

## Sommaire / Summary

🌿 Africa : All eyes on Africa for textile sourcing	1
🌿 Africa : EU signs economic partnership deal with six African nations	2
🌿 Algérie : Méga complexe textile de Sidi El Khettab	3
🌿 Bangladesh factories adopt green technologies	5
🌿 Bangladesh : List of top 100 garment buyers in Bangladesh	6
🌿 Bangladesh : Readymade garments industry of Bangladesh	9
🌿 Cambodia : Pressures mounts on Cambodian garment industry	15
🌿 China : How China is changing its manufacturing strategy	16
🌿 China to invest \$56m on Kwara's textile industrial park (Nigeria)	20
🌿 China's lineerie market heats up	21
🌿 Ethiopie : le Bangladais DBL Group va investir 100 millions \$ avec H&M	24
🌿 Inde : Quel est le salaire minimum en Inde ?	26
🌿 Indian textile and clothing exports target fixed at \$48,5 bn for current fiscal	28
🌿 Madagascar : Deux cent mille emplois en 2020	29
🌿 Madagascar accueillera une foire internationale textile en novembre	31
🌿 Madagascar : Une formation professionnelle qualifiante en vue	32
🌿 Maroc : L'AMITH change de président et loue le bilan d'El Mostafa Sajid	33
🌿 Maroc : Trois nouveaux contrats de performance signés en juin	36
🌿 Myanmar : Golden Glory plans an IPO to fund Myanmar projects	38
🌿 Myanmar set to export garments of US\$1,14b to EU	39
🌿 Nepal urges US to adopt further flexibility in RMG products imports	42
🌿 Pakistan : Levies hurt Pakistan's exports	43
🌿 Sri Lanka : GSP+ can push SL's apparel exports to \$20 bn by 2020	44
🌿 Thailand, Bangladesh agree on zero duty for textile, apparel exports	45
🌿 Turkey : ITM 2016 attracts more than 49,000 visitors	46
🌿 UK : Les grands magasins BHS ferment	48
🌿 Vietnam : EVFTA, fer de lance pour le commerce et l'investissement	50
🌿 Vietnam textile and garment exports increase	52
🌿 Vietnam : Mid-, high-end products could save Vietnamese garment companies	53
🌿 Vietnam : Sourcing et coopération textile-habillement	55
🌿 Vietnam : TPP could hugely benefit Vietnam	56
🌿 Vietnam : TPP's ratification vital before looking at real gains	57
🌿 World : Cooperation is the buzzword to create sustainable denim	59

\*\*\*\*\*



FRIDAY, 10 JUNE 2016 16:36

## **ALL EYES ON AFRICA FOR TEXTILE SOURCING**

More and more western companies are showing interest in sourcing from Africa. The likes of Vanity Fair and PVH are now setting up base in countries like Kenya and Ethiopia. However, manufacturers in Africa face numerous challenges due to infrastructure, strained further by the lack of qualified workers. Productivity is the key to unlocking Africa. The continent has to boost its competitive advantage in the textile and apparel sector.

AGOA, the trade treaty has helped many African nations to boost exports. For example, the Tanzanian textile and apparel industry has had 71 per cent growth under the AGOA agreement. The cotton-rich country is leading the way in terms of sustainability, catering strongly to the increased desire for ecological transparency throughout the supply chain. The region's minimal use of pesticides has resulted in growing interest from the likes of the Better Cotton Initiative and Cotton Made in Africa.

For future growth, it is essential for Africa to maximise the opportunities presented by AGOA, and more importantly develop the local market. This could involve addressing restrictions between African countries to support inter-regional trade, and removing barriers such as customs and trade barriers.

Audits alone will not bring compliance. These social and environmental matters require collaboration in order to achieve continuous improvement across the value chain. AGOA was initially intended as a springboard for African growth and development into the global economy.

SATURDAY, 11 JUNE 2016 17:12

## **EU SIGNS ECONOMIC PARTNERSHIP DEAL WITH SIX AFRICAN NATIONS**

The European Union and six countries of the Southern African Development Community (SADC) have signed an Economic Partnership Agreement (EPA), the first of its kind between the EU and an African region pursuing economic integration.

The Economic Partnership Agreement with Botswana, Lesotho, Mozambique, Namibia, South Africa and Swaziland is a development-oriented free trade agreement. The EU is the largest trading partner of this group. In 2015, the EU imported goods worth almost 32 billion euro from the region, mostly minerals and metals. The EU exported goods of the nearly same value, consisting mostly of engineering, automotive and chemical products.

The agreement provides for a number of protective measures, for instance, for nascent, fragile industries or for food security reasons. It guarantees Botswana, Lesotho, Mozambique, Namibia, and Swaziland duty-free, quota-free access to the European market. South Africa will also benefit from enhanced market access, going beyond the existing bilateral arrangement.

All participants commit to acting toward sustainable development, including by upholding social and environmental standards. The EPA also establishes a consultation procedure for environmental or labor issues and defines a comprehensive list of areas in which the partners will cooperate to foster sustainable development.

For the South African market specifically, particular advantage has been granted to EU producers of traditional quality products with a worldwide reputation – for example, wines and food products.

vendredi 10 juin 2016 06:43

## Algérie: Pose la première pierre du méga-complexe de textile de Sidi El Khettab (Relizane)

Le ministre de l'Industrie et des Mines, Abdeslam Bouchouareb, a procédé jeudi au parc industriel de Sidi el Khettab (Relizane) à la pose de la première pierre du méga-complexe de textile, initié dans le cadre d'un partenariat algéro-turc.

A cette occasion, le ministre a estimé que ce méga-complexe est un acquis dans le domaine de l'industrie textile pour la wilaya de Relizane et pour le pays tout entier. "Relizane est devenu un pôle industriel d'excellence", s'est-il félicité.

M. Bouchouareb a également rappelé que ce complexe, une fois opérationnel, assurera une variété de produits textiles et de tissages dont 60 % de la production seront destinés aux marchés étrangers.

Il a indiqué que ce projet s'inscrit dans le cadre du programme du président de la République, Abdelaziz Bouteflika, dans son volet économique et visant à réduire les importations, à diversifier l'économie nationale et à contribuer à la formation d'une main d'œuvre local au niveau du future centre de formation, prévu dans ce complexe.

Ce projet, présenté comme le premier du genre et le plus grand au niveau africain, a été lancé au dernier trimestre de l'année dernière, pour concrétiser un accord selon la règle 49/51 entre un groupe industriel de confection côté algérien et du groupe turc "Taipa" spécialisé en tissage, selon le Directeur local de l'industrie.

Le méga-complexe sera réalisé en deux phases par l'entreprise turque "Astay". La première, s'étalant de 2015 à 2018, porte sur la réalisation de huit unités de tissage et de confection, d'un centre d'affaires, d'une école de formation aux métiers de tissage et de couture d'une capacité d'accueil de 400 stagiaires, et d'une cité résidentielle de 567 logements destinés au personnel.

La deuxième phase, dont le lancement est prévu avant la fin de la première (2016-2020), concerne la réalisation de 10 autres usines de production, entre autres, d'accessoires de vêtements prêt-à-porter et de fibres synthétiques.

Ce complexe dont le délai de réalisation est fixé à 36 mois pour un investissement de l'ordre de 58 milliards DA, devra générer 25.000 postes d'emploi. Une superficie de 250 hectares est consacrée à ce projet. Une fois réalisé, le futur complexe devra

satisfaire les besoins du marché national en matière de vêtement pour femmes, hommes et enfants avec une production révisionnelle de 60 millions de mètres de tissu et 30 millions de pantalons "Jeans" par an dont 40 % destiné au marché national et le reste à l'exportation.

Par ailleurs, le ministre de l'industrie et des mines a procédé, au niveau du même parc industriel, à la mise en service d'une usine de production de câbles électriques. Avec un effectif de quelque 500 travailleurs, l'usine produira 12.000 tonnes de câbles par an.

Au même parc industriel, il a mis en service deux lignes de moyenne tension destinées à alimenter le site en énergie électrique ainsi qu'une station mobile d'une capacité de production de 40 mégawatts ampères. Le projet, réalisé en quatre mois, a coûté 13 milliards DA.

Le parc, s'étendant sur une surface de 500 hectares, est désormais alimenté en gaz naturel par le biais d'un réseau de 8 kms de conduites pour le transport et 32 autres kms de conduites pour la distribution de cette énergie.



FRIDAY, 10 JUNE 2016 16:39

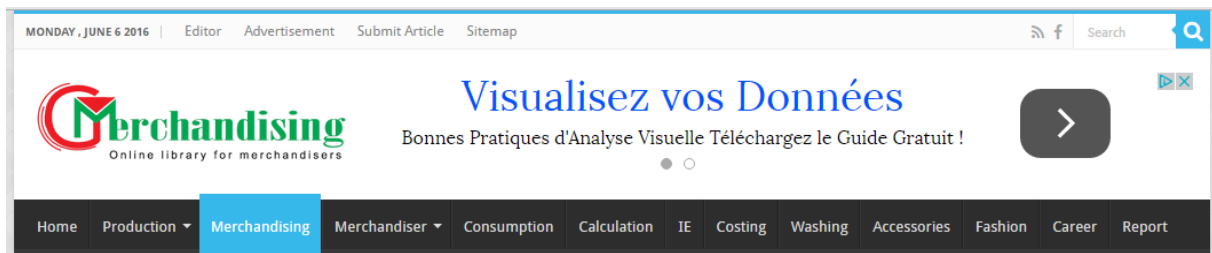
## **BANGLADESH FACTORIES ADOPT GREEN TECHNOLOGIES**

The garment sector in Bangladesh is rapidly transforming its manufacturing units into green factories. Manufacturers have been focusing on building green factories to meet the growing demand for environment-friendly products in the international market. The process will preserve the environment from pollution and encourage international retailers to place more work orders, thus helping the country to achieve its vision of \$50 billion of readymade garment exports by 2021.

Green buildings have numerous benefits, including reduction of energy consumption by more than 24 per cent and water consumption by 50 per cent. Garment factory owners are interested in building green factories to reduce health and safety hazards at the workplace as well as the cost of doing business. Such factories also increase productivity and help create a brand image.

So far, 35 garment factories from Bangladesh have received Leadership in Energy and Environmental Design (LEED) certification from the United States Green Building Council. To receive this certification, building projects must satisfy certain prerequisites and earn points to achieve different levels of certification. Of the factories, nine have been conferred platinum status, 17 gold status, and seven silver status.

LEED is a green-building certification program that recognises best-in-class building strategies and practices.



## List of Top 100 Garment Buyers in Bangladesh

**Mayedul Islam**

Merchandiser at Fashion Xpress Buying House.

Badda, Dhaka, Bangladesh.

Email: [mayedul07@gmail.com](mailto:mayedul07@gmail.com)

### Introduction:

Bangladeshi garments sector earns a lot of reputation from foreign garment buyers. It can provide the higher quality product with a convenience price than other **garments manufacturing** countries. As a result high ranked buyers from all the parts of the world are so much interested to place order here throughout the year.

### Major Garment Buyers of Bangladesh:

Normally it's seen that, buyers of Europe, Canada, USA, Japan, Australia, and India are the main buyer's of Bangladeshi garments and Textile products. Among of them here I will mention 100 buyers name which are too much important for our **Bangladeshi garments** and Textile products.

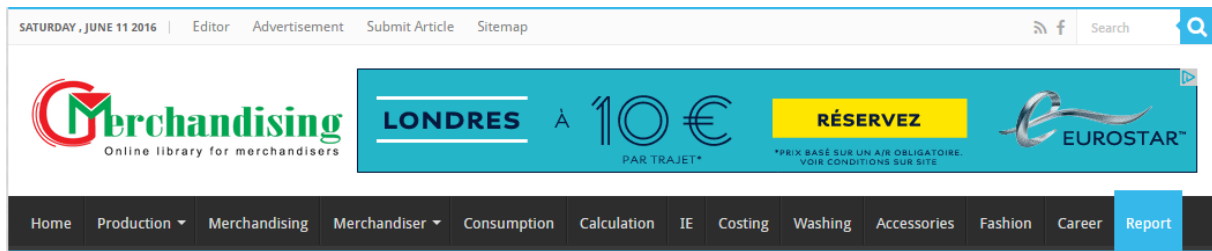
### List of important buyers for Bangladeshi garments and textile products are-

1. Adidas,
2. H&M,
3. Wal-Mart,
4. GAP,
5. Levi's (Brand: Dockler, Denizer, Levi-Strauss),
6. Nike,
7. VF Asia (Brand: Lee, Wrangler),
8. PVH-Phillips Von Heuson (Brand: CK),
9. Li & Fung,
10. Old Navy,
11. Academy,
12. US Polo,
13. American Eagle,
14. Banana,
15. Peri Ellis.
16. Zara,
17. Sains Burry,
18. C&A,

19. Hugo Boss,
20. Esprit,Mango,
21. Puma,
22. European Eagle,
23. M&S,
24. Tema,
25. Terco,
26. Decathlon,
27. Carretow,
28. NKD,
29. Lindex.
30. K-mart,
31. Uniquelo,
32. Huloson Bay,
33. Black Berry,
34. Mahindra (Brand : Peter England),
35. ITC,
36. Ramond,
37. S. Oliver,
38. IC Company,
39. Tom Tailor,
40. Umbro,
41. Ed Ward Wang,
42. New Look,
43. Maskos,
44. Up-2-Date,
45. Grenville,
46. Erima,
47. Asmara,
48. Esprit,
49. Gastrok,
50. Sprider,
51. P.P Tex,
52. Maxim,
53. Multiline,
54. Texco,
55. OBS,
56. Multiline,
57. DR & S,
58. MB Fashion,
59. Colince,
60. Octagon,



61. Katag,
62. Cream soda,
63. Trig Lobe,
64. Shobi fashion,
65. Kiabi,
66. Brice,
67. Algodon,
68. Target,
69. Zaogora,
70. Vood Bridge,
71. Air Solution,
72. Evrozon,
73. Ginkana,
74. Lion Star,
75. Sumi Tomo,
76. TKI,
77. Ulla Pop ken,
78. New Yorker,
79. Mister & Lady,
80. Wool Worth,
81. Q, Solution,
82. Maxim,
83. Jules,
84. EWM,
85. Giordano,
86. Carr era,
87. Neck & Neck,
88. Mono Prix,
89. Quick Silver,
90. Inter Sport,
91. Shobey,
92. S.F.G,
93. Pierre Cardin,
94. Matteo,
95. Francesca,
96. Liujo,
97. B.Young,
98. Women Secret,
99. Silvian Heach,
100. Etam.



# Readymade Garments Industry of Bangladesh

**Mazharul Islam Kiron**

Textile Consultant & Market Analyst

Email: [textilelearners@gmail.com](mailto:textilelearners@gmail.com)

## Introduction:

Bangladesh, the southern Asian country has a population of approximately 164 million people. The economy of Bangladesh is significantly dependent on agriculture. But its a great news for the country that, **readymade garments** (RMG) sector of Bangladesh has raised as the biggest earner of foreign currency. This sector creates about 4.2 million employment opportunities and contributes significantly to the GDP. Readymade garments (RMG) of Bangladesh is powered by young, urbanizing, workers, where most of them are women.

## History of RMG Sector in Bangladesh:

The foundation of textile sector was first established in the 60th decade of 19th century. For the first time, the industry exported shirts (Mercury shirt) to the European market in 1965-66, which was produced from Karachi. In the latter, 9 exporting industries were available in 1977-78. The three largest industries in that time were Riaz Garments, Jewel Garments and Paris Garments. Among those, Riaz Garments was the most famous and oldest industry in that time.

In the earlier stage, Riaz Garments of Mohammad Reaz Uddin started its business with some tailoring shop in the name of Riaz store. In the later, the name turned into Riaz Garments from Riaz store in 1973 and from 1978 the company started exporting products in the abroad by exporting 1 million pieces of shirts in the South Korean Company named "Olanda". "Desh Garments" is another pioneer of Bangladesh RMG sector. In 1979, Desh Garments started a joint project with South Korean company "Daiyuu".

At the same time, several garments were introduced such as-Stylecraft limited by Shamsur Rahman, Aristocraft Limitd by AM Subid Ali, Azim Group by Engineer Mohammad Fazlul Azim and Sunman Group by Major (Retd) Abdul Mannan.

By following the beginners of RMG sector, some others discreet and hard-working entrepreneurs started their RMG business in the country. From there, RMG sector of Bangladesh was developing day by day and not needed to look back. Though this sector had passed various critical stages through the path. In

that time, we learned about child labour 1994 and in 1995 we made our garments industry free from child labour very successfully.

### Present Situation of RMG Sector in Bangladesh:

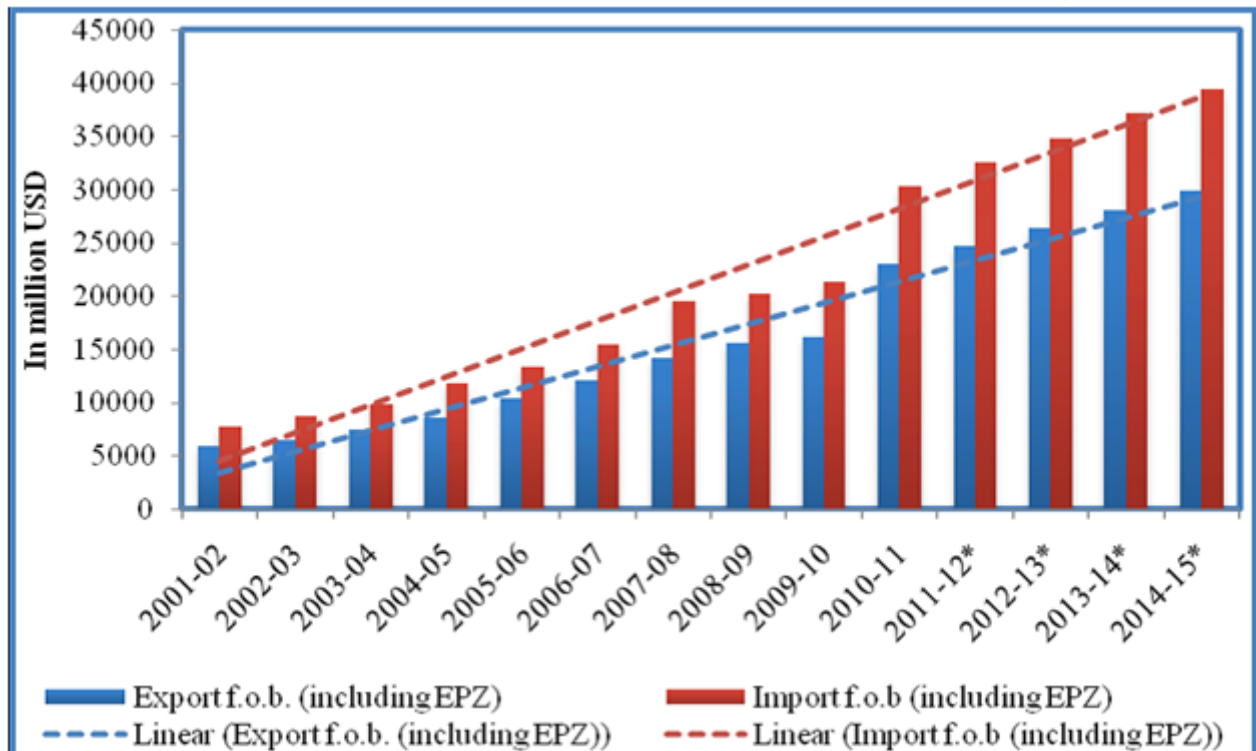
Quota system was a great blessing for establishing our garments industry. We were strongly benefited by using that. As a result we can see a matured garments industry today. But while quota system was approaching to an end in 2004, there's so many got upset about the **RMG sector of Bangladesh**. Though in the latter it can't be affected here as the experts were seemed. We conquered the post quota challenges and made that a successful story.

In RMG sector of Bangladesh, there are more than 5000 garment factories (private statistics) at the current time, employing more than 12 lack labours, where 85% of the labour force is women. But, according to BGMEA the number of garment factories in Bangladesh around 4000. Now, RMG industry is the countries largest export earner with the value of over \$24.49bn of exports in the last financial year. Its a great news for us that, Bangladesh is clearly ahead from other South Asian suppliers in terms of capacity of the ready made garments industry.

Though, there are various types of garments are manufactured in Bangladesh, but all the ready made garments are classified into two broad categories, where one is woven products and another one is knitted products. Woven products includes Shirts, Pants and Trousers. On the other hand, knitted product includes T-Shirts, Polo Shirts, Undergarments, Socks, Stockings and Sweaters. Woven garments still dominates the export earnings of the country. From BGMEA website its seen that, Day by day knitted items production is increasing in considerable rate and now about 40% export earnings has achieved from knitted products.

### Contribution of RMG Sector to the National Economy:

The role RMG sector in Bangladesh economy is remarkable. It's seen that, from the last decade, RMG sector contributes to the national economy in considerable rate. About 76% of total export earnings come from RMG sector. From a statistics it's known that, in FY 2003-04 RMG sector of Bangladesh earned US\$ 5,686.06 million, in FY 2004-05 the value was US\$ 6,417.67.67 million, in FY 2005-06 the value was US\$ 7900.80 million, in FY 2006-07 the value was US\$ 9,211.23 million, in FY 2007-08 the value was US\$ 10,699.80 million, in FY 2008-09 the value was US\$ 12.35 billion and finally in FY 2013-



### Opportunity of RMG Sector in Bangladesh:

RMG sector of Bangladesh has some key factors which inspired for steady growth of this sector. Though its a matter of great surprising for so many that how RMG sector of Bangladesh continues to show its robust performance in the world.

***The main key factors which has great influence on RMG sector of Bangladesh are in the following:***

1. Vast labor force,
2. Skilled human resources,
3. Technological upgrades,
4. Government supports for textile and clothing,
5. Special economic/export processing zones,
6. Creation of textile and clothing villages,
7. Incentive for use of local inputs,
8. Duty reduction for the import of inputs/machines,
9. Income tax reduction,
10. And international supports like GSP, GSP+, duty free access etc.

By using the above key points we can easily take place the world's readymade garments market very strongly. But there's some another key factors. If we apply those key factors in our readymade garments sector, then we will achieve the first priority to the worlds famous buyers note book.

**Those key factors are-**

1. Cost Effective Strategy,
2. New Product Development strategy,
3. Product Diversification Strategy and
4. Market Diversification Strategy.

**All the above points are discussed in the below:**

**Cost Effective Strategy:**

Cost Effective Strategy includes the following two key points:

1. Cost Reduction Strategy and
2. Labour Productivity Improvement.

**Those key points are discussed in the below:**

**1. Cost Reduction Strategy:**

Cost reduction strategy should begin with assigning the highest priority for establishing backward linkages. The establishment of backward linkages will reduce our dependence on foreign sources which will reduce the total and average production cost of garments. This Strategy will make our products more competitive in the world's ready made garments market.

**2. Labour Productivity Improvement:**

Bangladeshi workers are not efficient as of Hong Kong, South Korea and Sri Lankan workers. Wages are low in Bangladesh, but it does not necessarily mean that relatively low wages workers automatically lead to higher productivity. So, to keep place in the world's largest competitive market, labor productivity must be improved.

**New Product Development strategy:**

It's a matter of great sorrow for us that we are regularly producing the same products. Our product categories are very less in quantities. Our product items that are exported into foreign market are Shirts-60%, Jackets-11%, Knit items-10%, Trousers-7% and Others-11.50%. To survive in the world's most competitive RMG market, we have to develop new product items with a lot of variations.

**Product Diversification Strategy:**

Product Diversification Strategy is an important factor to keep place in the world's ready made garments market. Different types of products should be produced by applying fashion. Thailand, China, India, Pakistan, Hong Kong, Singapore, Malaysia, Indonesia and others are the main competitors of Bangladesh. They are already ahead of Bangladesh in product diversification strategy areas.

**Market Diversification Strategy:**

Bangladesh has exported their products in the world's limited market. Mostly are in USA, Canada and Europe. About 46% of its total garment exports goes to USA, 14% to the Canada and rest of those into the European market. The competitors of Bangladesh are regularly expanding their markets and keep changing their products by using fashion.

***The following key factors must be undertaken during market diversification strategy:***

1. Market research on product design
2. Market research on product development,
3. Market promotion through trade fairs, exhibition, etc.
4. Human resources development by providing training.

### Challenges for RMG Sector of Bangladesh:

Though RMG sector of Bangladesh has achieved the second spot for the highest number of garments exporter, but it has a lot of problems. The major problems faced by RMG sector currently is the lack of safety in working place and working conditions for the millions of garments workers. It's become a great challenge for the upcoming financial year of Bangladesh. Another important one is political stability.

Two major incidents in RMG sector of Bangladesh are the Tazreen fire and the **Rana Plaza collapse**, which have brought the issue of workplace safety to the fore and led all stakeholders to act accordingly. But it's good news for RMG sector that, following the unfortunate incidents, various platforms such as the Bangladesh Accord on Fire and Building Safety, the Alliance for Bangladesh Worker Safety and National Plan of Action have been formed to improve building and fire safety of Bangladesh's garment industry. Also BGMEA and BKMEA are working together here to solve such kinds of problems. They have also taken necessary actions and invested huge amount of money.

It's a huge responsibility for the government of Bangladesh to ensure working place safety in all the garments manufacturing factories. If we can't do it, foreign buyers will refuse to place order here, which will be a massive blow for RMG sector of Bangladesh. We hope, the government of Bangladesh, BGMEA and BKMEA, with the support of global brands and international development partners, will be able to ensure the safety of the RMG industry and maintain the momentum of socio-economic development in the country.

Political stability creates a negative impact on RMG sector of Bangladesh. If it continues, it will be a massive blow to destroy our most valuable sector. So, political leaders should come out immediately to solve such kinds of problems.

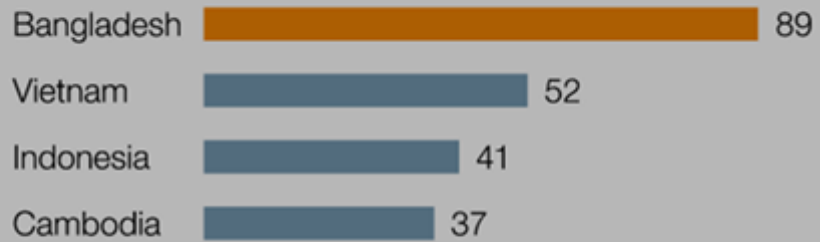
### Hoping for RMG Sector of Bangladesh:

According to the McKinsey survey, it's seen that 86 percent of the chief purchasing officers in leading apparel companies in Europe and the United States planned to decrease levels of sourcing in China over the next five years because of declining profit margins and capacity constraints.

Also they said in that survey, "Western buyers are evaluating a considerable number of sourcing options in the Far East and Southeast Asia, many chief purchasing officers said in the survey that they view Bangladesh as the next hot spot". Many chief purchasing officers mentioned Bangladesh as the hot spot in the readymade garments market.

% of respondents

*What are your top 3 sourcing-country hotspots within the next 5 years?*



Source: Sept–Nov 2011 McKinsey survey of 28 European and US chief purchasing officers from leading apparel companies that together account for \$46 billion in total apparel-sourcing value and 66% of all apparel exports from Bangladesh to Europe and the United States

McKinsey survey also reported that, with about \$15 billion in exports in 2010, ready-made garments are the country's most important industrial sector; which represents 13% and more than 75% of GDP and total exports, respectively. McKinsey forecasts, export-value growth of 7 to 9% annually within the next ten years, so the market will double by 2015 and nearly triple by 2020.

#### Conclusion:

It's a prime duty for us to provide a perfect working place for the readymade garments sector of Bangladesh which has given our economy a strong footing, created jobs for millions of people, especially for women, lifted them from the abyss of chronic poverty and given them a magnificent life. Now what we have needed to do is dealing with all the challenges facing our readymade garments industry, paving the way for its further development.



WEDNESDAY, 25 MAY 2016 19:04

## **PRESSURE MOUNTS ON CAMBODIAN GARMENT INDUSTRY**

Falling productivity and rising infrastructure costs are putting Cambodia's garment industry at a disadvantage as it tries to compete with rivals Vietnam, Bangladesh and Myanmar, according to a leading union. The Garment Manufacturers Association in Cambodia (GMAC) recently urged the government to launch a productivity campaign to improve the situation in one of the country's biggest industries. GMAC quoted the ILO's bulletin between 2011 and 2014, which said labor productivity in the garment and footwear sector dropped by about 14 percent. It said labor productivity appears to have fallen as the growth in employment has outstripped the value the sector added to the economy.

GMAC's secretary-general Ken Loo was quoted as saying that the decline in productivity appears to have continued into 2016 and the organization has asked workers, unions and the government to focus more on improving productivity in the industry, as competition is increasing globally.



## How China Is Changing Its Manufacturing Strategy

It hopes to keep low-cost factories and attract high-end ones



China is emphasizing semiconductor factories and other high-end production as it tries to move up the value chain. *PHOTO:JIATONGJUN/ASSOCIATED PRESS*

By **MARK MAGNIER**

June 7, 2016 10:03 p.m. ET

BEIJING—China's economy is walking a tightrope.

The central government is concerned about losses of low-end manufacturers to other countries and so is giving them incentives to move to lower-cost parts of China. But at the same time, it wants to raise wages and spur consumer demand by developing more high-tech manufacturing, such as semiconductors and robotics.

Policy makers thus walk a fine line as they try to keep wages from rising so fast they undermine competitiveness for one type of factory work, while seeking to promote other types of factory work to boost incomes to create a more consumer-driven economy.

China doesn't release data on factory closings or relocations. But according to an analysis by researcher Justina Yung of Hong Kong Polytechnic University for the Federation of Hong Kong Industries trade group, the number of factories owned by Hong Kong companies in the Pearl River Delta near Hong Kong fell by a third to 32,000 in 2013 from a 2006 peak. Many of those that left moved to lower-wage countries.

Labor costs in China have grown faster than consumer inflation for years, according to consultancy BMI Research, and are currently nearly four times those in Bangladesh, Laos, Cambodia and Myanmar.

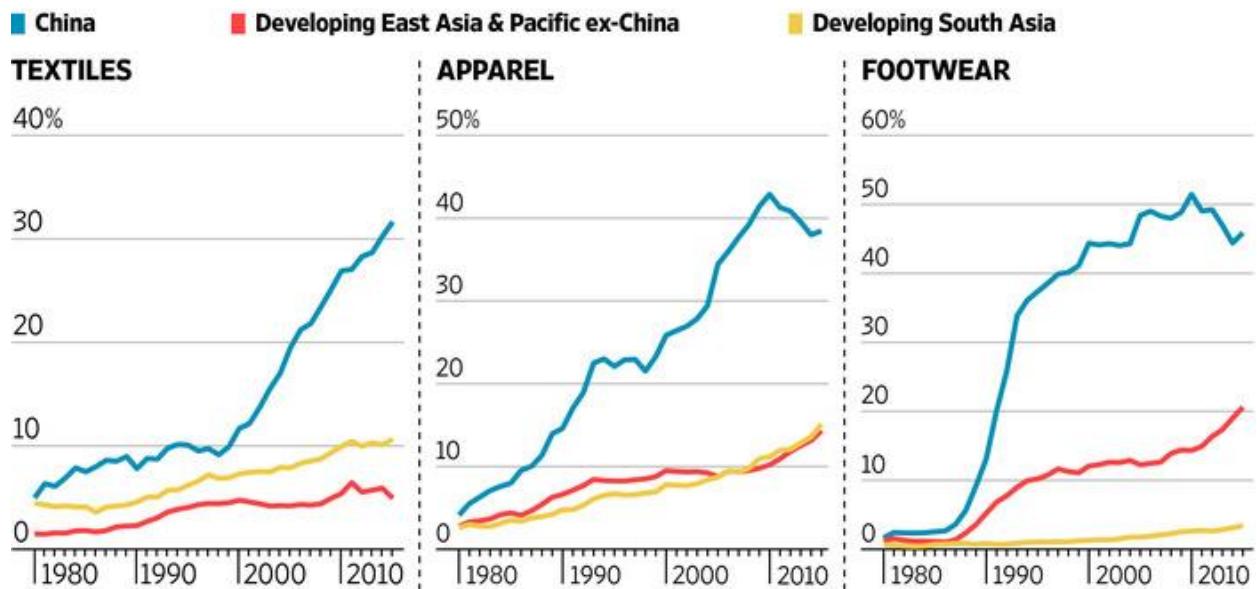
Some textile and clothing manufacturers see advantages in Vietnam as well. "Moving to Vietnam is a trend," says Wang Wei, general manager of Guangzhou Weihong Footwear Industrial Co., which established its first factory in 2013 in the southeast Vietnamese town of Thuan An to supply shoe makers Nike Inc., Adidas AG and Puma SE. Weihong now plans to build a second footwear factory and shift several textile factories to Vietnam from China.

China's share of total global manufacturing output was 25% last year, up from 7% in 2000, according to HSBC Ltd. To contain the loss of industries to lower-wage countries, it has offered subsidies and a range of incentives for manufacturers to relocate to cities in western and central China, where wages are as much as 30% lower than in eastern provinces.

Far western Xinjiang province, a major cotton-growing region, has budgeted 20 billion yuan (\$3 billion) in tax benefits, rent and power subsidies to attract textile and apparel companies. "The country is doing crazy things to support Xinjiang and the textile industry," says Hu Yiteng, deputy general manager of Flying Eagle Textile Co., which is considering a move to Xinjiang. "It's near-guaranteed profit."

## Trying to Hold the Line

China has seen low-margin manufacturing move abroad, but not nearly as fast as did some Asian nations that preceded it in industrializing like Taiwan and South Korea. The percentage of global exports in three traditional labor-intensive industries for China and two developing regions:



Source: World Bank/UN Comtrade

THE WALL STREET JOURNAL.

China has managed to hold on to low-end industry far longer than its Asian neighbors at a similar stage of development. Government incentives, subsidies, the large domestic market and good infrastructure that encourage companies to remain onshore all play a part, says World Bank economist Karlis Smits, author of a study on China's shifting industry.

“As you become richer, you move up the value chain and you expect low-end manufacturing to move away,” says Mr. Smits. “But the data shows this is not happening [in China] nearly as much as you'd expect.”

At the same time, however, China is pushing its companies to automate, boost research budgets and make more higher-value products. It has also encouraged companies to acquire European and U.S. rivals with advanced technology. Beijing has targeted 7% annual growth for manufacturing and a 15% jump in corporate investment to support industrial upgrades between now and 2018.

Its success so far in moving upmarket is seen in its machinery and transport-equipment exports, which grew to 46% of the nation's total exports from 21%

between 1995 and 2015, even while its share of lower-value exports declined, says HSBC.

If China succeeds at encouraging more-advanced industries, it could subject companies in developed countries to growing competition in once-secure markets. But the strategy carries risks. If China fails to shift from basic industry to high-end manufacturing and its costs continue to rise, it could get stuck in what some economists refer to as the “middle income trap.” That in turn could fan social tension in a one-party system that has staked its legitimacy on rapid growth and upward mobility.

Discontent over offshoring, layoffs and plant closures tends to be muted given China’s controlled media and obsession with social stability. China’s official unemployment rate has remained around 4% for two decades, although some analysts believe the actual level is higher. There were 877 labor protests in China in the first quarter, a 35% increase from the year-earlier quarter, says Hong Kong civic group China Labour Bulletin.

Frustration has surfaced on social media, where information is harder to control. “Both foreign and Chinese factories are moving out of China. We are going to starve to death,” wrote online contributor Zhoubo on the Zhihu online discussion forum.

“Low-end manufacturing goes to Southeast Asia while high-end industries go back to North America and Europe,” said user Nashuiren on Sina’s Weibo, a microblogging platform. “We migrant workers can’t find jobs. Here comes the great recession.”

*Mr. Magnier is a Wall Street Journal reporter in Beijing. Email [mark.magnier@pek-news.com](mailto:mark.magnier@pek-news.com).*

## China To Invest \$56m On Kwara's Textile Industrial Park (Nigeria)

— Jun 13, 2016

The Kwara State government has secured a \$56million Chinese investment for the establishment of a textile industrial park in the state.

The state governor, Alhaji Abdulfatah Ahmed finalised the investment during his current investment trip to East China.

This was disclosed in a statement signed by the governor's Senior Special Assistant on Media, Dr Muideen Akorede.

The agreement for the establishment of Kwara Chitex Industrial Park was signed between Governor Abdulfatah Ahmed and Mr. Shi Zengchao, Managing Director, of Ningbo Jinsheng Star Import and Export Co Ltd at the 18th China Zheijang Investment and Trade Symposium, held in Ningbo, East China over the weekend.

The signing, which was part of the Ningbo Major Investment Projects Signing Ceremony organized by the Ningbo Municipal People's Govt, involved a total of \$3.7billion worth of investments in 31 projects out of which \$1.4billion was for outbound investments with the Kwara Chitex Industrial Park.

Speaking after the signing, Governor Ahmed expressed delight about the multi-million dollar project, which is expected to commence soon, stressing that the state is focusing on manufacturing to stimulate its economy and create jobs. According to the governor, the Kwara Chitex Textile Industrial Park is expected to create 3000 jobs when operational.

"We are looking for investors especially in the area of manufacturing. We have a youthful population which shows there is a strong workforce that can support industrialisation. There are opportunities in textiles, agriculture, mining and other areas.

The potentials are huge", he said.

Providing further details of the deal, Governor Ahmed's Chief Economic Assistant and DG of the state PPP Office, Mr. Abayomi Ogunsola said the deal involves the state government providing up to N1b in counterpart funding and 400 hectares of land as well as infrastructure support.

Governor Ahmed also held preliminary talks with potential investors in agribusiness and Agro allied industries, and offered them incentives such as tax relief and accelerated land acquisition.

MONDAY, 30 MAY 2016 18:00

## CHINA'S LINGERIE MARKET HEATS UP

*"China's underwear market was worth RMB167.2 billion (about \$25.5 billion) in 2015, up from RMB101.6 billion (\$15.5 billion) in 2010, an increase of 65 per cent, according to Mintel. For women's lingerie (defined as women's underwear, shape wear and nightwear), the boom was even bigger: sales almost doubled from RMB59 billion (\$9 billion) to RMB117.6 billion (\$17.9 billion) over the same period, at a CAGR of 14.8 per cent. As a result, international lingerie brands are moving fast to reveal the business opportunity underneath consumers' clothes."*

Boosted by shifts in consumer behaviour, an under-penetrated and highly fragmented market; lingerie in China is proving to be a bright spot for international brands. China's underwear market was worth RMB167.2 billion (about \$25.5 billion) in 2015, up from RMB101.6 billion (\$15.5 billion) in 2010, an increase of 65 per cent, according to Mintel. For women's lingerie (defined as women's underwear, shape wear and nightwear), the boom was even bigger: sales almost doubled from RMB59 billion (\$9 billion) to RMB117.6 billion (\$17.9 billion) over the same period, at a CAGR of 14.8 per cent. As a result, international lingerie brands are moving fast to reveal the business opportunity underneath consumers' clothes.



In 2007, Italian lingerie label La Perla moved into China and now has 14 stores across Mainland China and Hong Kong. La Perla, which also sells loungewear, beachwear and men's, and presents its 'Atelier' collection of underwear-as-outerwear at Paris Couture Week, has 34 points of sale across Asia, but mainland China is leading their retail strategy in Asia, says Chiara Scaglia, chief executive officer of La Perla Asia. Last year, La Perla's sales in the region grew by 40 per cent.

## Changing consumer tastes

Chinese consumers favoured visible, logo-heavy luxury goods like handbags or watches over discreet high-end items like lingerie a few years back. But maturing consumers tastes are eroding the appeal of flashy luxury products. The government's corruption crackdown may also have worked in lingerie brands' favour, by making it less acceptable to be seen sporting designer goods. High-end items like La Perla's \$1,400 sheer bodysuits and Agent Provocateur's \$900 lace corsets fit the bill for consumers who want to indulge in luxury goods but not overdress.

International lingerie players are relatively new to the market compared to ready-to-wear or accessories brands - a fact that is buoying sales while spending slows in other luxury categories. By virtue of being hidden from view, lingerie is also less tied to trends and less prone to brand fatigue - both of which may prove advantageous in weathering uncertain economic conditions in the Chinese market.

Analysts believe China's lingerie opportunity is just warming up. Domestic lingerie brands like Gujin are launching higher-end lines, and as consumers trade up from mass to luxury brands, the women's lingerie market will increase in value by 55 to 60 per cent from 2015 to 2020 - outpacing the overall underwear market, which will to grow by just under 50 per cent, predicts Matthew Crabbe, Mintel's director of research for Asia-Pacific. Chinese consumers, he says, are becoming more willing to invest not just in looking good on the surface, but also in buying higher quality, and especially imported, underwear.

## Fragmented market

The fragmented nature of China's overall underwear market - no



brand has more than a 4 per cent market share, and the top five brands by market share are Chinese - also presents an opportunity to international players, including mid-market brands like Princesse

Tam-Tam and Victoria's Secret. Having tested the waters with beauty and accessories stores in China last year, Victoria's Secret will open its first full flagship in Shanghai before the end of the year (the L Brands-owned brand has

reportedly held back on adding underwear to stores, while it observes local tastes and sizing).

Meanwhile, Jorge Martin, project manager for apparel and footwear at Euromonitor International, forecasts total women's underwear sales in China to increase by a CAGR of 7 per cent over the next five years, driven by rising disposable incomes and international brands expanding into second- and third-tier cities.

High-end brands are also moving fast. China is one of the main growth drivers globally and I believe that we still have significant potential to expand, according to Chiara Scaglia, who predicts La Perla's introduction of accessories such as bags, shoes and eyewear will be met with increased interest in the region. This year, the brand focuses on maximising the performance of its current China stores, before opening another one or two in 2017.

Agent Provocateur, whose largest market is the US, followed by Europe and Russia, plans to double its store count in China over the next three years and has begun to assess a China e-commerce launch, which Malverdi calls a 'huge opportunity.' (Currently, the brand does not sell online in China, either on its own website or through other online stockists).

According to him, the challenge will be moving into second-tier cities, where more localisation and marketing may be required (the brand currently does not advertise in the region). The other big challenge is after the novelty of the brand's presence on the market wears off, adds Marshal Cohen, chief industry analyst at The NPD Group, of international lingerie labels. How well the brand will sustain its position in China will be a key indication of its true strength there, he concluded.



## Ethiopie: le bangladais DBL Group va lancer une usine textile de 100 millions \$ avec le soutien de H&M



- jeudi, 02 juin 2016 16:53

(Agence Ecofin) - La société bangladaise DBL Group a annoncé, le 27 mai, qu'elle allait construire une usine textile en Ethiopie pour un investissement de 100 millions de dollars, avec le soutien du géant suédois de l'habillement Hennes & Mauritz (H&M).

«La construction d'une usine textile intégrée et entièrement orientée vers l'export en Ethiopie marque une étape importante dans notre stratégie de développement», a déclaré Mohammed Abdur Rahim, cité par le portail spécialisé Yarns and Fibers.com

La nouvelle usine, qui sera implantée dans la région de Tigré (Nord), devrait employer quelque 3500 personnes.

H & M s'est engagé à acheter une bonne partie de la production de l'usine sur le long terme et à aider DBL Group à intégrer les normes de durabilité au sein de son usine éthiopienne.

Pour financer la construction de l'usine, DBL Group a déjà obtenu un prêt de 15 millions de dollars auprès de Swedfund, le fonds de développement du gouvernement

suédois, et une autre prêt de 55 millions de dollars auprès de la Banque de développement éthiopienne (EDB).

L’Ethiopie a attiré ces dernières années plusieurs entreprises étrangères opérant dans le secteur du textile-habillement, dont le géant turc du textile Akber, l’indien ShriVallabh Pittie (SVP), le chinois Zhejiang Jinda Flax, le coréen Myungsung Textile Company et le taïwanais George Shoe Corporation. Ce pays de la Corne d’Afrique met en avant sa main d’œuvre bon marché, l’amélioration de son réseau de distribution d’électricité ainsi que le bon état de ses infrastructures routières et portuaires.

D’après une étude du cabinet d’étude de marché Bernstein, les coûts de fabrication des vêtements sont près de deux fois moins élevés en Ethiopie qu’en Chine.

Selon les données du ministère de l’industrie d’Ethiopie, le secteur du textile et de l’habillement a généré 1,2 milliard \$ d’investissements directs étrangers, en 2014.



Le 6 juin 2016

## Quel est le salaire minimum en Inde ?

Beaucoup d'entreprises de mode et textile ont délocalisé leurs usines en Inde, ce qui leur permet de faire des économies sur le salaire de leurs travailleurs. Savez-vous combien reçoivent les employés pour 48 heures de travail hebdomadaire dans ce pays ?



Dans beaucoup de pays, comme c'est le cas en Inde, il n'existe pas de **salaire minimum** garantissant aux travailleurs des conditions de vie dignes, alors même que les horaires de travail dépassent habituellement les 48 heures par semaine. Ces manquements, au lieu d'être dénoncés, sont souvent mis à profit par des multinationales qui veulent augmenter leurs marges de bénéfices.

### Un salaire minimum de moins de deux euros par jour

Le gouvernement indien a établi un salaire minimum de 150 roupies indiennes (INR), ce qui correspond à **moins de deux euros par jour**, qui n'est appliqué que dans certaines régions : dans le reste du pays, les conditions de travail et les rémunérations sont souvent encore plus précaires.

Or, selon une étude menée par Continental Clothing, une entreprise de fabrication sur mesure de T-shirts et de vêtements, les salariés de son usine à Tirupur ont besoin de 466 roupies par jour, soit 6,14 euros, pour être à même de couvrir leurs besoins essentiels : un montant qui semble dérisoire mais qui est tout de même près de trois fois supérieur à celui fixé par le gouvernement indien.

Continental Clothing a ainsi établi que le salaire mensuel minimum vital **pour pouvoir survivre** à Tirupur, devait s'élever à 14.408 roupies indiennes, en tenant compte des taxes, soit **191 euros**.

« Le **salaire minimum vital** doit rémunérer une semaine de travail standard (48 heures max.), et permettre au travailleur d'acheter de la nourriture pour lui-même et sa famille, et de payer le loyer ainsi que les autres dépenses liées à la santé, à l'habillement, au transport et à l'éducation. Il doit également lui permettre d'épargner un minimum pour faire face à d'éventuels événements inattendus. »

### Établir un salaire minimum vital spécifique grâce à FAIR SHARE

Les enquêtes préliminaires du projet FAIR SHARE de Continental Clothing ont consisté à faire des recherches sur **les revenus et les conditions de vie spécifiques** à la zone géographique où se situe l'usine de fabrication des vêtements, pour déterminer le seuil minimum requis afin d'assurer une vie décente à une famille typique de la région.

Ce travail de FAIR SHARE, effectué en étroite collaboration avec les représentants des travailleurs et des acteurs locaux, a permis de déterminer les **besoins financiers mensuels** d'un foyer de quatre personnes vivant à Tirupur. Au cours de la phase de pilotage, il a ainsi été démontré que, loin du salaire minimum légal qui s'élève à 285 roupies pour une journée de travail de 8 heures, les travailleurs les moins payés devraient plutôt percevoir 466 roupies par jour afin d'assurer le minimum vital.

Or, les salaires des 14 employés les moins bien payés de l'usine Continental Clothing s'élèvent à 307 roupies pour une journée de travail de 8 heures. Les tailleurs qui touchent les meilleurs salaires, perçoivent 574 roupies et les couturiers, 523. Le salaire journalier net moyen se monte quant à lui, à 393 roupies. Aussi afin de fournir à tous ses employés le minimum vital de 466 roupies, l'entreprise doit augmenter les plus bas salaires de 159 roupies.

### La mode équitable contre les salaires injustes

L'étude de Continental Clothing correspond à l'ambition de la marque de garantir un **salaire minimum juste** à tous ses travailleurs. Pour assurer une augmentation de 50 % des salaires des travailleurs les plus pauvres de ses usines, l'entreprise a décidé d'augmenter les prix de vente de 0,14 euro pour ses T-shirts et de 0,70 euro pour les sweats à capuche. La décision de payer un peu plus pour garantir un salaire juste aux travailleurs indiens ou non, est donc laissée entre les mains des consommateurs. Dans le cas où les vêtements FAIR SHARE fonctionnent bien, Continental Clothing s'engage à introduire les mêmes mesures éthiques sur l'ensemble de ses gammes.

Le consommateur pourra identifier ce type d'initiatives permettant de faire des **achats responsables** et éthiques, grâce au label **Fairtrade Max Havelaar**, qui sera apposé sur les articles de cette nouvelle ligne de vêtements Continental Clothing, aux côtés d'autres certifiant par exemple l'origine biologique des textiles employés.

Jun 12 2016 8:14AM

## **Indian textile and clothing exports target fixed at \$48.5 bn for current fiscal**

India's overall textile and garment exports remained almost flat at \$40 billion in the last fiscal, according to a quick estimate said a senior textile ministry official. Still, the exports fell short of the official target of \$45-47.5 billion for 2015-16.

Textile minister Santosh Kumar Gangwar on Friday said that the government has fixed the textile and clothing export target at \$48.5 billion for the current fiscal, aiming for an over 21% rise in outbound shipments from the actual level of 2015-16.

With demand from China remaining tepid and recovery in the developed markets like the US and the EU still fragile, the ambitious shipment target for the current fiscal would be hard to achieve, especially in view of stiff competition from countries like Vietnam, Bangladesh and Pakistan.

For its part, the textile ministry has sought a quick resolution of the India-EU free trade agreement, which would pave the way for duty-free access of Indian textile and garment items to the EU, which account for over a third of the country's garment exports, official sources said.

Gangwar said that the ministry has spent over R6,500 crore on various schemes for the promotion and development of the textile sector. Roughly 5 lakh additional jobs have been created in the past two years in the textiles sector.

Gangwar said that the textile ministry has circulated a note for inter-ministerial consultations on its textile vision policy. The policy will then be placed before the Cabinet for approval.

## Textile – Deux cent mille emplois en 2020



08.06.2016 | 8:57 [Actualités](#), [Economie](#)

### **Le GEFP a pour objectif de doubler le nombre d'emplois dans la filière textile à l'horizon 2020. La formation de main-d'œuvre fait partie de sa politique pour ce faire.**

Optimiste. Le groupement des entreprises franches et partenaires (GEFP) reste très optimiste sur l'avenir du secteur textile à Madagascar. Le retour de la Grande île dans le cercle des pays bénéficiaires du régime Africa grow opportunity act (Agoa) sur le marché américain redonne de l'espoir aux investisseurs. À l'horizon 2020, le groupement estime à 200 000 le nombre d'emplois créés dans le textile.

« C'est notre objectif en termes de création d'emplois », a déclaré Eva Razafimandimby, secrétaire exécutif du GEFP. À présent, il existe cent cinq mille employés au niveau de ces entreprises.

Le groupement mise ainsi sur la politique de formation pour atteindre cet objectif. Et ce, afin d'avoir la main-d'œuvre qualifiée répondant aux exigences du marché. Au Centre de formation professionnelle (CFP) Ambohidratrimo, plus de trois cents apprentis suivent des formations intensives dans le métier de l'industrie textile. « 90% sont des femmes et des jeunes filles. Cette formation vise à améliorer les compétences des demandeurs d'emploi dans le secteur textile. Un apprentissage de courte durée sur la maintenance de machines sera mise en place prochainement », a annoncé Jean Jacques Andriamasy, le directeur de ce centre, au cours d'un atelier sur la filière textile hier.

### **Retour en scène**

2016 serait une année décisive pour le secteur textile. « L'impact du retour de Madagascar dans l'Agoa devrait ainsi être plus marqué en 2016 », estime la Banque mondiale dans un rapport sur la situation économique de Madagascar publié en avril. De son côté, le GEFP estime aussi une atteinte de la vitesse de croisière pour cette année. Pour le premier semestre 2016, Madagascar a exporté pour près de 16 millions de dollars de produits textiles vers les États-Unis, contre 6 en 2015 à la même période.

En 2008, la Grande île était le premier exportateur de textile et d'habillements en Afrique. Mais le sort a tout plombé avec l'éclatement de la crise de 2009 et la suspension de Madagascar du cercle des pays bénéficiaire du régime Agoa. Maintenant que toutes les conditions sont de nouveau réunies, les entreprises malgaches pourraient espérer retrouver leur gloire d'antan.

**Lova Rafidiarisoa et Helifetra Randriaminovololona**

## Madagascar accueillera une foire internationale sur le textile

2016-06-08 xinhua

Une foire internationale sur le textile et l'habillement, appelé "Origine Afrique", se tiendra à Madagascar du 3 au 5 novembre à Madagascar, a annoncé lundi Eva Razafimandimby, directrice exécutive du Groupement des entreprises franches et partenaires (GEFP).

"C'est la première fois pour Madagascar d'abriter cet événement international", a déclaré Mme Razafimandimby au cours d'une conférence de presse tenue à Antananarivo lundi, la capitale malgache.

"Cette foire sera le moteur pour la relance du textile de Madagascar qui a été doublement touché par la crise économique et financière mondiale de 2008 et la suspension de l'admissibilité à l'African Growth and Opportunity Act (AGOA) du pays de janvier 2010 jusqu'en 2014 où des centaines de milliers d'emplois ont été perdus, ce qui rend le pays parmi les pays les plus pauvres du monde", a ajouté Mme Razafimandimby.

Selon Eva Razafimandimby, "le secteur a enregistré 105.000 emplois directs en avril 2016 représentant 30% des emplois dans le secteur formel à Madagascar, et depuis les dix dernières années, le développement du pays a été fait dans le secteur du textile", a-t-elle fait savoir, soulevant "l'importance pour Madagascar d'héberger la foire internationale sur le textile".

Au milieu de la crise politique à Madagascar en 2009, les Etats-Unis ont suspendu du 2010 à 2014 l'éligibilité de Madagascar à l'AGOA, un programme permettant aux pays africains l'accès en franchise de droits de douanes et de quotas au marché américain.

Avant la crise politique de 2009, Madagascar, était au quatrième rang après le Kenya, le Lesotho et l'Ile Maurice dans les exportations textiles, pour un chiffre d'affaires d'environ 350 millions de dollars par an, mais le chiffre a chuté à 15 millions en 2010 en pleine suspension du pays à l'AGOA.

Par cette foire, Madagascar vise à retrouver sa place au premier rang parmi les pays africains en termes de produits textiles et ambitionne environ 100 millions de dollars d'exportations, a expliqué Mme Razafimandimby.

Les principales destinations des produits textiles des zones franches de Madagascar sont les pays de l'Union européenne, les États-Unis, les pays membres de la SADC et du COMESA, l'Australie, le Canada et la Chine.





# Secteur textile-habillement : une formation professionnelle qualifiante en vue

Par [Les Nouvelles](#) sur 08/06/2016

Former une main-d'œuvre qualifiée dans le secteur textile-habillement. Le ministère de l'Emploi, de l'enseignement technique et de la formation professionnelle (MEETFP), les centres de formations, les professionnels en la matière ainsi que les entreprises franches, à savoir le Gem, les entreprises regroupées dans l'association textile Mada, le GEFP...se sont concertés à l'occasion d'un atelier qui s'est déroulé, hier, à Ampefiloha, en vue d'atteindre cet objectif commun.

De cet atelier, organisé avec l'appui de l'Unesco, devra découler un référentiel métier-compétence et les normes professionnelles sur les métiers dans le domaine du textile-habillement. A vrai dire, ce document de référence servira de guide dans la production d'un nouveau programme de formation sur le secteur. L'objectif consiste à assurer la conformité des formations dispensées à travers le pays conformément aux besoins des entreprises. Cette initiative aboutira à la mise en place d'un cursus de formation professionnelle qualifiante (FPQ) de courte durée, de 3 à six mois, en vue d'aider les diplômés des formations professionnelles initiales (FPI) à être plus performants avant d'intégrer le monde du travail.

Pour le directeur du Centre de formation professionnelle (CFP), Jean Jacques Andriamasy, spécialiste dans le domaine de l'habillement et accessoires, «la concrétisation d'un tel projet nécessite une collaboration étroite entre les centres de formations et les entreprises. Souvent, le manque de matériel adéquat constitue un obstacle qui ne permet pas aux apprenants de mettre en pratique leurs acquis théoriques». Dans le cadre de la FPI, le CFP, sis à Ambohidratrimo, délivre deux types de diplômes, notamment le Certificat d'aptitude professionnelle (CAP) après trois ans d'études. Ceux qui veulent approfondir davantage leurs connaissances pourront poursuivre leurs études pendant deux ans supplémentaires pour l'obtention du Brevet d'études professionnelles (BEP).

Fahranarison

## **Textile. L'AMITH change de président et loue le bilan d'El Mostafa Sajid**

Mardi 31 mai 2016



**Le mandat d'El Mostafa Sajid à la tête de l'Association marocaine des industries du textile et de l'habillement prend fin ce mercredi 1er juin. C'est ce jour-là que le passage de témoin aura lieu et que Karim Tazi, patron de Marwa et candidat unique, sera désigné nouveau président, pour la période 2016-2018**

Il faut dire que l'Amith fait partie de ces associations professionnelles suivies de près par les décideurs économiques. Son histoire y est certainement pour quelque chose. Sa place dans l'export et dans l'emploi. Le profil de ses présidents aussi. Parmi les plus emblématiques: Mohamed Idrissi Kaitouni, Mohamed Lahlou, ayant présidé aux destinées de l'association pendant plus de deux décennies, Salaheddine Mezouar (actuel ministre des AE), Karim Tazi (Richbond) et El Mostafa Sajid (Mazafil) à la tête de l'Amith depuis maintenant 6 ans.

«Il y a six ou sept ans, les guéguerres internes rongeaient notre association; l'amont contre l'aval, les régions contre Casablanca, le local contre l'export... les intérêts des uns divergeaient avec ceux des autres. Sajid a pris l'Amith au moment où les dissensions étaient au plus fort. Aujourd'hui, il laisse une association apaisée et fédérée autour d'un même projet, celui de la vision 2025», témoigne Mohamed Tazi, directeur général de l'Amith depuis 22 ans.

Unification, apaisement, fédération... Ces mêmes mots reviennent dans la bouche d'autres collaborateurs de Sajid, y compris Karim Tazi, son successeur. «Nous sommes aujourd'hui une association unie qui partage la même vision», nous déclare-t-il.

«Auparavant, on naviguait à vue. Notre souci était de voir comment sauvegarder le secteur industriel, en oubliant d'aller chercher de nouvelles opportunités, d'établir un nouveau contrat de confiance avec les banquiers, qui ne voulaient plus financer les activités textiles. Le secteur était décrié», ajoute Mohamed Tazi.

Sajid ne parlera jamais de lui-même en ces termes. Homme de terrain, il se sent très à l'aise pour débattre des problématiques du secteur, de ses opportunités, mais dès lors qu'il s'agit de parler de sa personne, il se défile. «On laisse ce sujet pour après?», nous suggère-t-il courtoisement. Il n'acceptera probablement jamais.

Parmi les sujets auxquels s'est attaqué Sajid en priorité: l'informel, en distinguant entre l'informel de production, celui des matières premières et enfin celui de distribution qui est, selon lui, le plus visible et le plus dangereux. "L'informel de production n'est que la conséquence de la contrebande", abonde dans le même sens Karim Tazi.

«Il laisse une Amith décomplexée. On se croyait détenteurs de la vérité absolue. Nous avons, par le passé, pris nos distances avec les unités travaillant dans le local et qui avaient migré vers l'informel de production. Ce n'est qu'après que nous avons compris qu'elles étaient aculées à basculer dans l'économie parallèle, à cause de la contrebande, des conditions du doing business...», souligne pour sa part Mohamed Tazi.

D'ailleurs, El Mostafa Sajid ne parlera jamais de ces unités sur un ton accusateur ou méprisant. Il va s'y pencher, essayer de comprendre leurs motivations et évaluer leur business.

«En les abordant, nous avons compris qu'il y avait derrière de véritables business models. Malgré tout ce qu'on peut leur reprocher, certaines de ces unités, notamment celles spécialisées dans la confection de jellabas-manteaux et de pyjamas ont pu freiner l'augmentation fulgurante des importations de pyjamas en provenance de Turquie. Elles ont pu construire un produit qui répond aux besoins en termes de prix et de modèle. La véritable gangrène est ce qui entre du sud du Maroc en provenance de Mauritanie et du Nord du Maroc en provenance de Sebta et Melilia», souligne Mohamed Tazi.

Dans le cadre d'une étude sur le secteur, l'Amith a reçu un acteur qui revendique travailler avec 500 ateliers informels. Selon ses déclarations, il produit 3 millions de pièces par mois, soit plus de 30 millions de pièces par an. A titre comparatif, Zara produit

au Maroc entre 70 et 100 millions de pièces, selon les chiffres communiqués par l'Association.

Pour un prix de vente variant entre 50 et 100 DH, ce business pèse pour environ «2 milliards de DH». Les usines sont situées essentiellement dans les régions d'Errachidia, de Sidi Bennour et de Ouezzane.

Dans le but de faire revenir ces entreprises dans le circuit formel, l'Amith a soumis un dossier aux pouvoirs publics. L'adaptation du statut de l'auto-entrepreneur à l'activité textile, la mise en place d'une TVA sectorielle et l'intégration de l'administration de proximité dans l'écosystème textile font partie des mesures suggérées par Sajid.

Désormais, il reviendra à Karim Tazi, jusque-là coéquipier de Sajid, de suivre ce dossier, qu'il considère comme un «sujet très fort». Le nouveau président a en outre l'avantage de bien connaître les chantiers engagés, d'être un fin connaisseur des nouvelles exigences du domaine.

«Je suis porteur d'un projet plus opérationnel et moins politique. J'ai une vision concrète, business», souligne-t-il comme pour marquer une rupture avec l'ancien mandat. «Je prévois d'agir essentiellement sur la formation, l'innovation et l'expertise, avec un focus sur la veille conjoncturelle et l'accompagnement des acteurs, une mission que fait déjà l'Amith de manière traditionnelle», ajoute-t-il.

6 juin 2016

## TEXTILE : TROIS NOUVEAUX CONTRATS DE PERFORMANCE SERONT SIGNÉS COURANT JUIN

**Les filières maille, linge de maison et textile technique auront leurs écosystèmes. Aide à l'investissement, à l'assistance technique et soutien à la créativité sont prévus. Les opérateurs très satisfaits des trois écosystèmes lancés en septembre 2015.**

L'Association marocaine des industries du textile et de l'habillement (Amith) avait signé, en septembre 2015, avec le ministère du commerce et de l'industrie, trois contrats de performance relatifs aux écosystèmes des filières du denim, du fast fashion et de la distribution des marques marocaines. Au courant de ce mois de juin, les filières maille, linge de maison et textile technique seront également dotées d'écosystèmes à travers la signature de trois nouveaux contrats de performance. Selon les industriels, les paramétrages, les objectifs et les dispositifs sont arrêtés et prêts.

Ainsi, on retiendra un appui aux investissements matériels et immatériels, une aide pour l'assistance technique et une aide-soutien pour la créativité et l'innovation. Ces aides sont conséquentes, selon l'Amith, qui annonce que l'appui à l'investissement variera de 20 à 30% du total en fonction de la taille de l'entreprise, que l'aide pour l'assistance technique est de l'ordre de 3 MDH et enfin que les entreprises intéressées bénéficieront d'un soutien à hauteur de 50 à 80% du montant investi en vue d'améliorer la créativité et l'innovation au niveau de leur production. Ces trois nouveaux contrats de performance viendront donc compléter les trois premiers en vigueur depuis septembre 2015 et qui constituent, selon des industriels, «*une rupture avec le passé dans la mesure où les dispositifs mis en place sont faciles d'accès pour les entreprises intéressées. Les réalisations depuis le mois de septembre le prouvent*». En effet, au 29 mars, 28 conventions d'investissement sur les 70 prévues dans le cadre des écosystèmes ont été signées, dont 22 relatives à la mise en place de programmes d'investissement pour la croissance (type Imtiaz revisité) et six concernant les entreprises locomotive. «*Ces programmes d'investissement pour la croissance sont accessibles et facilement opérationnels. En atteste le nombre de conventions signées par rapport à ce qui a été fait dans le cadre de Imtiaz durant les cinq dernières années*». L'Amith précise aussi que sur les six projets d'entreprises locomotive, deux concernent l'amont textile. Autre indicateur retenu par l'association : les projets d'investissements signés permettront la création de 12% des 100 000 emplois prévus par la stratégie sectorielle à l'horizon 2020 et représentent 26 à 27% des 5 milliards de dirhams d'exportations prévues globalement pour les trois filières concernées.

## **Le marché local croît de 6 à 7% par an**

Satisfaits de ce premier bilan des écosystèmes denim, fast fashion et distribution locale, l'Amith estime que la stratégie sectorielle *«permettra au secteur de doubler voire de tripler sa taille d'ici 2020. Notre ambition est d'ériger le textile marocain à la première place au niveau africain et à la deuxième au niveau du bassin méditerranéen»*. Une ambition qui impose, selon les professionnels, une mise à niveau de l'amont textile en vue d'une spécialisation selon les modèles turc et portugais par exemple. C'est-à-dire développer l'amont en fonction des besoins des industriels. Cela implique une stratégie par paliers : maîtriser la teinture, ensuite le tricotage, le tissage et enfin la filature...

Les professionnels précisent également que deux principaux leviers sont à actionner pour garantir la réussite de la stratégie, notamment la refonte du mécanisme de la règle d'origine et la réhabilitation des acteurs sur le marché local via une lutte contre la contrebande. Il s'agit de deux chantiers primordiaux qui, selon Mohamed Tazi, directeur délégué de l'Amith, accompagneront les mesures du PAI. Pour lui, *«on doit revoir le mécanisme des règles d'origine qui présente aujourd'hui des anachronismes, étant donné que l'accord avec l'UE a été négocié en 1994. On peut citer à ce titre le cas de tissus importés d'Asie mais teints et confectionnés au Maroc qui ne bénéficient d'aucune exonération à l'export. En revanche, lorsqu'il s'agit de travaux d'impression, l'exonération est accordée. Dans le premier cas, l'UE souhaitait protéger des bastions de la teinturerie mais qui n'existent plus aujourd'hui...»*. Deuxième chantier important : la lutte contre la contrebande qui représente, selon l'Amith, 90% du marché local, estimé à 50 milliards de dirhams. L'objectif est d'aider et de soutenir un plus grand nombre d'acteurs locaux à s'organiser afin de structurer leur offre. Notons que le marché local devrait atteindre 90 milliards en 2025. Aujourd'hui, selon l'Amith, ce marché évolue de 6 à 7% annuellement mais cette progression est essentiellement captée par les importations illégales en provenance du Sud et de Sebta et Mellilia.

# Golden Glory plans IPO to fund Myanmar projects

A construction site in Yangon. New laws and eased foreign sanctions in Myanmar are attracting overseas investors to an economy the IMF estimates will grow 8.6 per cent this year, the most in Asia. PHOTO: AGENCE FRANCE-PRESSE

PUBLISHED

JUN 2, 2016, 5:00 AM SGT

**Developer raising \$110m-\$138m worth of funds in Singapore**  
**YANGON** • Golden Glory Group, a developer of Myanmar real estate, is planning an initial public offering (IPO) in Singapore this year as the opening of the market spurs property demand in South-east Asia's fastest-growing economy.

The Singapore-based company is targeting an US\$80 million to US\$100 million (S\$110 million to S\$138 million) initial share sale, raising capital to help fund land bank acquisitions in Myanmar, said CEO Christopher Wu in an interview.

Myanmar's economic opening is creating opportunities for property developers like Golden Glory, whose fundraising efforts could also offer foreign investors a way to participate in the country's growth.

Golden Glory is developing a mixed-development project in Yangon and an industrial park about 20km from the capital Naypyitaw.

Mr Wu, 53, said the property market is "picking up speed" following last year's elections. Separately, new laws and eased foreign sanctions are also attracting overseas investors to an economy the International Monetary Fund (IMF) estimates will grow 8.6 per cent this year, the most in Asia.

"The door has opened," Mr Wu said. "More foreign companies are setting up offices," strengthening demand for residences as well as

office premises while more and more people are looking for investment opportunities to beat the rate of inflation, he said.

Inflation in Myanmar is projected to be the highest in South-east Asia over the next two years, coming in at 9.5 per cent this year and 8.5 per cent in 2017, according to the Asian Development Bank.

The IMF said last month it considered Myanmar's inflation rate an economic vulnerability as domestic demand continues to be strong and supply bottlenecks remain.

The country's currency, the kyat, has also become Asia's top currency of 2016, up more than 10 per cent since last year's elections - a clear sign the nation is starting to emerge from decades of isolation.

It has rebounded from a 21 per cent loss in 2015 and a record low of 1,344 per US dollar reached on Jan 25 this year. Malayan Banking sees the kyat gaining as much as 19 per cent towards a two-year high of 1,000 per US dollar by early 2017, from 1,186 on Tuesday.

Golden Glory's Yangon project will include hundreds of high-end residential units, service apartments, a hotel, shops and offices, according to the company's website. Its industrial park will focus on light industries, including garments and textiles, as well as paper and pulp.

It would join listed companies in Singapore with exposure to Myanmar such as property developer Yoma Strategic, controlled by businessman Serge Pun, and petroleum explorer Interra Resources.

The company's chairman and shareholder is Khin Maung Aye, who is also the chairman of Myanmar conglomerate Lat War Group.

The conglomerate was established in 1999 as a garment and textile contract manufacturer, and has since expanded into real estate, paper and pulp, and power generation.

**BLOOMBERG**





## Myanmar set to export garments of US\$1.14b to EU

13 May 2016



THE Myanmar Garment Manufacturers Association (MGMA) and French NGO Evalliance have entered into an agreement to boost textile exports in the 2016-2017 fiscal year.

Evalliance's president Mr Jean Francois Limantour said he expects that the European Union would double its imports of garments from the country in 2017. Their action plan includes the creation of new employment opportunities, the enhancement of productivity and the reduction of the country's reliance on other countries for raw materials.

Limantour also expressed his belief that the country enjoys huge potential for competitiveness in the garment industry with prospects of increased exports to EU.

“Myanmar's democratic reforms will be a magnet for European textile markets to

promote cooperation and make new investments in the country,” he said. The memorandum of understanding signed last year between the two organisations enabled Myanmar to export garments valued at US\$450 million. The export value of garments this fiscal year is expected to exceed \$1.14 billion.  
Chan Chan



MONDAY, 13 JUNE 2016 19:05

## **NEPAL URGES US TO ADOPT FURTHER FLEXIBILITY IN RMG PRODUCTS IMPORTS**

A visiting Nepali delegation in the US for the Joint Nepal-US Trade and Investment Framework (TIFA) Council meeting, requested the US to adopt further flexibility in the duty-free market access facility the country has offered to Nepali readymade garment products. Even though the US has offered the facility to 66 garment items under the Trade Facilitation and Trade Enforcement Act, Nepali garment manufacturers are disappointed that most of the items listed under the facility are not produced in Nepal.

Nepali garment sector suffered the worst disaster because of the lack of competitiveness, after the quota system was removed in 2005. In 2000-01, Nepal's garment exports reached an all-time high of Rs13.12 billion, with the US accounting for 86.49 per cent of the exports. But it slumped to Rs5.28 billion in fiscal 2014-15.

Representatives of the Garment Association of Nepal also participated in bilateral meeting and they raised their concerns, said Kailash Raj Pokharel, economic consular at the Nepali embassy in the US.

A member of the Nepali team present in the meeting said the US side advised that Nepal utilise the available facility for greater benefit of the garment sector for now. They were of the view that there remains the possibility of resistance in the US if the product list was extended, said the Nepali delegation member.



FRIDAY, 10 JUNE 2016 17:18

## **LEVIES HURT PAKISTAN'S EXPORTS**

Pakistan's exports have come down by 12 per cent last fiscal year due to taxes, levies and surcharges. These have made exports 10 to 15 per cent costlier against regional competitors'. Bangladesh's exports rose 6.5 per cent in May from a year earlier on stronger garment sales.

But Pakistan's exports from July to May, the first 11 months of the country's 2015-16 financial years, rose 8.9 per cent from a year earlier. Sales of garments, comprising knitwear and woven items, were up 9.4 per cent from a year earlier.

Pakistan's textile sector contributes around 50 to 55 per cent in the country's exports. The Textile Policy 2014-19 seeks to double textile exports to 25 billion dollars by 2019, increase the share of value addition and improve the product mix, especially in the garment sector, from 28 per cent to 45 per cent.

The Drawback of Local Taxes and Levies (DLTL) scheme would continue under the new policy. Under it, if any textile exporter achieves incremental textile exports beyond 10 per cent over the previous year, he will be given DLTL at the rate of four per cent for garments, two per cent for made-ups and one per cent on processed fabrics.

## 'GSP+ can push SL's apparel exports to \$20 bn by 2020'

**10**

Jun '16

The expected award of European Union's GSP Plus status can push Sri Lanka's apparel export earnings to \$20 billion by 2020, from around \$5 billion at present, primary industries minister Daya Gamage has said.

“Due to the efforts of prime minister Ranil Wickremesinghe and president Maithripala Sirisena, Sri Lanka will once again be awarded with the GSP Plus. This will be a major advantage for the industry and it could take the [country](#) to the apparel export target of \$20 billion by 2020,” Gamage said at the inauguration of three-day Apparel Industry Suppliers Exhibition (AISEX) in Colombo.

The apparel industry contributes more than 45 per cent to the total merchandise exports from Sri Lanka, but the value addition is still around 50 per cent, Gamage said.

He stressed on encouraging more apparel accessories to be made in Sri Lanka, and added that AISEX 2016 would help towards that goal.

“Sri Lankans should also look at more R&D for the industry to be more competitive,” he added.

AISEX has been revised after seven years, following a visit by an EU delegation and the increased prospect of Sri Lanka achieving GSP Plus.

The event is being organised by Lanka Exhibition and Conference Services Ltd (LECS) and supported and endorsed by the Sri Lanka Apparel Institute (SLAI), Joint Apparel Association Forum (JAAF), Sri Lanka Institute of [Textile](#) and Apparel (SLITA), and the ministry of industry and commerce. (RKS)



UESDAY, 07 JUNE 2016 18:03

## **THAILAND, BANGLADESH AGREE ON ZERO DUTY FOR TEXTILE, APPAREL EXPORTS**

Bangladeshi businessmen have agreed to help Thai exporters get zero duty for their textile products while Thai traders have agreed to help their Bangladeshi counterparts get the same facility for readymade garment products. Thailand has assured Bangladesh it would consider a tariff rate reduction for readymade garment products next year.

Bangladesh wants to engage with Thai businessmen and investors and is eager to present them with the promising business prospects. Some four or five telecom companies from Thailand are interested in investing in Bangladesh. Thai exports to Bangladesh were valued at about \$800 million, while Bangladeshi exports to Thailand were estimated at \$400 million during the last fiscal year.

The two countries have agreed to pursue direct coastal shipping links. Bangladesh and Thailand are both members of the seven-member Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (Bimstec). Annual trade between Bangladesh and Thailand could quadruple to \$4.8 billion if direct coastal shipping links between the two countries are established. Goods shipped between the two countries currently pass through Singapore and take two weeks, a time period that could be cut to six days with direct shipping.

The link will lower trading and shipping costs of goods and services, saving time of cargo shipping.



13<sup>th</sup> June 2016, Istanbul

## ITM 2016 attracts more than 49,000 visitors

ITM Texpo Eurasia, an International Textile Machinery Exhibition, welcomed 49,730 visitors when it took place from 1-4 June at the Beylikdüzü Tüyap Convention and Congress Center, Istanbul, Turkey, attracting the sector's leading textile technology representatives.

The most extensive among all ITM fairs, it provided a great opportunity to foreign and local participants to present their new technologies. According to organisers, a great volume of sales and business contacts have been made.



As well as its previous editions, the exhibition proved that Turkey, becoming a centre of the world's textile production in Eurasia, is experiencing successful times in terms of textile exhibitions.

### On display

The exhibition, organised by Tüyap Fairs and Exhibitions Organization Inc & Teknik Fairs Ltd partnership with the Cooperation of TEMSAD (Turkish Textile

& Machinery Industrialists Association), exhibited a range of innovations and technologies.

These covered areas like, yarns, knitting, weaving, dyeing, printing, finishing and hosiery machines, sub-industries and chemicals. More than 1,000 textile technology producers presented their latest models in operation.

### **Exhibitors**

Among exhibitors, a great number of textile machinery specialists presented their innovations. Shima Seiki, a leading computerized knitting machine manufacturer, featured its flagship *MACH2XS* WHOLEGARMENT knitting machine with original *SlideNeedle* on four needle beds and spring-loaded moveable sinkers, as well as the compact *SWG09IN2* for producing smaller WHOLEGARMENT items and accessories.

Italian hosiery knitting machine builder Busi Giovanni presented the company's *J-TERRY* and Busi *MEDICAL TERRY PANTYHOSE* single cylinder sock machines. Groz-Beckert, a leading provider of industrial machine needles, precision parts and fine tools, showcased its *CircularKnit* exhibit, a circular knitting machine replica made of acrylic glass that visualized 14 different knitting technologies from gauge E10 to E50.

Monforts presented a wide range of advanced innovations and developments, including the new version of the *Eco-Applicator* for knitted fabrics. Karl Mayer, another German machinery maker, exhibited its new *HKS 4-M EL* tricot machine and the *Size Box VSB* innovative sizing technology.



# RoyaumeUni : les grands magasins BHS ferment



La faillite de BHS est la plus importante enregistrée dans le secteur de la distribution au Royaume-Uni depuis la disparition de Woolworths en 2008. -

**Aucun repreneur n'a été trouvé pour les 164** magasins BHS, en perte depuis sept ans. Quelque 11.000 emplois devraient être supprimés.

C'est la fin d'une histoire qui a démarré à Londres en 1928. La chaîne de grands magasins britannique BHS va fermer, entraînant la suppression presque certaine de quelque 11.000 emplois. L'entreprise, en perte depuis sept ans, était sous administration judiciaire. Malgré de nombreuses marques d'intérêt, l'administrateur n'a pas réussi à trouver un repreneur qui aurait pu assurer la continuité des opérations. Les 164 magasins vont donc fermer. Le syndicat Unite s'inquiète aussi du sort de près de 400 salariés de DHL qui travaillent pour BHS dans le domaine de la logistique.

Il s'agit de la plus grosse faillite dans le secteur de la distribution outre-Manche depuis la disparition de Woolworths en 2008. BHS a souffert ces derniers mois d'une

conjoncture morose dans le secteur de l'habillement au Royaume-Uni. C'était le coup de grâce pour une entreprise qui décline régulièrement depuis des années. British Home Stores (BHS) est concurrencé dans l'habillement par les nouvelles enseignes spécialisées des rues commerçantes que sont H & M, Zara ou Primark, et par les généralistes comme Marks & Spencers et Debenhams, qui ont su résister.

## Chute de parts de marché

En quinze ans, la part de BHS sur le marché de l'habillement britannique a chuté de 2,5 % à 1 %, selon Verdict Retail. Et les autres produits - meubles, luminaires, bagages - ne sont pas mieux orientés. Ils sont attaqués par les e-commerçants dans un pays où le shopping en ligne, déjà important, progresse encore. Mardi, une autre chaîne d'habillement, Austin Reed, connue pour avoir habillé Churchill, a elle aussi été mise en liquidation .

La chute de BHS suscite une vive polémique outre-Manche depuis la mise sous administration judiciaire annoncée fin avril. Philip Green, qui était propriétaire de la chaîne de 2000 à 2015, est accusé d'avoir accentué les difficultés de l'entreprise. Ce milliardaire, propriétaire des magasins Top Shop, a retiré 420 millions de livres de dividendes de BHS lorsqu'il en était propriétaire, avant de revendre l'entreprise l'an dernier pour une livre symbolique à Dominic Chappell, un ancien pilote de course qui n'avait aucune expérience du secteur de la distribution. Une commission d'enquête a été mise en place au Parlement, où Philip Green sera auditionné le 15 juin.

@VincentCollen

## EVFTA, fer de lance pour le commerce et l'investissement Vietnam-UE

31/05/2016 18:54

L'accord de libre-échange Vietnam - Union européenne (EVFTA) sera le fer de lance du développement du commerce et de l'investissement entre le Vietnam et l'Union européenne (UE). C'est en ces termes que s'est exprimé le vice-ministre de l'Industrie et du Commerce, Trân Quốc Khanh, lors d'un colloque consacré à "L'EVFTA : opportunités pour les entreprises", qui a eu lieu le 31 mai à Hanoi.



*Textile-habillement, produit phare du Vietnam.*

Selon le vice-ministre Trân Quốc Khanh, depuis un peu plus d'une décennie, le commerce et l'investissement entre le Vietnam et l'UE connaissent une forte croissance. L'import-export a presque septuplé, passant de 6,3 milliards de dollars en 2013 à 41,2 milliards en 2015, faisant de l'UE un des premiers partenaires du Vietnam.

Selon les statistiques du ministère de l'Industrie et du Commerce, le Vietnam a exporté pour près de 31 milliards en UE, et en a importé pour plus de 10 milliards. L'union est aussi est un grand investisseur au Vietnam avec 1.809 projets cumulant 23,16 milliards de capitaux enregistrés, ce qui représente 8,7% des projets et 8% de l'investissement direct étranger réalisé au Vietnam. Et aujourd'hui toujours, les potentiels des entreprises européennes en matière d'investissement demeurent importants.

## Renforcer l'import-export

La structure de l'import-export entre le Vietnam et l'UE est celle de complémentarité étant évidemment plus importante. Le Vietnam exporte du textile et de l'habillement, des chaussures, des téléphones, des accessoires, des ordinateurs, des produits agricoles, des produits aquatiques, des meubles... et importe des produits pharmaceutiques, des machines, des équipements, des moyens de transport...

Toutefois, le Vietnam n'a pas encore su exploiter pleinement les potentiels d'export de ce grand marché, a reconnu le vice-ministre Trần Quốc Khanh, rappelant à cette occasion aux entreprises de suivre de près les avis de leurs clients, ainsi que de privilégier les relations avec les réseaux de la grande distribution en vue d'améliorer la qualité comme les conditions de commercialisation de leurs produits.

Lors de ce colloque, Mauro Petriccione, chef de la délégation de négociations de l'EVFTA de l'UE, a partagé que l'achèvement des négociations de cet accord courant décembre 2015 dernier était une avancée importante dans le processus d'intensification du commerce et de l'investissement entre parties. L'EVFTA est un accord global et de qualité puisqu'il assure les intérêts du Vietnam comme de l'UE, et l'on en attend une forte intensification des investissements entre ces derniers. De même, la structure actuelle de l'import-export laisse envisager une incidence positive de l'EVFTA pour chacun, contribuant notamment à la croissance économique, à la création d'emplois et, donc, à assurer le bien-être social. Dans ces conditions, le Vietnam et l'UE doivent mener rapidement à son terme les processus de ratification afin que cet accord entre effectivement en vigueur en 2018, comme prévu.

Mauro Petriccione a aussi souligné que l'union était le 2<sup>e</sup> partenaire en commerce du Vietnam depuis 20 années déjà compte de la croissance soutenue de leurs relations économiques, ces dernières étant appelées à continuer de s'épanouir davantage grâce à l'EVFTA. Celui-ci représente en effet une nouvelle et grande opportunité pour les entreprises européennes comme vietnamiennes.

À cette occasion, un guide sur l'EVFTA préparé par la délégation de l'Union européenne au Vietnam a été présenté aux participants. Ce document s'adresse à la communauté des entreprises pour lui donner des informations utiles sur l'EVFTA et l'aider à avoir pleinement confiance dans les exportations de leurs produits dans l'union, un marché difficile mais recelant de riches potentiels.

Ce colloque était conjointement organisé par le ministère de l'Industrie et du Commerce, la délégation de l'Union européenne au Vietnam, et le projet européen de soutien aux politiques de commerce et d'investissement (EU-MUTRAP).

Industry News | Time : May 27 2016 8:50AM

## Vietnam textile and garment exports increase

According to Vietnam Customs, textile and apparel shipments in April were down 6.12% from the previous month, to US\$1.7bn which, however, was an increase of 12.37% y-o-y.

Vietnam Textile and Garment Exports			
	Value (USD)	Change v prev month (%)	Y-o-Y Change (%)
2016			
January	2,047,236,979	-7.21%	6.73%
February	1,229,359,050	-39.95%	-8.35%
March	1,861,961,109	51.46%	14.40%
April	1,748,038,383	-6.12%	12.37%
Total	6,886,595,521		6.89%

Source: Vietnam Customs

Cumulative exports during the first four months of 2016 reached US\$6.89bn, rising 6.89%, against the corresponding timeframe of the last year.

From January to April, yarn exports expanded 4.99% annually, to US\$840m, although the trading volume jumped 13.05%, to 339,412 tonnes. And the garment exports from January to April climbed 6.62% on an annual basis, to US\$5.67bn.

Source: WTIN

Last update 08:00 | 03/06/2016

## Mid-, high-end products could save Vietnamese garment companies

*VietNamNet Bridge - Vietnamese garment companies are increasingly concerned as foreign partners are placing orders with producers from Laos and Myanmar. They have been told to focus on making mid- and high-end products.*



Chair of the Vietnam Textile and Apparel Association (Vinatas) Vu Duc Giang said at a conference in HCM City in late April that the Vietnam's textile & garment industry is facing big challenges.

Giang said many small and medium enterprises have had to shut down because they could not get orders to retain jobs.

A lot of partners have shifted to place orders with Myanmar and Lao instead of Vietnam because exporters from the two countries can enjoy preferential tariffs when exporting goods to US and European markets.

**Many small and medium enterprises have had to shut down because they could not get orders to retain jobs.**

Le Quang Hung, chair of Garmex Saigon, said he was worried about the strong rise of rivals from Myanmar, Laos, Cambodia and Bangladesh, admitting that the companies there can fulfill orders at more competitive prices than Vietnamese companies thanks to the lower labor

costs.

However, Hung said that the problem was not too serious for the company because Garmex Saigon in recent years has been gathering strength on making products which require high-level technique.

“We may be uncompetitive in implementing big orders with low prices, but we have high advantages in implementing orders placed by mid- and high-end brands,” he said.

At the enterprise with more than 4,000 workers, the factories in Vung Tau City and Quang Nam province, which have lower production costs, are in charge of making products which do not require high technique, such as T-shirt and jeans. Meanwhile, its factory in HCM City focuses on implementing high-value orders which require higher technical standards.

Hung believes that what Vietnamese companies should satisfy choosy clients, rather than cut selling prices to compete for low-value orders.

Nguyen Huu Toan, deputy general director of the Sai Gon 2 Garment Company in Tan Binh district, HCM City, also said his company was taking necessary measures to renovate its operation to make it adapt to the new period of development, when TPP takes effects.

He said the company was now looking for domestic suppliers to implement the plan on shifting to domestic input materials instead of Chinese materials, which would allow the company to enjoy TPP preferential tariffs.

Meanwhile, Vinatex, the Vietnamese leading garment corporation, is implementing a plan on shifting from CMT (cut, make, trim) model to FOB (free-on-board, i.e selling definitively), while striving to the ODM (original design manufacturer) model to obtain better margin profit.

Vinatex hopes that 60 percent of its exports would be FOB products by 2020, while the ODM would be 20 percent.



# EVALliance

[Accueil](#)[Qui sommes nous ?](#)[ACCUEIL](#)[RÉGLEMENTATIONS](#)[BUSINESS PROPOSALS](#)[ACTIVITÉ DE L'ASSOCIATION](#)[ÉTUDES](#)

## Sourcing et Coopération Textile-Habillement au Vietnam

Samedi 11 juin 2016

Evalliance organise le 23 juin matin une réunion d'information sur le partenariat industriel et commercial textile-habillement avec le Vietnam, La réunion se tiendra au siège de la Fondation Prospective & Innovation, organisme est présidé par M. Jean-Pierre Raffarin, ancien Premier Ministre. Participation gratuite, sur invitation. Nombre de places strictement limité. Les demandes d'inscription sont à adresser à [contact@evalliance.eu](mailto:contact@evalliance.eu) (enregistrement selon l'ordre d'arrivée)



LES RENCONTRES D'EVALLIANCE  
Le Vietnam . 23 juin



### Programme

Allocution bienvenue, Le Vietnam et son économie  
**Serge DEGALLAIX**, Ancien Ambassadeur de France au Vietnam,  
Directeur Général de la Fondation Prospective et Innovation,

Evalliance et son programme 2016  
**Jean-François LIMANTOUR**, Président d'Evalliance  
**Catherine ABONNENC**, Directeur des partenariats d'Evalliance

Les relations partenariales France-Vietnam  
**NGUYEN NGOC SON**, Ambassadeur du Vietnam en France

Les exportations vietnamiennes d'habillement  
**Jean-François LIMANTOUR**, Président d'Evalliance

Les caractéristiques de l'offre vietnamienne  
**Anne-Laure LINGET**, Directrice des affaires économiques d'Evalliance

Les coûts salariaux au Vietnam  
**Roger ZACAROPOULOS**, Secrétaire général d'Evalliance

Témoignage d'un industriel français établi au Vietnam  
**François-Fauche SCHREDER**, CEO de DSP Lingerie Vietnam

Forum d'affaires Franco-Vietnamien  
Ho Chi Minh Ville 26-28 octobre 2016.

---

Lieu de la conférence : Fondation Prospective et Innovation, 63  
avenue de Suffren, 75007 Paris. Metro : La Motte-Piquet  
Accueil à partir de 8h30. Conférence de 9h00 à 11h45  
Sur Invitation - Inscriptions : [contact@evalliance.eu](mailto:contact@evalliance.eu)





WEDNESDAY, 25 MAY 2016 19:12

## **TPP COULD HUGELY BENEFIT VIETNAM**

Vietnam one of the poorest members of TPP's first round of members. But the nature of its economy – manufacturing and export-driven – means that falling tariff barriers with the US and other member states could be a huge boon to its economy. TPP (Trans Pacific Partnership) offers Vietnam preferential access to markets representing 40 per cent of global GDP. This can provide producers in Vietnam with a significant advantage over non-TPP countries in areas such as apparel or agriculture. In such sensitive sectors in some TPP countries, duties can peak well into the double-digit range.

Moreover, TPP will tackle non-tariff barriers to trade as well, which often impose significant barriers to trade. For example, TPP will streamline customs procedures and improve transparency of related regulations. Such trade reforms will offer Vietnam an economically important expansion of market access to the TPP region.

Vietnam's competitively low cost of labor, compared to the other Asean nations in the TPP like Brunei, Singapore and Malaysia, and its young and growing middle-income economy, makes it an appealing destination for companies to expand into. The TPP will significantly enhance Vietnam's attractiveness both as a market and a production hub. However, even if it is immediately implemented, TPP will not have a major impact on trade until at least 2021.

SATURDAY, 04 JUNE 2016 18:45

## FOR VIETNAM, TPP'S RATIFICATION VITAL BEFORE LOOKING AT REAL GAINS

*"The US Congress last July gave the President fastrack authority, or Trade Promotion Authority (TPA), which led to the conclusion of negotiations over the TPP in February this year as the most positive step so far. In other words, US lawmakers will give the trade pact an up or down vote, without any amendment."*



On his recent visit to Vietnam President Barack Obama promoted the ratification of the TPP trade agreement. However, the moot point is, if the President will be able to make it possible on the other side of the equation - the US Congress to pass it in the remaining time of his presidency. According to the resolution made in April, Vietnamese lawmakers would enact the Trans-Pacific Partnership trade agreement (TPP) at the first sitting of the new National Assembly. The

government has even assigned relevant agencies the task of revising laws and regulations to conform to the TPP.

Meanwhile, the US Congress last July gave the President fastrack authority, or Trade Promotion Authority (TPA), which led to the conclusion of negotiations over the TPP in February this year as the most positive step so far. In other words, US lawmakers will give the trade pact an up or down vote, without any amendment.

### TPP faces an uncertain future

However, so far nobody can say when the US Congress would discuss TPP's ratification. And 2016 being an election year, ratification, remains a big question. As a tradition, the US administration often relies on Republicans for the passage of a trade pact because Democrats normally oppose free trade agreements of that nature. Even former Secretary of State Hillary Clinton, who played a crucial role in TPP negotiations, now a US presidential hopeful, has declared her opposition to TPP's ratification.

Meanwhile the Republican presidential candidate Donald Trump, made it clear a long time ago that the TPP should start all over again. The fact that leading US

presidential candidates have turned their back on the TPP also means that US lawmakers would not ignore it if they want to win support from voters who want to reinstate protectionism.

Consequently, what Obama could do, is to manage and bring about the discussion and ratification during the “lame duck” session, meaning when new Congress has been elected but has not taken office, ratification by incumbent lawmakers may not influence the prestige of every of them. Whether Obama could make this possible remains unanswered, at least as far as his Democrats are concerned.

The TPP can be effective without the ratification of all 12 members. Within the next two years, if at least six countries accounting for 85 per cent of the trade pact’s gross domestic product (GDP) could ratify it, then the agreement would take effect after 60 days (after the two-year term ends).

The US however, alone makes up 62 per cent of the TPP’s total GDP while Japan accounts for 17 per cent. The trade pact will never materialise if one of these two countries does not endorse it. Furthermore, in the case of Vietnam, main benefits from the TPP are from trade with the US. Everybody expects 98 per cent of the value of Vietnam’s agricultural and fishery exports and 75 per cent of industrial exports stateside to be exempted from import tariffs as soon as the TPP becomes valid. Likewise, up to 95 per cent of tax lines effective on textile and garments will be exempted or slashed with the TPP validity.

### **‘Rule of Origin’ vital for eligilbity**

To be eligible for TPP favorable tax rates, Vietnam’s textile and garment exports have to meet the ‘yarn forward’ rule of origin. That’s why Vietnam has welcomed foreign-invested projects in weaving and dying industries. Despite frowns of concern over the environmental effect, the ‘yarn forward’ phrase may have gained enough weight to partly impact endorsements of these projects. One could conclude that whatever Obama would say or whatever the American political scene could be, the environmental factor will be the decisive factor, not the urge from somebody or industry.

SATURDAY, 11 JUNE 2016 18:56

## COOPERATION IS THE BUZZWORD TO CREATE SUSTAINABLE DENIM

*"Industry leaders behind Rational Denim are hoping their collaborative project around responsibly produced denim will help pave the path for others to follow. Major players like Archroma, Garmon, Lenzing and Royo, each an expert in its respective area of supply chain, share the same belief that denim garments can be made in a more responsible way. And that's exactly what the four set out to prove when they decided to team up."*



Industry leaders behind Rational Denim are hoping their collaborative project around responsibly produced denim will help pave the path for others to follow. Major players like Archroma, Garmon, Lenzing and Royo, each an expert in its respective area of supply chain, share the same belief that denim garments can be made in a more responsible way. And that's exactly what the four set out to prove when they decided to team up.

### Sharing innovations



The 'Roadmap to Rational Denim,' to give the project its full title, debuted at Kingpins in Amsterdam recently, showcasing a prototype collection produced with the most efficient use of resources - particularly water - from fiber to finish. According to Alberto De Conti, Chief Marketing Officer at Garmon, they were drawn to the idea of being part of a group of companies that's truly science-driven; a pool of industrial realities bringing to the table results that are rooted in sound research and development. Rational Denim takes a respectful distance from a number of so-called 'sustainable' market initiatives that are superficial, if not artificial. It is about delivering a pragmatic, highly responsible, very credible approach to denim product innovation and making it available to the creative minds throughout the world. As per Archroma's estimates, nearly two trillion liters of water are consumed monthly in the production of 167 million pairs of jeans.

Each company contributed its expertise in a particular part of the denim manufacturing pipeline, to that end: Lenzing brought its class-leading fiber Tencel to the table; Archroma offered its Advanced Denim dyeing technology for indigo alternatives; Royo, with its years of experience using Tencel, produced the fabrics, both 100 per cent Tencel and cotton blends; and Garmon's Green Screen-approved products simplified the finishing process.

An exhibition space was set up so that designers in search of inspiration could discuss their projects and ideas with representatives from the participating companies at Kingpins.

### **Flexibility and scope**



The impression the denim players received was that a denim article produced in a fully sustainable way, cotton to final garment, and would not be attractive enough, with a totally different look to what is considered conventional denim. The stakeholders wanted to prove that this perception did not have a rational and that it was actually the other way round points out

Miguel Sanchez, Head of Archroma. Not only could Rational Denim offer the same type of looks expected in conventional denim, but it could also widen the scope of colors, effects and final looks that are expected in a continuously evolving article like jeans.

Sanchez added that the most important aspect of the project is that the Rational Denim concept allows this flexibility, all within a production model where water and other resources are saved in each single step along the line. Andrew Olah, Founder and organizer of Kingpins, adds the project showed that sustainability is not a boundary. It is a source of inspiration and desire for fashion with soul and care.

Nevertheless, something is still holding denim mills back from integrating more sustainable practices, while a technology such as Archroma's Advanced Denim is said to cut water consumption by 92 per cent, as well as energy usage by 30 per cent and waste by 87 per cent.

Suggested De Conti that fabric mills find themselves squeezed between the marginal, premium price they have to pay for responsible innovation in fibers, dyes and chemicals, and the reluctance shown by some of their brand and retail customers to take part of that burden onboard. As the Rational Denim tagline puts it, creativity without sustainability no longer makes sense.

Sanchez opined that brands are the connection between two dimensions - the end consumer and production - and brands should play an active role in informing end consumers about what it takes to make the jeans and the implications for the environment, so that everything isn't about look and price.