs, but not profits

VietNamNet Bridge – Though orders from foreign partners are coming thick and fast, Vietnamese enterprises say they can expect only modest profits due to a sharp increase in input material prices.



The Hong Kong and Shanghai Banking Corporation (HSBC) has reported that the Vietnam's Purchasing Managers Index (PMI) rose to 52.1 points from 51 last month.

The bank reported the third consecutive increase in the number of orders from foreign partners in November, commenting that the country's lower labor costs compared to China had helped Vietnam obtain more orders.

According to the General Statistics Office (GSO), export turnover in the first 11 months of the year reached \$137 billion, an increase of 13.7 percent over the same period last year.

The export of key products has been satisfactory: garment exports brought \$19.2 billion (up by 18.2 percent), footwear \$9.2 billion (up by 23 percent), seafood \$7.3 billion (up by 20 percent) and wooden furniture \$5.6 billion.

Dang Quoc Hung, deputy chair of the Handicraft and Wood Industry Association of HCM City (Hawa), has confirmed that the orders have come steadily from the US and Europe, noting that foreign importers are placing orders with Vietnamese enterprises instead of Chinese due to high labor costs in China.

Garment and footwear companies have also reported a high volume of orders. Huynh Dang Tung, deputy director of Asia - Europe Shoes Company, revealed that he has enough orders to ensure jobs until March 2015.

An official of the Vietnam Leather and Footwear Association (Lefaso) noted that the \$12 billion worth of footwear export turnover in 2014 is within reach.

Lower profits

Though getting big orders, Vietnamese enterprises say their happiness is "incomplete".

Hung said the profits are modest because of significant increases in input material costs.

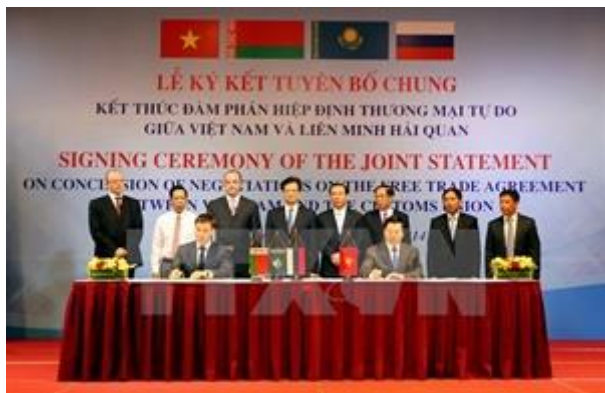
"An importer from Europe contacted us and negotiated a big deal, but I did not take the order," he said. "The input material price is on the rise, while the export price remains unchanged. It is foreseeable that the more we do, the bigger loss we will incur."

Believing that garment is the industry which would most benefit from free trade agreements (FTAs), Pham Xuan Hong, deputy chair of the Vietnam Textile and Garment Association, said the profits for garment companies have "shrunk".

Truong Dinh Hoe, secretary general of the Vietnam Association of Seafood Exporters and Producers (VASEP), said after a "hot" development period with difficulties, seafood companies were reluctant to scale up production and export in large quantities, but were trying to "cut the coat to suit the cloth" in order to avoid risks.

Thanh Mai

Les accords de libre-échange créeront de nouvelles opportunités



18/12/2014 | 14:18:00

Les accords de libre-échange créeront de nouvelles opportunités

Une fois les accords de libre-échange (FTA) signés, de nouvelles opportunités s'ouvriront pour les deux parties, a souligné le ministre de l'Industrie et du Commerce, Vu Huy Hoang.

Aussitôt après la signature le 15 décembre dans le district insulaire de Phu Quoc, province de Kien Giang (Sud), de la Déclaration commune sur la fin des négociations sur l'**Accord de libre-échange entre le Vietnam et l'Union douanière Russie-Biélorussie-Kazakhstan (VCUFTA)**, le ministre Vu Hoang a accordé une interview à un correspondant de l'Agence vietnamienne d'Information (VNA) sur l'achèvement des

négociations de certains FTA et les nouvelles opportunités après la mise en vigueur de ceux-ci, notamment dans l'économie, le commerce et l'investissement.

Pendant les derniers mois de l'année 2014, le Vietnam a achevé pour l'essentiel les négociations des accords de libre-échange avec l'Union européenne, la République de Corée et l'Union douanière Russie-Biélorussie-Kazakhstan. Il s'agit d'accords de nouvelle génération portant sur divers domaines dont le commerce des biens, l'origine des produits, le commerce des services, l'investissement, la propriété intellectuelle, les mesures phytosanitaires, les obstacles techniques au commerce, la concurrence, la propriété intellectuelle, le développement durable, les questions institutionnelles et juridiques.

Ces accords continueront d'être perfectionnés sur le plan technique et les procédures nécessaires seront parachevées pour être signés officiellement dans la première moitié de 2015, a annoncé le ministre Vu Huy Hoang.

Concernant l'**Accord de libre-échange entre le Vietnam et l'Union européenne (EVFTA)**, le Vietnam et l'UE ont officiellement entamé les négociations de celui-ci en juin 2012 à Bruxelles, Belgique. Jusqu'à maintenant, dix tours de négociations officielles ont été effectuées sans compter celles de mi-mandat.

Le 13 octobre dernier, aussitôt après l'achèvement de la 10e négociation à Bruxelles, le Premier ministre Nguyen Tan Dung et le président de l'Union européenne José Manuel Barroso ont fait une discussion sur la clôture des négociations sur l'EVFTA sur la base des progrès et des accords dans tous les domaines négociés. En outre, ils ont défini les orientations pour le règlement des problèmes en suspens pour pouvoir achever les négociations dans les mois à venir.

Jusqu'ici, les deux parties ont convenu des contenus importants sur la douane et la favorisation du commerce, les barrières techniques dans le commerce, le règlement des litiges et la coopération... Actuellement, elles se concentrent sur les quelques questions clef pour achever officiellement les négociations.

S'agissant de l'**accord de libre-échange Vietnam-République de Corée (VKFTA)**, les négociations ont été lancées le 6 août 2012 à Hanoi. Après huit tours de négociations officielles, huit à mi-mandat et des réunions de niveau de chefs de délégation, les deux parties se sont mises d'accord pour l'essentiel sur les contenus de l'accord qui, avec un niveau d'engagement élevé, assure un équilibre des intérêts en tenant compte des conditions de chaque partie.

Le 10 décembre 2014 à Pusan, le ministre vietnamien de l'Industrie et du Commerce, Vu Huy Hoang, et le ministre sud-coréen du Commerce, de l'Industrie et de l'Energie, Yoon Sang-jick, ont signé le procès-verbal sur la fin des négociations sur l'Accord de libre-échange Vietnam-République de Corée, en présence du Premier ministre vietnamien Nguyen Tan Dung et de la présidente sud-coréenne Park Geun Hye.

Cet accord porte sur le commerce, les services, l'investissement, la propriété intellectuelle, la sécurité alimentaire et la quarantaine vétérinaire et phytosanitaire, l'e-commerce, la concurrence, la coopération économique...

Aux termes de ce document, la partie sud-coréenne accordera au Vietnam des privilèges douaniers, favorisera l'exportation de produits majeurs du Vietnam dont produits agricoles et aquatiques, textile-habillement. Elle s'engage à promouvoir la coopération économique bilatérale, à accorder des assistances techniques dans plusieurs domaines. C'est la première fois que la République de Corée ouvre son marché à l'ail, au gingembre, au miel et à la crevette du Vietnam.

La partie vietnamienne accordera des privilèges à la partie sud-coréenne pour ses produits industriels dont matériaux pour le secteur textile, matières premières de la plasturgie, matériel électronique, câbles électriques.

Concernant les lignes tarifaires, la Corée du Sud en a libéralisé 95,43%, et le Vietnam, 89,75%.

Outre des avantages pour l'exportation, l'Accord de libre-échange République de Corée-Vietnam contribuera à rehausser l'efficacité de l'importation, notamment de matières premières des secteurs du textile, de la chaussure et de l'électronique. Cela permettra d'accélérer la restructuration économique, d'augmenter la part des produits d'exportation à haute valeur ajoutée.

Cet accord contribuera également à attirer davantage d'investissements sud-coréens, notamment dans les hautes technologies, l'industrie manufacturière, à mieux relier les deux économies, à intensifier les échanges entre les deux peuples, permettant d'approfondir les relations de partenariat et de coopération stratégique Vietnam-République de Corée.

Selon les prévisions, après l'achèvement des négociations sur les questions techniques et les procédures, l'Accord de libre-échange devrait être signé début 2015.

Concernant l'Accord de libre-échange entre le Vietnam et l'Union douanière, les négociations officielles ont été lancées le 28 mars 2013 à Hanoi. Après huit tours, les deux parties sont convenues du contenu de cet accord qui, avec un niveau d'engagement élevé, assure un équilibre d'intérêts en tenant compte des conditions de chaque partie.

Le 15 décembre à Phu Quoc, province de Kien Giang (Sud), en présence du Premier ministre vietnamien Nguyen Tan Dung, le ministre vietnamien de l'Industrie et du Commerce Vu Huy Hoang et le ministre russe du Commerce de la Commission économique eurasiatique Andreï Slepnev, également chef de la délégation de l'Union douanière, ont signé la Déclaration commune marquant la fin des négociations de l'accord de libre-échange entre le Vietnam et l'Union douanière Russie - Biélorussie - Kazakhstan.

L'accord de libre-échange entre le Vietnam et l'Union douanière (VCUFTA) porte entre autres sur le commerce des biens, les règles d'origine, le commerce des services, l'investissement, la propriété intellectuelle, les mesures phytosanitaires, les obstacles techniques au commerce.

L'Union douanière a décidé de favoriser les exportations vietnamiennes de produits agricoles et aquatiques, de textile-habillement, de chaussures et de bois. Le Vietnam a accepté d'ouvrir son marché à certains produits industriels et de l'élevage de l'Union douanière, tels que machines et véhicules. Les autres engagements concernant les services, l'investissement, la propriété intellectuelle, le traitement des différends et d'autres points, se basent sur les règles de l'OMC dans le but d'assurer l'équilibre des intérêts. Ils sont conformes aux lois vietnamiennes dans les secteurs concernés et n'affectent pas les autres négociations auxquelles le Vietnam participe.

L'Union douanière Russie - Biélorussie - Kazakhstan est un débouché traditionnel de produits vietnamiens. Elle recense 170 millions de personnes et dispose de grands atouts et potentiels. Les investissements vietnamiens y ont augmenté ces derniers temps. Il s'agit du premier accord de libre-échange que l'Union douanière signe avec un autre pays. Il contribuera au développement de la coopération ainsi que des relations économiques mutuellement avantageuses entre les deux parties. L'accord sera signé début 2015 après que les questions techniques restantes auront été traitées et les formalités nécessaires remplies.

Selon le ministre vietnamien Vu Huy Hoang, cet accord est intégral car il concerne divers domaines. Il permettra au Vietnam et à l'Union douanière de développer leurs relations, ainsi que les liens entre l'Union douanière et l'ASEAN. Une fois signé, il favorisera les échanges commerciaux et les investissements bilatéraux, ainsi que la création d'emplois, pour le développement de toutes les parties. Le commerce bilatéral entre les deux parties augmentera en moyenne de 18-20% par an pour s'élever à 10-12 milliards de dollars en 2020 contre environ 4 milliards de dollars en 2014. -VNA

Vietnam “promise” for Italy textile machinery

By [Richard Woodard](#) | 17 December 2014

Font size             



Vietnam report highlights safety issues



Published on Thursday, 18 December 2014

HO CHI MINH - The latest report by Better Work Vietnam (BWV) suggests that non-compliance with fire safety regulations remains "persistently high" in the country's rapidly expanding garment manufacturing sector. The report looked at fire safety issues in 58 factories and found that half of them remain non-compliant in terms of accessibility of fire exits, which were found to be blocked or locked during working hours. All the factories in the report have been assessed by Better Work Vietnam at least four times over the past four years and the latest figures suggest progress on this critical issue has actually deteriorated since assessment first began.

In another finding which had worrying echoes of the Rana Plaza disaster, it was found that more than a third of factories were found to be lacking clearly marked exits and escape routes in the latest two visits by Better Work, while more than 30 per cent did not maintain electrical equipment, and more than a quarter still lack adequate fire-fighting equipment.



Saigon river, Ho Chi Minh City, Vietnam

Key Asean Industries in Vietnam for Foreign Investors

Posted by: [Asia Briefing](#) December 15, 2014

As Vietnam experiences greater integration into the Asean community, the country is seeing strong growth in a number of industries. Among the key business areas are electronics, information and communications technology, textiles and apparel, and medical devices. Foreign investors seeking to find the next manufacturing destination after China, would be well advised to look closely at this dynamic country. In this article we provide a snapshot into each industry in Vietnam and provide context within the wider Asean region.

Textiles and Apparel

Another industry to watch for foreign investment opportunities in the lead up to AEC 2015 is textiles and apparel. Long a bulwark of China's manufacturing sector, textiles and apparel represent a fast-rising sector in the greater Asean economy, where it is the largest industrial employer in the majority of member states. Early on, the importance of textiles to the Asean economy was marked by its inclusion as one of 11 sectors selected for accelerated regional integration as part of the Vientiane Action Program (2004).

Within Asean, [Vietnam is the strongest competitor](#) for inheriting low value-added textiles and apparel manufacturing from China. In contrast to other leading textile exporters in the region (Indonesia, Thailand, Malaysia), the share of Vietnam's textile exports against its total exports has grown in recent years, based on WTO figures. As of 2012, there were over 3,800 companies in the industry in Vietnam, the majority of which are cut-and-sew enterprises. The industry's comparative lack of upstream

suppliers, where various fabrics and accessories must be imported from outside Vietnam, makes it a prime candidate for regional integration.

Textiles consistently rank among Vietnam's leading export industries, employing upwards of 1.3 million workers in directly related jobs and more than two million with auxiliary work included. The country's voracious demand for cotton (400,000 megatons consumed in 2012) is primarily fed by the U.S., India, and South Africa.

Vietnamese-produced yarn is then exported to buyers in China, Korea, and Turkey. Vietnam has set targets for 2020 of increasing investment capital in its textiles industry to US\$25 billion and the related workforce to three million.

Overall, challenges remain for creating an intra-Asean comprehensive supply chain for the textiles industry capable of competing on a global footing. Such is the aim of the Source Asean Full Service Alliance (Safsa) established in 2010 by the Asean Federation of Textile Industries (Aftex). Within the region, the Thai and Vietnamese apparel industries are already very closely tied: bilateral trade in garments reached US\$160 million in the first half of 2014, which was heavily weighted toward imports into Vietnam.

Textile-habillement : les exportations devraient atteindre 24,5 milliards d'USD en 2014

12/12/2014 | 15:07:00

Les exportations vietnamiennes du textile-habillement devraient générer 24,5 milliards de dollars de chiffre d'affaires cette année, soit une progression de 19% par rapport à 2013 - la plus forte hausse au cours de ces trois dernières années.

Avec cette performance, ce secteur bénéficierait d'un excédent commercial de 12 milliards de dollars cette année, selon l'Association du textile et de l'habillement du Vietnam (Vitas).

La Vitas a également constaté que la signature des accords de libre-échange bilatéraux et multilatéraux entre le Vietnam et ses partenaires avait permis d'attirer davantage de commandes venues d'autres pays.

Au cours de ces dernières années, le secteur a mis l'accent sur la diversification des sources d'approvisionnement de matières premières afin de réduire sa dépendance à celles de l'étranger. À ce jour, le taux d'emploi de matières premières locales atteint plus de 50%.

Le Tien Truong, directeur général du Groupe du textile-habillement du Vietnam (Vinatex), a déclaré que les filiales de son groupe avaient augmenté leurs investissements dans la production de matières premières, ajoutant que leur production de tissu pouvait répondre à 60% de la demande domestique.

Il a souligné la nécessité d'édifier une propre marque pour les produits textiles et d'habillement vietnamien. Le secteur devrait également améliorer sa compétitivité dans la chaîne internationale d'approvisionnement des vêtements, a-t-il ajouté. -VNA