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Forte poussée en Europe des importations d'habillement du Sud-Est asiatique !

25 Septembre 2015

Alors que la consommation finale européenne d'habillement reste atone, les importations de vêtements de l'UE demeurent très actives, progressant même de 11,9 % au cours des sept premiers mois de 2015 par rapport à la même période de 2014 et provoquant un nouveau recul de la part occupée par les producteurs européens sur leur propre marché.

Importations d'habillement de l'Union européenne, par zone (sept premiers mois de l'année)							
	2013	2014	2015	2013	2014	2015	2015/2014
Asie	27530864440	30212325340	35192153120	73,1%	73,8%	76,8%	16,5
PM	8112763500	8561083890	8354466460	21,5%	20,9%	18,2%	-2,4
Autres	2003948100	2168437680	2284204150	5,3%	5,3%	5,0%	5,3
Le Monde	37647576040	40941846910	45830823730	100,0%	100,0%	100,0%	11,9

Source : Eurostat

L'Asie poursuit sa progression rapide : sa part dans les importations européenne d'habillement est ainsi passée de 73,1 % à fin septembre 2013 à 73,8 % en septembre 2014 puis à 76,8 % cette année. A l'inverse, les fournisseurs méditerranéens voient leur part décliner régulièrement depuis 2013 pour tomber, fin septembre 2015 à 18,2 %. Il en est de même pour les autres fournisseurs (Afrique, Amériques, Europe hors UE, zone Pacifique,...) dont la part n'est plus que de 5,0 %

Certains fournisseurs asiatiques d'habillement de l'U.E ont des croissances très fortes. C'est le cas notamment du Bangladesh (+25,9 %), du Cambodge (+33,6 %), du Vietnam (+28,4 %), du Pakistan (+26,6 %), de Hong Kong (+33,4 %), et surtout du Myanmar/Birmanie (+69,8 %). La Chine reprend des couleurs après deux années en demi-teinte (+10,9 %) ; de leur côté, l'Inde (+12,3%) et le Sri Lanka (+10 %) résistent assez bien.

A l'inverse, des fournisseurs asiatiques, les principaux pays méditerranéens enregistrent une baisse préoccupante de leurs exportations d'habillement : Turquie (-1,7 %), Maroc (-2,3 %), Tunisie (-7,6%). L'Egypte progresse mais faiblement (+4,6%).

A l'exception des Etats-Unis (+27%) et de la Suisse (+10,1%), les fournisseurs situés dans les autres régions du monde enregistrent des scores plutôt décevants. En Europe (hors UE), la Macédoine (-3 %), l'Ukraine (-9,8%), la Moldavie (-3,3%), la Géorgie (-16,1%), l'Arménie (-7,3%), chutent alors que d'autres pays comme l'Albanie (+2,1%) ou le Belarusse (+1,6%) stagnent.

En Afrique, l'Ethiopie présentée comme le futur « nouvel atelier d'habillement du monde » ne participe qu'à hauteur de 0,03 % aux importations totales européennes d'habillement et recule même de 32,8 % à fin septembre 2015 par rapport à fin septembre 2014.

Importations d'habillement de l'Union européenne (sept premiers mois de l'année)						
Rang	Fournisseurs	Sept premiers mois de 2014		Sept premiers mois de 2015		2015/2014
		Euros	%	Euros	%	%
1	Chine	14 385 476 050	35,1%	15960237480	34,8%	+ 10,95
2	Bangladesh	6 513 325 830	15,9%	8199162510	17,9%	+ 25,88
3	Turquie	5 525 524 380	13,5%	5433338420	11,9%	- 1,67
4	Inde	2982759350	7,3%	3349626410	7,3%	+ 12,30
5	Cambodge	1151793980	2,8%	1539428330	3,4%	+ 33,65
6	Vietnam	1162810100	2,8%	1492502970	3,3%	+ 28,35
7	Maroc	1436629550	3,5%	1403810650	3,1%	- 2,28
8	Pakistan	1049292560	2,6%	1328301230	2,9%	+ 26,59
9	Tunisie	1323318940	3,2%	1222751620	2,7%	- 7,60
10	Sri Lanka	848183290	2,1%	932675690	2,0%	+ 9,96
11	Indonésie	715619190	1,7%	761430270	1,7%	+ 6,40
12	Hong Kong	297038040	0,7%	396199260	0,9%	+ 33,38
13	Suisse	355790330	0,9%	391747050	0,9%	+ 10,11
14	États-Unis	258297460	0,6%	327958140	0,7%	+ 26,97
15	Thaïlande	309444420	0,8%	310062320	0,7%	+ 0,20
16	Macédoine	290054310	0,7%	281510110	0,6%	- 2,95
17	Egypte	233999310	0,6%	244835950	0,5%	+ 4,63
18	Serbie	188663940	0,5%	201793010	0,4%	+ 6,96
19	Myanmar	113157520	0,3%	192082670	0,4%	+ 69,75
20	Ukraine	175475190	0,4%	158335010	0,3%	- 9,77
	Autres	1 625 193 170	4,0%	1 703 034 630	3,7%	+ 4,79
	Toutes origines	40 941 846 910	100,0%	45830823730	100,0%	+ 11,94

Source : Eurostat

En conclusion, ces statistiques d'Eurostat apportent un nouveau démenti aux assertions selon lesquelles :

- 🌿 On assisterait à un reflux vers l'Europe de la production d'habillement délocalisée en Asie ;
- 🌿 Les fournisseurs de proximité de l'UE, à savoir les pays européens hors UE tels que la Macédoine et méditerranéens tels que le Maroc, la Tunisie ou la Turquie profiteraient d'un relatif désengagement en Asie des donneurs d'ordres ;
- 🌿 L'Afrique monte en puissance et jouera bientôt un rôle de premier plan pour le sourcing européen d'habillement

La vérité est que la production européenne d'habillement décline chaque année un peu plus, que l'Europe est inondée de vêtements importés et que l'Asie, en particulier l'Asie du Sud-Est, domine sans partage les grands marchés mondiaux (UE, Amérique du Nord, Asie) tant comme producteur qu'exportateur.

Jean-François Limantour
Président d'Evalliance
25 septembre 2015



Algérie : le turc Taypa va construire huit usines de textile

7 septembre 2015



Les travaux de réalisation du pôle industriel des textiles menés par la co-entreprise algéro-turque Tayal débuteront en novembre prochain. Objectif : répondre à la demande locale d'habillement.

Le futur pôle industriel, implanté sur le parc de Sidi El Khettab, à 20 km au nord de Relizane, dans l'ouest de l'Algérie, abritera huit usines intégrées spécialisées dans la production de textile (chemises, pantalons jean, articles de bonneterie, finissage de tissus...).

Le montant de l'investissement est estimé à 150 milliards de dinars (environ 1,3 milliard d'euros).

Co-entreprise

Ce projet industriel sera porté par la société mixte algéro-turque Tayal, conformément à [la règle 51/49](#) régissant l'investissement étranger dans le pays. Les actionnaires de cette co-entreprise sont composés des entreprises publiques Confection et habillement (30%) et de Texalg (21%) pour la partie algérienne. Les 49% restant du capital sont détenus par la société turque Intertay, filiale du groupe turc Taypa.

Ce site industriel vise à répondre à la demande locale en matière d'habillement avec 40 % de sa production destinée au marché national.

Emplois

Accompagné d'une école de formation, ce complexe de textiles, qui devrait générer plus de 25,000 emplois, tend aussi à relancer un secteur moribond, affecté entre 1990 et 2000 par la disparition de plus de 25 entreprises et 250 000 emplois, selon la

Fédération nationale des textiles et cuirs. Par ailleurs, il souffre de la concurrence du textile chinois, depuis les années 2000.

Grâce à la réalisation d'une usine de fibres synthétiques (matière première de tissus), les partenaires du projet prévoient de consacrer 60% de la production à l'exportation. Les travaux débuteront au mois de novembre 2015 et devraient s'achever à l'horizon 2018.

Ce futur projet sera la deuxième implantation du groupe Taypa en Afrique. Ce leader du textile en Turquie dispose déjà d'une usine en Egypte située dans la banlieue du Caire.



Denim is a playground where the denim artists of the world play and let loose their imaginations on this ever changing canvas of the most beautiful fabric devised. Starting as workwear , the fabric is now facing the ‘**Athleisure Threat**’ as many would say. But it is only in challenge that denim has thrived. Challenge continuously raises the bar for this versatile fabric and pushes the ‘Denim Players’ to jump notches above it as athletes do in a playground. The more they stretch themselves, more the denim evolves !

The fourth edition of Denimsandjeans.com Bangladesh , scheduled to be held on 7th and 8th October (2015) at Radisson Dhaka, derives its inspiration from these ‘**Denim Players**’ and has aptly selected ‘Denim Playground’ as its theme. The October show shall be a ground where is scheduled to be held on

October 7 and 8 at Hotel Radisson, Dhaka. The theme of the show shall be ‘**Denim Playground Dhaka**’ where coolest exhibitors from around the world shall bring out their sporty innovations to the visitors who travel long distances to visit the show. It shall be a ‘PLAYGROUND FOR DENIM LOVERS’.

Register here
to get an invite

Our last edition had hundreds of companies visiting the show including some of the most reputed retailers, factories, buying houses, brands etc. Some of these were **Tesco, Tom Tailor, C&A, Carrefour, Coolcat, Celio, Charles Voegele, Cortefiel, Uniqlo, S.Oliver, Wal Mart, Debenhams, Dewhirst, El Corte Ingles, Esprit, Groupo Coin, H&M, HEMA, Hermes, OTTO, O’stin, Inditex, Kappahl, Kmart, LCWaikiki(Tema), Levi Strauss & Co, Li & Fung, Lindex, Marks & Spencer, Mondial, New Times, Next, Perry Ellis, PVH, Redpoint, S. Oliver, Sainsbury’s, Target, VF** etc.

We were also fortunate enough to have ‘The Godfather of Denim’ – Adriano Goldschmied with us in our last edition besides renowned denim consultant – Piero Turk. The comments from Adriano on his first visit to our show (and also to Bangladesh) were very encouraging for us as well for the industry. [See the video](#)

We were fortunate to have some of the best companies in the world join us at our last show and thank them once again for their continuous support.

Exhibitors From Our Last Show- March'15 Edition

Artistic Fabric Mills	Artistic Milliners	Arvind Limited
Bhaskar Industries (P) Limited	Denim International	Deridesen
Envoy Textiles Limited	Foison	Freedom Denim
Ginni International	Hameem	Indigo Textile Pvt Ltd
Litun Fabrics Limited	Mafatlal Industries Ltd.	Naveena Denim Ltd. (NDL)
Naveena Export	Orta Anadolu	Oswal/Nahar
Pacific Denims Ltd.	Prosperity Textile (H.K.)Ltd.	S. M. Denim Mills

Siddiqsons Limited	Soorty	Synergies Worldwide
Vicunha Textil S.A.	Wintex Trims	

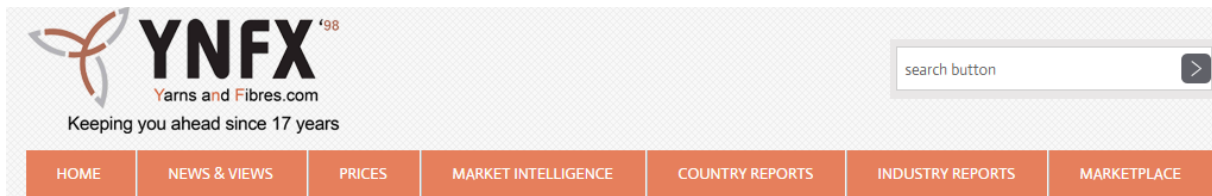
Sustained focus on **Eco Sustainability** has always been our mantra through our website as well through our shows. In the last show , we were also fortunate to have [GIZ](#) -Deutsche Gesellschaft für Internationale Zusammenarbeit Gmb as our technical partners for the organization of the panel discussion “**Development Prospects in Denim Production – the Way Forward**” which was a small effort on our part to bring more focus on **Eco Sustainability**.

And last but not the least was our Fashion in Denim event ‘**FASHIONIM**’ which was sponsored by three of our esteemed exhibitors.

Fashionism

AT
DENIMSANDJEANS.COM BANGLADESH





Bangladesh textile sector earned \$128,000mn in six fiscal years

YarnsandFibers News Bureau, 2015-09-10 15:00:00 - Dhaka



Bangladesh government has set a target to earn foreign currency of \$28,447.57m in the current fiscal year of 2015-16 after its textile sector earned foreign currency of \$128,203.71 million in the six fiscal years since 2009-10, according to the statistics placed in the Parliament by Textile and Jute Minister Md Emaz Uddin Pramanik yesterday.

The textile sector earned foreign currency of \$26,509.77m in FY2014-15, \$25,508.77m in FY2013-14, \$22,556.73m in FY2012-13, \$21,496.57m in FY2011-12, \$19,002.78m in FY2010-11 and \$13,129.09m in FY2009-10.

The minister also said that Bangladesh exported a total of 84.37 lakh bales (1 bale = 181kg) in the last five fiscal years, from 2010-11 to 2014-15. While, the amount of exported jute was 111.08 lakh bales from 2005-06 to 2009-10.

Bangladesh has exported jute to Pakistan, China, India, Brazil, Ivory Coast, Vietnam, Korea, Russia, Djibouti, Nepal, Cuba, Germany, UK, USA, El Salvador, Philippines, Tunisia, Belgium, Netherlands, Ethiopia, Japan, Thailand, Spain, Iran, South Africa, Turkey and Italy.

The Bangladeshi textile and garment manufacturing sector is fuelled by young, urbanizing, workers many of whom are women. It is the sixth largest apparel supplier to the United States and EU countries.

Major products exported from Bangladesh include polyester filament fabrics, man-made filament mixed fabrics, PV fabrics, viscose filament fabrics and man-made spun yarns. Major garments exported include knitted and woven shirts and blouses, trousers, skirts, shorts, jackets, sweaters and sportswear, among other fashion apparel.



La Birmanie, nouvel eldorado de l'industrie mondiale du textile

23 Sept. 2015, 08h53 | MAJ : 23 Sept. 2015, 08h53



14 RÉAGIR

Des ouvriers travaillent dans une usine textile située dans la zone industrielle de Shwe Pyi Thar (banlieue de Rangoun), le 18 septembre 2015 **(AFP/Ye Aung Thu)**

Htet Myat Nyein fait partie des milliers d'ouvrières cousant désormais en Birmanie des vêtements pour l'industrie mondiale du textile, vantée comme un facteur clef de modernisation d'une économie encore très largement informelle et rurale. "J'ai appris à coudre dans cette usine," explique l'ouvrière, sa voix à peine audible au milieu du vacarme des machines à coudre de cet atelier du groupe Shweyi Zabe, perdu dans une banlieue industrielle de Rangoun en plein développement.

Dans ce quartier de Hlaing Thar Yar, la plupart des habitants dépendent encore des mandats envoyés par leurs proches partis travailler à l'étranger, notamment en Thaïlande voisine, faute d'alternative.

Mais depuis l'ouverture du pays à l'économie de [marché](#) depuis l'autodissolution de la junte en 2011, le marché du travail est en pleine mue, après des décennies d'économie

informelle et de marché noir, marquées par la mauvaise [gestion](#) des militaires. Dans cette banlieue de la capitale économique birmane, l'horizon ne s'est cependant guère élargi: on peut "soit travailler comme ouvrière du textile soit dans des salons de beauté, c'est tout", tempère Htet Myat Nyein, ses joues colorées de tanaka, poudre végétale jaune largement utilisée par les classes populaires dans ce pays d'Asie du sud-est.

Cette question du développement de l'[emploi](#) manufacturier est au cœur des préoccupations des plus de 30 millions d'électeurs appelés à voter le 8 novembre pour des législatives auxquelles le parti de l'opposante Aung San Suu Kyi est donné gagnant. Celle-ci ne s'y est d'ailleurs pas trompée, se rendant il y a quelques semaines dans un atelier textile de Rangoun pour discuter avec des ouvrières de leurs conditions de vie, avec l'actrice Angelina Jolie, également envoyée spéciale de l'ONU. Les ouvriers du textile sont évalués à 300.000, contre 140.000 en 2013, selon les chiffres officiels.

Bien que le programme économique de la Ligue nationale pour la démocratie (LND) d'Aung San Suu Kyi soit peu étoffé, il mentionne la nécessité d'accorder des "salaires raisonnables" entre autres "garanties pour les salariés".

- "Renaissance manufacturière" -

Sean Turnell, expert de l'économie birmane, se dit confiant dans la mise en place par la LND, une fois les élections remportées, d'une politique économique permettant "la renaissance manufacturière" de l'ancienne colonie britannique. Partant de loin, la Birmanie est aujourd'hui classée par la Banque mondiale au 4e rang des pays connaissant la plus forte croissance.

Le pays a inauguré mardi sa première zone économique spéciale à Thilawa, près de Rangoun, entre autres réformes économiques menées depuis 2011. Le gouvernement de transition actuel a ainsi déjà mis en place récemment un salaire minimum journalier de 3.600 kyats (2,40 euros), face aux exigences de régulation du monde du travail. Une annonce saluée par les grandes marques internationales ayant déjà fait, comme H&M ou Gap, le pari de relocaliser une partie de leur production dans l'ex-Etat paria.

Les salaires bas permettent jusqu'ici à la Birmanie de concurrencer des pays voisins comme le Vietnam ou le Cambodge, qui ont déjà largement développé leur industrie textile.

La Birmanie, idéalement située entre l'Inde et la Chine, fait figure de petit nouveau sur ce marché très concurrentiel de la confection.

Le textile représente 14% des exportations globales de la Birmanie, selon les données de 2014 de l'Association des industriels du textile de Birmanie. Un chiffre qui devrait encore grimper cette année, affirme l'association, qui assure que 70% des emplois industriels à Rangoun, la capitale économique, sont déjà dans ce secteur. Mais la régulation en cours du secteur ne fait pas que des heureux, certains ateliers textiles assurant ne pas pouvoir payer le salaire officiel.

- Grogne des ouvrières-

Les syndicats, encore balbutiants en Birmanie, dénoncent un millier de licenciements depuis l'imposition du salaire minimum le 1er septembre. Et la grogne des ouvrières du textile pourrait venir bousculer une campagne électorale pour l'heure atone, à part les meetings d'Aung San Suu Kyi. Certains employeurs ont cessé de payer les heures supplémentaires ou les frais de transport afin de compenser cette soudaine contrainte, selon le journal officiel New Light of Myanmar.

Hayman San fait partie d'un groupe de 200 ouvrières licenciées sans cérémonie par leur usine récemment.

"Je n'ai rien fait de mal. Je suis en colère", confie la jeune femme de 27 ans, qui vit dans la banlieue de Hlaing Thar Yar, dans une de ces maisons de bambou rudimentaires désormais cernées par les ateliers et usines flambant neuves.

Myanmar bullish on inflow of foreign direct investment

NAY PYI TAW *September 21, 2015 1:00 am*

THOUGH some foreign investors cast doubts on Myanmar's potential, the country is bullish about greater inflows of foreign direct investment in the years to come thanks mainly to infrastructure requirement.

At the Myanmar Global Investment Forum, Aung Naing Oo, director general of the Directorate of Investment and Company Registration and secretary of Myanmar Investment Commission (MIC), said Myanmar expects to welcome a significant inflow of FDI by 2017 thanks to the better legal framework, the very modernised investment law and better infrastructure.

The DICA has said, foreign investment worth US\$2.9 billion has been approved in the 2015-16 fiscal year, starting April. MIC targets \$6 billion in the year. In the last fiscal year, the amount hit \$8.01 billion.

To achieve this, Aung Naing Oo said the government has been making efforts to create a better business climate by easing the restrictions and modernising rules and regulations over the past three years. Meanwhile, the country's infrastructure needs are huge.

Part of the modernisation concerned the consolidation of two investment laws - the Foreign Investment Law and Myanmar Citizens Investment Law - to create a level playing field. Sectors restricted to foreign ownership will be clearly defined.

Aung Naing Oo said that MIC has not yet decided on the sectors but this will depend chiefly on local business community concerns.

"But I am sure we will liberalise more in the new law and make it as little as possible for restrictions," he said.

The MIC, which deals directly with foreign investment, recently moved its office from Nay Pyi Taw to Yangon, the country's largest commercial city. A one-stop service centre was established while licensing regulations are shortened.

Myanmar to consider tariff cut for Taiwanese fabrics

September 17, 2015 (Taiwan)



Myanmar has agreed to study the possibility of lowering its tariffs on imported Taiwanese fabrics in what is seen as a goodwill gesture following an economic dialogue between Taiwan and Myanmar, a Taiwanese news agency has reported.

Myanmar's decision to consider tariff cut came after a Taiwanese delegation led by Yang Jen-ni, head of the Ministry of Economic Affairs' Bureau of Foreign **Trade**, visited Yangon from September 9 to 12 and met economic authorities in the **country**.

After their meeting, the two sides signed a joint statement pledging to facilitate trade and investment between the two countries.

Importers of Taiwanese fabric in Myanmar are currently required to pay import duties of 5-15 per cent, according to the ministry. It did not say if fabrics made in other countries receive preferential tariff treatment from Myanmar.

The ministry said fabrics are one of Taiwan's few important export items to Myanmar, accounting for 14 per cent of Taiwan's outbound sales to the country with exports worth \$32 million. (SH)



Cambodge : un institut de formation pour la main d'œuvre locale

Assez de main d'œuvre étrangère ! C'est en substance le message lancé par le Cambodian Garment Training Institute (CGTI) qui, avec l'aide de l'Agence Française pour le Développement (AFD), va ouvrir ses portes dans la zone économique spéciale de Phnom Penh.



AFP

Cette initiative vise à former une force de travail cambodgienne pour faire fonctionner les usines locales d'habillement. Des centres de production où fleurit pour l'heure une main d'œuvre chinoise, bangladaise, sri-lankaise, philippine ou encore singapourienne.

L'institut devrait former quelque 1 600 travailleurs durant les premiers temps, ainsi que 240 universitaires réunis au sein d'un programme spécifique. L'un des objectifs sous-jacents est d'améliorer la communication au sein des usines, où les très nombreux managers étrangers et les travailleurs textiles cambodgiens ne parviennent pas à se comprendre quant aux instructions.

Le Cambodge a piloté 5,7 milliards de dollars d'exportations d'habillement en 2014. Le secteur repose sur 1 200 usines et emploie 700 000 personnes. Début 2014, les ouvriers avaient fait grève pour demander un doublement de leur salaire à 160 euros. Des heurts avaient provoqué quatre morts.

En novembre 2014, le gouvernement cambodgien annonçait une hausse du salaire minimum à 102 euros mensuels contre 80 dans l'industrie textile.

Par **Matthieu Guinebault**



Struggle for a decent wage leaves Cambodia's garment workers in limbo

By **Asian Correspondent Staff** Sep 25, 2015 3:31PM UTC

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Cambodian garment workers return to a factory after their lunch break in Phnom Penh. Pic: AP.

By Alexandra Demetrianova

THE garment industry is Cambodia's leading export sector (80 percent) and puts the developing country among the most attractive textile sourcing regions of the world, along with China, India and Bangladesh. While a huge part of country's GDP and employing over 700,000 people, mostly women, the garment sector wages situation has been controversial. Just this week garment trade unions in Cambodia failed to reach an agreement on how much to ask for as a minimum wage from employers in the upcoming negotiations.

The struggle for decent wages as well as work safety and conditions has been going on for several years now, sparking strikes, protests and even clashes between garment factory workers and deployed security forces. Cambodia's government is attempting to strike a balance between what the unions and workers want – as high as possible, and

what the textile producers and manufacturers prefer – the lowest possible. If the minimum wage is set too high, Cambodia’s garment sector workers might become simply too expensive and clothing giants such as H&M, Puma or Marks & Spencer could move elsewhere – for example to Burma (Myanmar), where labor is far cheaper and the country is opening up to foreign companies and manufacturers.

On Wednesday, garment trade unions representing some of 700,000 garment workers failed to reach consensus on a new minimum wage. At least one major union refused to participate in the secret vote. More than a dozen garment sector unions were present at this third attempt in just one week. The current monthly minimum wage in the textile industry stands at US\$128 dollars. The new rate is to be proposed in front of the Labor Advisory Committee (LAC), which is composed of trade unions, employers and Cambodian government representatives. Those negotiations get underway today, but it’s not clear what the unions will present as their new demand having failed to reach an agreement among themselves.

The limbo however, could be a result of government intervention. Just a day ahead of trade unions negotiations, Labor Ministry spokesman Heng Sour warned that the unions had to agree on one single number, otherwise they won’t have a say in the tripartite LAC negotiations. Following the warning, the largest of independent unions abstained from the union vote. “The Coalition of Cambodian Apparel Workers’ Democratic Union (CCAWDU) is upset with the vote system, so we did not join the vote. We don’t need to vote; we need to find consensus,” said deputy president Mr. Kong Athit.



Cambodia’s garment industry supplies H&M and other major Western brands. Pic: AP.

The CCAWDU accused pro-government forces of orchestrating the secret vote, particularly Chuon Mom Thal, who is an adviser to Labor Ministry and also leads a prominent pro-government union. The independent unions on the other hand want to decide their own figure and reach a consensus rather than secretly vote. CCAWDU

originally aspired for a US\$207 minimum wage, but then lowered their expectations to \$178.70. The pro-government unions supported a much lower figure. Mr. Mom Thal revealed the secret vote was supposed to decide between five options – between US\$150 and US\$178. Apparently, most unions – nine out of 14 – voted for \$158. “The majority approved this number, so more or less I have to go with it,” Mr. Mom Thal said, adding he would send a letter to LAC submitting the \$158 as official wage proposal by trade unions.

Clearly there is much pressure in the garment sector minimum wage struggle from all sides. According to the Cambodian government, the main problem lies in people confusing minimum and living wage, which are two different terms and rates. Ministry of Labor spokesman Heng Sour even threatened legal action against those confusing the two words. “You all have to be responsible for every issue which occurs by the confusion that you intentionally created,” Sour said. That statement came as a reaction to a recent research by DC Institute which showed that garment workers’ median monthly spending is up to \$207. Some independent unions then used this number as a minimum wage proposal. Heng Sour then warned “academics and professionals would face repercussions if their wrong use of terminology led to social problems.” Labor rights group Solidarity Centre hit back at Heng Sour, saying the research did not refer to minimum wage or living wage, but rather spending habits of garment workers. This was supposed to help unions in bargaining over the minimum wage rate. As no consensus had been reached, a secret vote has decided the proposed figure for now, even with one major union abstaining from the vote. Cambodia’s government position is clear – it wants to close this deal by October. If an agreement isn’t reached at the tripartite LAC talks, another session will be held next month. If that ends without success, a secret vote between unions, employers and the government will decide the issue.

So how does the LAC decide on the final minimum wage for garment workers? According to Mr. Heng Sour, the negotiations are based on five principles and seven criteria, which should cover workers’ needs and industry productivity and competitiveness. One of them is the poverty line. The calculation for city dwellers goes like this: an average family of 5.1 in Phnom Penh, with living costs adjusted for inflation, needs US\$300. Each worker, based on 2.5 breadwinners per household, would need to earn about US\$120 a month. Currently the general minimum wage in Cambodia is at US\$80 a month, while garment sector workers get a minimum wage of US\$128 a month. In terms of productivity and competitiveness of the garment sector, the calculations stand by the general argument of employers/producers, that rising wages are not matched with increasing productivity.



Cambodian garment workers pictured marching for better pay in Phnom Penh in 2013. Pic: AP.

But the minimum wage is not the only problem in the garment industry of Cambodia. Recently, new report has shown that there was a widespread use of short-term contracts in the sector with negative effects on workers and their living conditions. Swedish NGO Fair Action interviewed workers producing garments for H&M about fixed duration contracts (FDCs) and how those are used to exploit as well as intimidate employees. This happens despite the fact that H&M supplier factories pledged to reform FDC practice. The report, entitled ‘Short-Term Solution’, says workers from three H&M supplier factories were forced by FDCs not to take sick leave or work overtime because of “widespread and continuous fear of not having their contract renewed”. At one factory, where workers had been interviewed by the Swedish NGO, almost all employees were contracted on FDCs. At other factories, workers were put on FDCs beyond the two-year legal limit set by the government. Trade union pressure to put garment workers on unlimited duration contracts have simply not translated into reality when it comes to H&M supplier factories. As the report noted: “Through the trade with factories using FDC workers to illegally make up a permanent workforce, H&M breaches not only the company’s own code of conduct, but also Cambodian labor legislation as well as international norms.”

Some of the workers working for H&M supplier factories are employed on as short as two-month FDCs. They were cited in the research saying:

“We all want long-term contracts, but we do not protest. We are afraid that we will be sacked.”

“As workers, we were not given the option to choose the type of contract when we started the job.”

H&M reacted to the claims by Fair Action, saying: “Illegal use of short-term employment is an industry-wide problem. We always require that the suppliers we work with follow national legislation and implement awards from the Arbitration Council Foundation.

Since 2015, we require that workers that have been employed for more than two years should have a contract valid for an unlimited time.”



An injured Cambodian garment worker escapes from police during protests in 2013. Pic: AP.

In February H&M launched a project to reduce use of FDCs in its supplier factories, mapping where short-term contracts were used illegally. The clothing giant promises to work with unions and workers closely to reach better implementation. But the report by Fair Action notes that H&M has shown a “very low level of transparency”, because the company refused to disclose results of the mapping of illegal FDCs and it had never prohibited FDCs in its code of conduct.

But H&M is not the only mega-brand of clothing using short-term contracts to employ garment workers in Cambodia. Last year another report revealed that the use of FDCs beyond the two-year legal limit is widespread. Most major brands sewing and producing their textiles in Cambodia use FDCs illegally. The report from April last year by the Worker Rights Consortium (WRC) claimed that the widespread practice of employing regular, full-time staff under fixed-duration contracts is at least partially responsible for unrest and strikes in the sector in recent years. Last year, in January, clashes over better working conditions and wages in Cambodia’s garment sector resulted in the deaths of protesters. “The Cambodian garment industry’s shift to FDCs as its standard employment arrangement helped set the stage for this crisis,” said the report. WRC surveyed 127 garment factories between 2012 and 2013, all suppliers to mega-brands such as H&M or Puma. The research found that most of the plants employ workers on

FDCs. Labor rights NGO Solidarity Center agreed with WRC, saying that this was the biggest illegality happening in garment sector in Cambodia and all producers are well aware of this. “FDCs are used against union leaders, women in need of maternity leave and to avoid paying seniority bonuses,” said Solidarity Center in a statement last year.

About the author:

Alexandra Demetrianova is a freelance journalist based in Bangkok covering politics, society and life in Southeast Asia. She specializes in human rights, environment and development. Originally from Slovakia, she is currently finishing a Masters degree in International Relations at the Faculty of Political Science at Thammasat University.

Textile body to bolster Chinese producers

Wed, 23 September 2015

Ananth Baliga

The Textile Enterprise Association of the Chinese Chamber of Commerce in Cambodia officially launched in Phnom Penh yesterday.

The association, known as TEAC, aims to boost Chinese investment in Cambodia's garment industry, offering services such as legal advice and government liaison support for existing and potential garment and footwear investors from China, officials said at yesterday's event.

"We will represent the interests of Chinese textile enterprises in Cambodia and reflect their reasonable demands to the government," said Enjoy Ho, chairman of TEAC.

According to Ho, investors from China, Hong Kong and Taiwan account for about 70 per cent of the garment and footwear factories in Cambodia.

He said the new association was well placed to encourage growth in the industry despite rising wages, weakening Asian currencies and increased competitiveness from neighbouring countries such as Vietnam, which has recently completed negotiations on a trade agreement with the European Union.

"Chinese textile enterprises will have to use the competitive advantages of Cambodia to attract more investments and increase production here," he said.

Chea Vuthy, deputy secretary-general of the Cambodian Investment Board at the Council for Development of Cambodia, welcomed the establishment of TEAC amid rising competitive pressures for foreign investment.

"It is the right time to get all partners together in order to exchange ideas and find solutions to protect the sector in Cambodia," he said yesterday.

"We are lucky that Cambodia and China have a good relationship that has been built by the old regimes and new regimes," Vuthy added.

Vuthy urged TEAC to encourage investment into raw materials production in Cambodia, something he said would help strengthen the Kingdom's competitiveness.

This could be facilitated, he added, through special economic zones that would be used for raw material production, reducing dependence on the import of such goods.

Unions, Employers Meet Ahead of Wage Showdown

Khmer Times/Pav Suy

Tuesday, 08 September 2015

PHNOM PENH (Khmer Times) – Union leaders and employers attended a closed-door meeting at Phnom Penh Hotel yesterday to discuss their findings on labor conditions in the lead-up to official talks on a new minimum wage for the textile and footwear industry.

“The meeting this morning is just a session for a presentation of findings from the Ministry of Labor and the International Labor Organization (ILO) and [a presentation on the] data that we [labor unions] get,” Ath Thorn, president of the Cambodian Union Federation, said. “It is not a request or negotiation about the minimum wage yet. Labor unions will propose the minimum wage on September 11 and the official negotiations will be on September 22. The meeting is just about the indicators and the reason for the wage increase,” he said at the National Tripartite Workshop on the Minimum Wage.

The textile and footwear sectors employ about 700,000 Cambodians.

Unions have so far kept their position, demanding a minimum wage between \$150 and \$177 a month in accordance with the current core living costs. Currently, the minimum wage is \$128, which was agreed in January. This was brought up from \$100, which was established in February last year.

Stay Competitive

“In the process of determining the minimum, we also will study competition with the countries in the region,” said Chuon Mom Thol, president of the government-aligned Cambodian Union Federation.

“As a labor union, we also look at the competition in the region and productivity. Our productivity is not different from Vietnam. Cambodia is 2.2 percent, while Vietnam is 3 percent.

“We limit the minimum wage depending on the economic status. Our economic growth in 2016 will be about 4 percent and the inflation is around 4 percent. We don’t want much but just an appropriate amount to cover inflation,” he said.

Last month, the Garment Manufacturers Association in Cambodia (GMAC) issued a report pointing to less productivity and increasing wages as the cause for the loss of manufacturing business to other Southeast Asian countries.

Ith Samheng, Minister of Labor, brushed off GMAC’s report, saying: “When talking about the minimum wage agreement, the parties always have, and defend, their positions. With the current wage, we are not too low and too high. We are still better than Myanmar and Laos. And but we are still behind Vietnam and Thailand. We need to negotiate and negotiate until there is less and less difference between the parties.”

He added the negotiations on wages must end in October or early November and the wage must be implemented by January 1.

Vann So Eang, president of the Cambodian Federation of Employers and Business Association, stressed the price of necessities was a significant indicator for determining the minimum wage. "The minimum wage must reflect the reality of the market," he said.

Mr. Samheng also defended the union law that will be implemented soon.

The draft legislation has been widely criticized for restricting freedom of expression among the workers attempting to demand more rights and better working conditions.

Annual Garment & Textile Fair opens in Dalian

09-21-2015 19:16 BJT

China's port city of Dalian is a fashion powerhouse with growing international clout. Its annual Garment and Textile fair has drawn in global brands, but local suppliers are winning fans for their interplay of Chinese elements with advanced technology.

The elegance of a water town, the grandeur of sand dunes, and the symbolic peony flower—these are the major Chinese elements used by the Dalian brand Archaic, Purple in its 2016 spring/summer collection.

With body-hugging silhouettes and high collars, the dresses are quintessentially Chinese, but the motifs are made with high-tech printing instead of embroidery.



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"The designs have won a lot of praise from industry insiders. Their clothes symbolize a strong return of Chinese elements, oriental fashion, on the world stage," said Li Mingfang, editor-in-chief, China Fashion.

"The scenes are portrayed in the style of ink-and-brush painting, and we've used digital-printing technology to print them on the clothes. The dresses are like moving scenes when women wear them on the street. The prints on the clothes pass on the feeling of Zen philosophy, peace, and harmony favored by us Chinese," said Wang Zhijian, manager and designer, Archaic, Purple.

Two other Dalian brands are turning heads at the fair.

The garments of Kaimen are aimed at kids and teenagers, to create an image of confidence, creativity, color, life, and love.

Meanwhile, Yousoku Menswear feature semi-casual office suits. The brand is targeted at young Chinese who want to set fashion trends among their peers.

The event has taken on international scale, with European brands Sally New York and Colb showing their latest collections on the catwalk. In all, 450 brands are sold at booths at the fair.

With China's Manufacturing Collapse, Massive Layoffs Loom

Last Updated: September 14, 2015 10:26 pm

China's decadeslong economic boom, based on manufacturing for export, is now going in reverse. With orders in some Chinese manufacturing industries declining, the country is facing factory closures and massive worker layoffs.

China's August manufacturing PMI was 47.1 according to Markit Economics, a record low since March 2009. It made August the sixth consecutive month with the PMI lower than 50—the threshold between expansion and contraction—showing a further slowdown in China's manufacturing industry. The Producer Price Index, which measures the change in prices, continued to decline significantly, and profit margins in many industries have been further squeezed. In July, railway freight volume plunged 10.9 percent and electricity generation fell 2.8 percent. Everything indicates China's recession is getting worse.

Textile and Garment Industry

There have been many news reports recently on China's textile industry. Textile giant Zhuangji Group declared bankruptcy in May. The head of Baolijia Group, a textile giant in East China, fled to escape from debt obligations. Not long ago, the century-old textile factory First Jinan National Cotton Factory, that was once prosperous, went bankrupt. Another Fortune 500 enterprise, Zhejiang Red Sword Group, also reported bankruptcy. Uniqlo, Muji, Aoyama Shoji, Li & Fung, Tokyo Style, and Honeys are all accelerating efforts to transfer orders to Southeast Asia.

Lectra : presents its vision for the Chinese fashion industry at CISMA 2015

09/23/2015 | 06:10am US/Eastern

Lectra_CISMA 2015_EN

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Lectra presents its vision for the Chinese fashion industry at CISMA 2015 Lectra's innovative technology helps brands and manufacturers execute the Chinese Government's 10-year strategic plan 'Made in China 2025' Paris, September 23, 2015 - Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials- fabrics, leather, technical textiles and composite materials-presented its strategic vision for the Chinese apparel manufacturing industry during CISMA 2015 (Shanghai, China). Lectra outlined the challenges and opportunities Chinese apparel manufacturers are facing in the context of China's Ministry of Industry and Information Technology's 10- year strategic plan: 'Made in China 2025'. This plan aims to help the Chinese economy develop its capacity for value-added manufacturing and smart industrial production.

Daniel Harari, Lectra CEO, and Andreas Kim, Managing Director of Lectra Greater China, shared their perspectives on what 'Made in China 2025' means for this rapidly evolving market and how technology-driven smart production can help Chinese companies speed up product development and add value to their design and manufacturing activities, so they can differentiate themselves from competitors in emerging markets by providing their customers with better service, more innovative style options and a superior-quality product.

"China's apparel manufacturing industry has driven the country's economy for the past three decades but the industry is now dealing with an economic slowdown, higher wages, bigger environmental awareness and more limited resources. Contenders in Cambodia, Vietnam and Bangladesh can compete on cost, while advanced economies such as the US, Germany and Japan are pulling ahead in terms of technology. If Chinese brands want to stay competitive, they need to distinguish themselves by focusing on enhanced value and services, brand quality and creativity," said Daniel Harari. Lectra identified five key areas where Chinese apparel manufacturers could benefit from adopting best-in-class practices to meet 'Made in China 2025's ambitious goals: innovation, differentiation, industrial excellence, collaboration and transformation. The company also presented ways in which technology and lean methodologies-key components of Lectra's offer-can help with reaching these objectives. Daniel Harari particularly highlighted how seamless data sharing from design to production facilitates interactive, real-time collaboration, and how using Lectra smart technology with machine-embedded intelligence across the production chain can optimize efficiency, reduce waste and improve overall product quality. He also emphasized the crucial role of effective change management in ensuring a successful transition to smart production.

"There are still variations in quality standards and efficiency among Chinese manufacturers, but the 'Made in China 2025' plan has put strong guidelines in place to solve these issues. China is ready to move on from its role as 'the world's factory' and become an innovative global leader in apparel manufacturing. By investing in innovation and smart technology, Chinese apparel manufacturers can shift their focus to operational efficiency and product quality, reinventing their offer and ultimately turning 'Made in China' into a real mark of excellence," concluded Andreas Kim.

About Lectra

Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for industries using soft materials. Lectra develops the most advanced specialized software and cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), furniture, as well as a wide variety of other market sectors, such as aeronautical and marine industries, wind power and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,500 employees, and registered revenues of \$281 million in 2014. The company is listed on Euronext.

For more information, please visit www.lectra.com

Industry News | Time : Sep 21 2015 10:33AM

Chinese Textile Firm Keer to help revive textile industry in South Carolina

Hangzhou-based Keer Group became the first Chinese textile maker to set up a subsidiary in the US 7-months ago hoping to help revive the textile industry in a community in the southeastern US state of South Carolina. Its US branch, the Keer America Corporation, is located in Lancaster County, South Carolina.

Its establishment has created a new series of job opportunities for people in the community, textile manufacturing had been a backbone industry in Lancaster County for decades.

Bob Bundy, Chair of the Lancaster County Council, said that the unemployment number during the height of the depression era or so was up in the mid-teens, like 15 percent or 16 percent, which is very, very high. It's a fundamental thing that people need to be working and producing.

The Chinese company's plant produces around 60 tons of yarn every day. Around 20 Chinese executives form the nucleus of the company's leadership.

Wang Ke, plant manager, said that setting up a branch in the US not only helps lower their production costs, but also gives them access to the global market.

They are very confident in expanding their market. Keer deals with Chinese clients when they are in China. But here in the US, they have brought in an advanced management and manufacturing team, and they are ready to deal with clients from around the world.

While the management team may be prepared to deal with the international community, getting the local workforce on-board does have its challenges.

Keer America Corporation despite the challenges in the new market plans to expand its production in Lancaster County, which will mean employing more workers in the near future.



L'importation de jeans ne connaît pas la crise

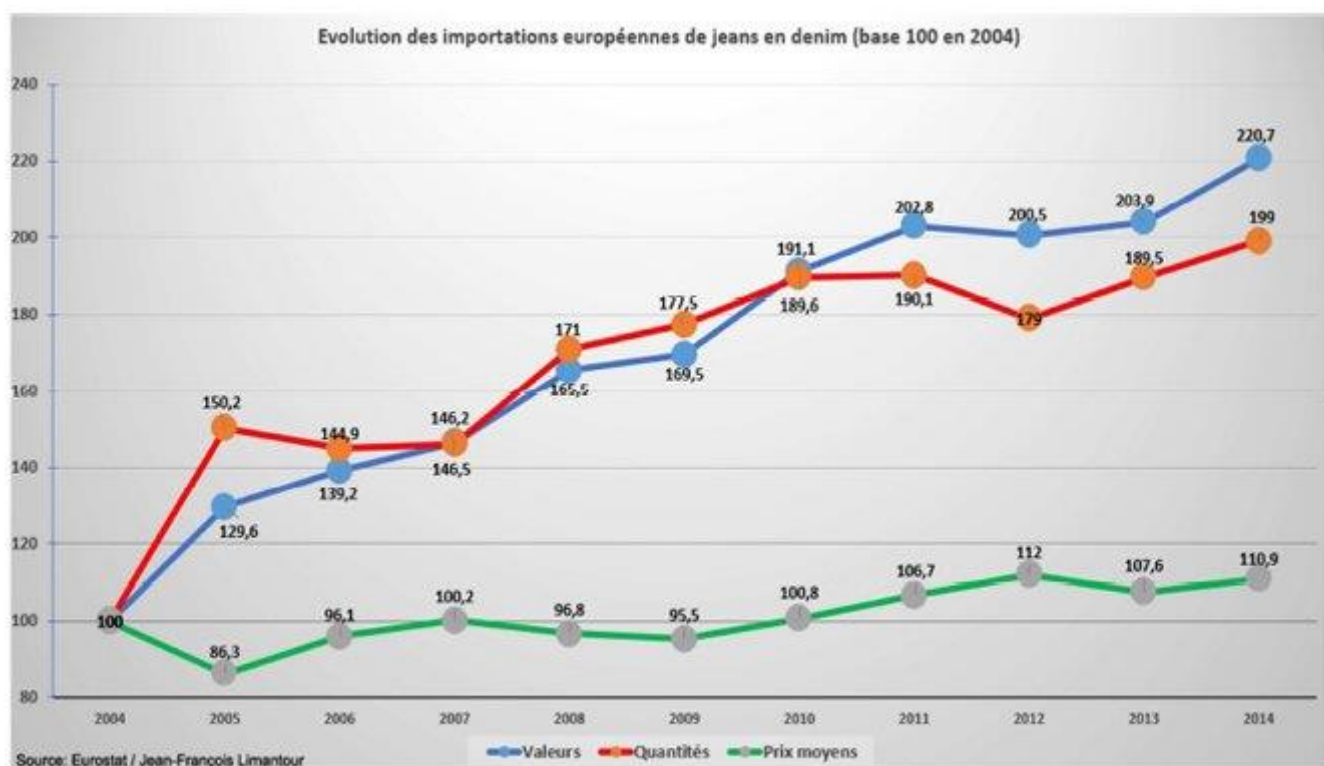
Herve Dewintre

jeudi 20 août 2015

Si l'industrie de l'habillement connaît une crise ininterrompue depuis sept ans, les importations européennes de jeans, en forte croissance depuis 10 ans, atteste la vitalité d'un secteur qui touche toutes les classes sociales et toutes les catégories de consommateurs - enfants, seniors, hommes, femmes - tout en confirmant le fait que le jeans est, et de très loin, le marché le plus dynamique d'habillement.

Dans sa note de veille stratégique publiée par le groupe Messe Frankfurt - acteur majeur des expositions professionnelles, qui organise notamment le salon Texworld dont la prochaine édition française aura lieu du 14 au 17 septembre prochain à Paris, Le Bourget - Jean-François Limantour, expert international reconnu de toute la profession textile (il préside entre autres Evalliance mais aussi le Cercle Euro-Méditerranéen des Dirigeants Textile-Habillement) note que la croissance du marché de l'importation du jeans est restée forte au cours de ces dernières années, malgré la crise, alors que la

consommation vestimentaire européenne stagnait ou même baissait comme ce fut le cas en France entre 2007 et 2014.



"Rien qu'en 2014, les importations de jeans en denim réalisées par les 28 états-membres de l'Union européenne ont atteint une valeur de 4,077 milliards d'euros, en augmentation de 8,2 pour cent par rapport à 2013 qui était pourtant déjà une année excellente. Ces importations ont porté sur 531 millions de pantalons, destinés à une population européenne de 503 millions de personnes dont 425 millions de consommateurs de plus de 14 ans" observe l'expert international.

Jean-François Limantour note ainsi qu'au cours des dix années, de 2004 à 2014, les importations européennes de jeans en denim ont plus que doublé en valeur (+120,7 pour cent), soit un taux de croissance annuel moyen exceptionnel de 8,2 pour cent ! Au cours de cette période, le nombre de jeans importés par l'Union européenne a quasiment doublé (+99 pour cent) pour culminer en 2014 à un niveau record de 531 millions de pièces. Cette très forte croissance a été favorisée par la sagesse des prix qui n'ont progressé que de 10,9 pour cent en dix ans, passant de 6,92 euros en moyenne par jeans en 2004 à 7,68 euros en 2014.

Le prix des jeans importés a très peu augmenté

L'expert note avec satisfaction qu'au cours de ses 10 dernières années, la hausse moyenne de prix des jeans importés est très modérée : "les prix n'ont progressé en niveau que de 10,9 pour cent, soit une augmentation annuelle moyenne de 1,04 pour cent" indique Jean-François Limantour qui attribue le principal facteur de modération des prix à la concurrence très sévère entre les exportateurs; "il y a tout lieu de penser que cette tendance à la modération va se poursuivre" ajoute-t-il.

Deux stratégies prédominent dans la dispersion des prix autour du prix moyen (cette dispersion est importante puisque les pièces les plus chères peuvent monter à 17,06 euros tandis que les moins chers descendent parfois jusqu'à 5,47 euros). En effet, on a d'un côté la Tunisie, la Turquie et le Maroc qui jouent la carte des petites séries, de la réactivité, de la qualité des matières et de la confection, de la créativité et des traitements spéciaux, bref les pays qui intègrent une forte valeur ajoutée dans leurs produits et leurs services ; et d'un autre côté, on a le Bangladesh, la Chine, le Cambodge ou le Pakistan qui produisent en grandes séries des jeans de bas ou moyen de gamme tant par les matières utilisées, que la coupe et les finitions.

Remarque intéressante, Jean-François Limantour observe que les niveaux des prix moyens des jeans importés en Europe varient sensiblement d'un état-membre à l'autre. Ainsi, c'est l'Italie qui achète les jeans les plus chers (10,91 euros pièce en 2014), suivie du Danemark (9,60 euros), de l'Allemagne (8,60 euros) et de la Suède (8,15 euros).

A l'inverse, les prix des jeans importés en Espagne (7,06 euros pièce), en France (7,17 euros), en Grande-Bretagne (7,01 euros), en Belgique (6,47 euros) ou dans les petits marchés européens tels que Portugal, Grèce, République Tchèque, Pologne,...où ils tombent en moyenne à 5,60 euros) sont d'un niveau de gamme sensiblement plus bas.

Hi-tech and fashion to fuse at Aventex trade fair

September 12, 2015 (France)



Avantex, Messe Frankfurt's new **trade** fair dedicated to high-tech fashion fabrics, will host around 30 exhibitors from Germany, Austria, Belgium, China, France, Switzerland, Taiwan and Thailand, to its first event in Paris Le Bourget from September 14 to 17.

Messe Frankfurt, one of the world's largest trade fair companies, said in a press release that visitors will be able to admire and order intelligent fabrics developed using nanotechnology, cosmetic or luminous textiles and connected fabrics. They will also be able to develop customised finishes and special coatings with weavers, embroiderers and start-up businesses.

Michael Scherpe, CEO of Messe Frankfurt France said, "With Avantex, we are bringing something new to Paris, which will be able to boast a trade fair dedicated to products for tomorrow's fashion. We have always been responsive to market development and are delighted to have been able to establish this event to promote technological textiles, which even the professionals don't know much about yet."

Each exhibitor at Avantex is offering added value and developments which should be of interest to fashion labels and designers, many of which want to integrate technology into their creations. The selection committee is relying on experts from the Taiwan **Textile** Federation for its choice of exhibitors.

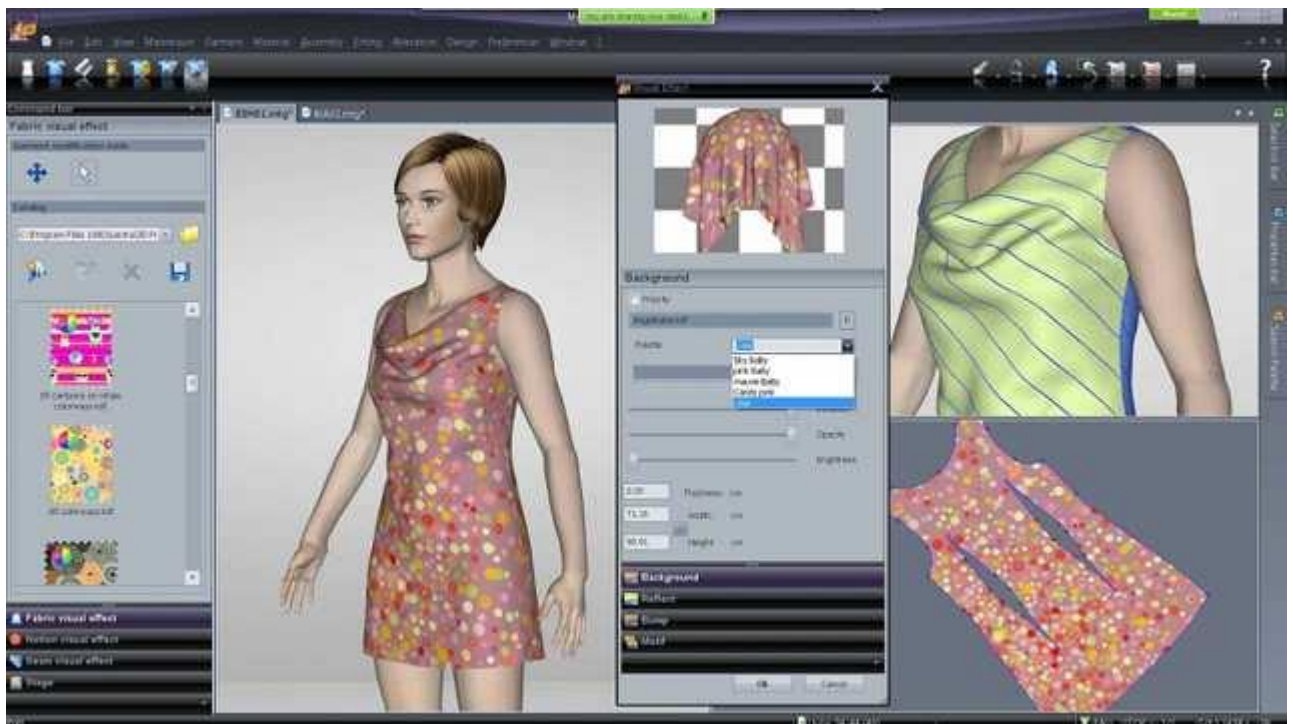
Taiwan, the **country** with the majority of exhibitors, will be represented by 18 companies, six of which will be in the Taiwan Textile Federation's pavilion.

Visitors will be able to begin their discovery of the fair at the dedicated Avantex Forum, where Louis Gérin and Grégory Lamaud, the artistic directors, have highlighted a selection of the exhibitors' themes and developments. The complexity of the added technological value influences the price of the fabrics. In general, the offer targets the mid- and top of the range. However, entry-level fabrics will be available from exhibitors developing collections for casual- and sportswear.

There will be 14 seminars dedicated to technology for tomorrow's fashion are planned over two days at Avantex. (SH)

Daniel Harari : « Chez Lectra, nous consacrons 50 % de notre énergie à nos 300 plus gros clients »

LES ECHOS | LE 14/09 À 16:13



Lectra est le n°1 mondial de la coupe de matériaux souples (mode, automobile, ameublement, aéronautique, nautisme, éolien...). Au milieu des années 2000, les dirigeants, les frères Harari, ont choisi de ne pas délocaliser leur entreprise en Chine, comme une étude le leur conseillait. Aujourd'hui, après avoir mené une transformation de bout en bout, Lectra affiche de très bons résultats. Au premier

semestre 2015, le chiffre d'affaires est en hausse de 16 %. Daniel Harari, directeur général de Lectra, revient sur sa stratégie.



Après de nombreuses péripéties liées à l'évolution du secteur textile, vous avez entamé en 2009 une profonde transformation de Lectra. Quel a été l'élément déclencheur de votre stratégie Lectra 3.0 ?

A l'automne 2009, nous avons pris la crise de plein fouet. Cette année-là, nous avons perdu la moitié de nos ventes « non-récurrentes » (nouveaux systèmes) et réalisé un trimestre à – 65 % ! Les revenus récurrents ont également reculé de 5 %, du fait de la baisse de la production chez de nombreux clients. Ceci nous a amenés à repenser totalement la stratégie. Lectra 3.0 a été annoncée en octobre 2009 et mise en place à partir de début 2010. C'était une stratégie de montée en gamme.

Sur quoi avez-vous travaillé en priorité ?

Dès 2007, une fois la décision prise de garder la production et la recherche en France, nous avons joué la carte de l'innovation. Ce furent les prémices de la révolution numérique de Lectra et le lancement d'une nouvelle génération de produits. 100 % des pièces ont été reconçues pour optimiser notre flux de production... Mais ce n'était pas encore assez. Il fallait doter nos machines de découpe de plus d'intelligence. 120 capteurs ont alors été développés pour analyser les comportements de la matière, mais aussi de la lame pendant l'acte de coupe... de façon à mieux

adapter le plan de marche de la production chez nos clients. Remontées au logiciel qui pilote la machine et prend les décisions, ces informations sont également restituées au quotidien à nos centres d'expertise. Parfois, des machines travaillent de façon efficace 30 % du temps, alors que ce taux devrait se situer entre 70 et 80 %.

C'était l'Internet des objets avant l'heure ?

Tout à fait et nous avons déjà huit ans de pratique sur 2.500 machines et plus d'un millier de clients. Les innovations réalisées en 2007 sur nos solutions de découpe nous ont permis de travailler sur deux points en parallèle : la maintenance de la machine et l'« uptime » (temps d'utilisation). En 2012, une nouvelle génération de machines a optimisé tout ce que nous avons fait en 2007 (hardware, software...) en allant un cran plus loin. Notamment, nous avons augmenté le nombre de capteurs pour analyser le process de production du client et combien il est efficace. C'est un sujet très critique pour eux.

D'où cette idée d'offrir également du conseil ?

En fait, en 2009, nous avons travaillé sur les raisons qui font qu'un client choisit Lectra. La conclusion a été celle-ci : notre valeur est celle de nos équipes et l'expérience qu'elles ont acquise auprès de nos 23.000 clients pendant plus de trente ans... [Nous avons alors développé une offre à forte valeur ajoutée.](#) Pour autant, tous nos clients n'étaient pas prêts à payer plus... D'où le choix de nous concentrer sur les premiers « 10 % », et de passer la moitié de notre énergie sur le premier « 1 % », c'est-à-dire nos 300 premiers clients. Cela a été un tournant décisif. Aujourd'hui, nous avons une proposition de valeur basée sur l'expérience que l'on peut apporter à nos clients à la fois par des Best Practices et notre capacité à les mettre en œuvre chez eux et à maintenir ces performances dans le temps.

Pour mener ces chantiers, quels ont été les investissements nécessaires ?

De 2012 à fin 2015, nous aurons investi 50 millions d'euros en dépenses de R&D, formation et recrutements... Jusqu'à fin 2014, nous avons investi conformément au plan, mais nous n'avons pas encore obtenu tout le retour sur investissement que nous attendons. Notre objectif est d'être en ordre de marche d'ici à la fin de l'année. Il nous reste 15 % du chemin à parcourir, mais ce sont les plus difficiles. Depuis le 1^{er} janvier 2015, nos équipes de R&D montent en puissance. Nous comptons 260 ingénieurs (dont 50 embauches récentes), basés à Cestas, près de Bordeaux, en Gironde. En matière de marketing, nous avons également recruté, refondu notre site Internet et revu l'accueil sur le site de Cestas. Il n'y a pratiquement pas un seul jour de l'année où nous ne recevons personne...

Vous n'avez pas encore évoqué l'aspect commercial...

Après la R&D et le marketing, la plus grande révolution a été celle des équipes commerciales et des méthodes de vente. Dans notre nouvelle stratégie, tournée vers le haut de gamme (nous sommes plus chers que nos concurrents), nous vendons de la valeur à une équipe de direction et non plus des produits à des responsables d'usines ou de lignes de production. C'est la dernière phase de notre plan (2013-2016), que je disais être la plus délicate.

Pourquoi ?

Chez nous, les ventes prennent entre six et dix-huit mois. C'est donc très difficile, avant six à douze mois, de savoir si un commercial sera bon ou mauvais. Dans ce domaine, nous n'avons pas réussi à recruter suffisamment vite et affichons un taux de remplacement supérieur à celui attendu. Actuellement, nous avons des situations mitigées. Au niveau des équipes en Chine et en France, c'est bon. En Allemagne et en Europe de l'Est, nous n'avons pas recruté assez de commerciaux. En Amérique du Nord, nous devons encore nous renforcer.

La Chine est un de vos plus gros marchés. Comment se porte-t-il ?

Nos équipes sur place sont opérationnelles. En 2013, nous avons fait une année record et, l'an dernier, nos ventes de « nouveaux systèmes » ont cru de 45 %. C'est la métrique de la dynamique. Bien sûr, notre chiffre d'affaires récurrent est proportionnel au parc installé et n'augmente que de 10 %.

En Chine, on retrouve l'automobile...

Tout à fait. La croissance du marché automobile sera le double en Chine que dans le reste du monde, notamment sur les véhicules premium. Ensuite, dans l'automobile, nous sommes tirés par un marché très porteur pour nous à la fois parce qu'il monte en gamme (davantage de cuir et d'airbags), mais aussi parce que notre technologie apporte plus de valeur et cela incite les clients à remplacer les technologies anciennes.

En matière de technologies justement, comment évoluent les besoins de vos clients ?

Nous avons commencé dans la mode et sommes entrés progressivement dans l'automobile et les autres marchés. En 2007, nous avions 15 % du marché mondial des machines de coupe dans l'automobile. Aujourd'hui, cette part est grimpée à 70 %. En ce qui concerne le et le Product life management (PLM), réservé chez nous au monde de la mode, les ventes sont encore symboliques sur l'ensemble du marché. Aujourd'hui, il y a à peine quelques centaines d'entreprises dans le monde qui utilisent le PLM. Il y a une demande accrue, mais elle reste faible. La 3D pour la mode

représente 50 clients, dont 25 l'utilisent de façon intensive. Ce qui représente environ la moitié des sites installés dans le monde, tous fournisseurs confondus. Pour les autres, la greffe n'a pas encore pris réellement. En fait, la 3D crée un langage commun entre l'ensemble des populations à l'intérieur de l'entreprise. C'est une révolution qui est difficile à vivre, il faut un management qui l'impose.

Chiffres clefs

1.500 salariés de 50 nationalités, dont 31 % ont rejoint le groupe depuis cinq ans.

23.000 clients dans plus d'une centaine de pays (Louis Vuitton, Hermès, H & M, Johnson Control...).

Chiffre d'affaires 2014 : 211 millions d'euros (240 millions d'euros prévus en 2015).

Propos recueillis par Catherine Moal

Le marché de la mode en France poursuit sa baisse

Source : Reuters 21/09/15 à 15:46

Mis à jour le 21/09/15 à 15:46



Le déclin du marché français de l'habillement se poursuit, après sept années consécutives de baisse, dans un environnement économique toujours déprimé.

Le déclin du marché français de l'habillement se poursuit, après sept années consécutives de baisse, dans un environnement économique toujours déprimé.

Les ventes du secteur ont reculé de 0,8% entre janvier et août 2015, après une baisse de 1% sur l'ensemble de l'année 2014, selon les chiffres publiés lundi par l'Institut français de la mode (IFM).

"La tendance à la baisse se poursuit. La situation reste molle", a déclaré lundi Evelyne Chaballier, directrice des études économiques et prospectives de l'IFM, à l'occasion de la présentation des chiffres semestriels du e-commerce. [ID:nL5N11R1O3]

Les quantités achetées ne reculent pas, mais les prix demeurent orientés à la baisse, a-t-elle expliqué.

Alors que la consommation des ménages reste en berne, la proportion des achats à prix barrés a encore progressé pour atteindre 42% des ventes totales d'habillement et 60% des ventes sur internet.

Les chaînes spécialisées comme Zara <ITX.MC> ou H&M <HMb.ST> ainsi que les centres commerciaux voient leurs ventes reculer de 1,5% à magasins constants, tandis que les hypermarchés voient les leurs baisser de 4% et que les magasins de périphérie (Kiabi, La Halle aux Vêtements) restent stables.

Seuls les grands magasins comme Le Bon Marché (groupe **LVMH (MC-150,80 € -0,89%)** <LVMH.PA>), Le Printemps ou les Galeries Lafayette tirent leur épingle du jeu, profitant des flux touristiques, principalement asiatiques, nourris par la baisse de l'euro.

Leurs ventes ont progressé en moyenne de 4% sur la période, selon l'IFM.

Textile : élection du nouveau Président d'UNITEX

Lundi 21 Septembre 2015



Eric BOËL a été élu Président de l'organisation professionnelle du textile de Rhône-Alpes, 1^{ère} région textile de France, en remplacement de Jean-Charles POTELLE.

Eric BOËL est le PDG de la société LES TISSAGES DE CHARLIEU implantée depuis 1962 à Charlieu dans la Loire.

Cette entreprise de 70 personnes, qu'il a reprise en 1997, est spécialisée dans le tissage (jacquard et ratière) ; elle a réalisé en 2014 un chiffre d'affaires de 10,5 millions d'€ sur les marchés de la mode-habillement (70% du CA), des textiles techniques (20%) et de l'ameublement (10%).

A 55 ans, et fort de son expérience en tant que Président de la Fédération Française de Tissage de Soierie et vice-président d'UNITEX depuis 2011, Eric BOËL souhaite mieux faire connaître et valoriser l'industrie textile rhônalpine qui représente aujourd'hui : la 1^{ère} région textile française (23% du textile national)

le 1^{er} pôle français de fabrication de textile pour le luxe le 2^{ème} pôle mondial de création de textile de mode (après Côme) le 2^{ème} pôle européen de tissus techniques (après l'Allemagne)

La dernière enquête communautaire sur l'innovation menée en France par l'INSEE a mis en lumière que les PME du textile de Rhône-Alpes sont davantage présentes sur les marchés européens et mondiaux que la moyenne des entreprises françaises et Rhône-alpines de l'industrie manufacturière en général.

Le taux d'innovation des entreprises du textile de Rhône-Alpes est très supérieur à ce que l'on rencontre au niveau national dans ce secteur et plus généralement dans l'industrie manufacturière régionale et nationale.

Eric BOËL se donne pour mission de promouvoir et de défendre la production et les savoir-faire français par la stimulation de l'innovation, de la création, de la formation, du développement international et durable au service des entreprises et de l'emploi.

Indian Top Guns Seek Action Over Textile Dumping; 60 pc From China

Published: 14th September 2015 08:56 PM

MUMBAI: On the heels of top guns of India Inc demanding protection for the textile industry from cheap Chinese imports, textile manufacturers and associations have warned that the domestic industry would be extinct if dumping is countered.

The industry claims that as much as 60 per cent of dumping happens from China, and unofficial estimate peg the size of this trade varying between 20 and 40 per cent of the USD 105-billion domestic textile industry.

"If the present level of dumping continues unchecked, the domestic textile industry will be extinct over the next few years. China, facing over capacity, has for long been dumping their fabrics and ready-made garments to our market through Bangladesh, Nepal, Vietnam and even Cambodia," Chairman for Policy, Apparel Export Promotion Council Premal Udani told PTI.

Udani's firm Kaytee Corporation is one of the largest garment exporters to American retail chains.

Pointing out that the domestic industry is facing the problem of Chinese or Chinese-origin apparel and fabric dumping from long, Udani said what the government should do is to ensure that our borders are better policed, and the customs officials do vigorous inspection of the country-of-origin of goods being shipped in and incentivise the domestic industry apart from engaging in better terms of trade with our neighbours.

He further said when China finds that shipments through one channel has reached the official limits, it starts exporting the same goods to other countries like Hong Kong, Vietnam, Bangladesh and Cambodia for onward shipping to India to avoid customs inspections.

The impact of increasing dumping by Chinese is also felt by the largest textile manufacturers like Birla Cellulose, Century, and other textile mills among others.

"Cheap dumping by Chinese and Indonesian manufacturers has been hurting us really badly. It's not that our domestic market is not growing. Unless we do something about the problem of dumping, the very plan of pushing local manufacturing will come a cropper," CMO, Birla Cellulose Rajeev Gopal, which is the largest viscose staple fibre (VSF) producer in the world, said.

The VSF industry claims that dumping of cheap products across the value chain from fibres to yarns to fabrics is hurting the domestic industry. Nearly 8-10 per cent of the domestic consumption of 25,000 tonne per month has been affected by such imports.

Pakistan gets less duty-free access to US than EU, China

By Abdul Qadir Memon

Published: September 21, 2015



Time ripe to seek greater market access, revive ROZ initiative. PHOTO: FILE

ISLAMABAD:

The United States is Pakistan's biggest export destination and one of the few countries where Pakistan enjoys a substantial trade surplus.

During the last three years, the annual trade balance has been around \$2 billion in favour of Pakistan.

In 2014, Pakistan exported goods worth \$3.6 billion and imported \$1.5 billion of goods from the US. Pakistan's exports predominantly comprise textile made-ups with shipments of home textile standing at more than \$1

billion and accounting for about 10% market share in the total US global imports of \$13 billion.

Despite the trade surplus, Pakistan's total share in the US market of \$2.3 trillion is just 0.2%. The US is also Pakistan's biggest donor and contributed over \$4 billion since 2009 to projects relating to energy, economic growth, education, healthcare and women empowerment. Moreover, Pakistan also receives \$500 million annually for the Coalition Support Fund (CSF) in support of counter-terrorism efforts along the Afghan border.

Pakistan is also a beneficiary of the US Generalised System of Preferences (GSP) programme that provides duty-free access for approximately 3,500 products from 120 designated countries including Pakistan. It has been exporting an average of \$200 million worth of goods under the GSP scheme which include gems and jewellery, carpets, sugar, cutlery and surgical items. The GSP does not include Pakistan's core textile exports for duty-free market access.

Unjust tariff

There is an impression amongst policy circles that the US tariff system is unfair for countries such as Pakistan that depend on exports of textiles to the US. Edward Gresser, a renowned trade policy scholar while testifying in the US senate, argued that "Pakistan's exporters have to pay \$315 million in tariffs on exports of \$3.2 billion worth of bed sheets, towels and clothes compared to British exports of \$47 billion comprising airplanes, medicines and oil on which only \$280 million is levied as customs duty."

He also made a general comparison of exports made by the EU, China and Pakistan and noted that 66% of EU's and 57% of Chinese exports enter duty-free in the US, but only 12% of Pakistan's exports get this treatment.

Push for market access

The market access has been in the agenda of bilateral engagements at the highest level where Pakistan has been persistently requesting the US leadership for such opportunities. The Reconstruction Opportunity Zones (ROZ) was a step in this direction that visualised duty-free import of goods manufactured in the conflict region along the Pakistan-Afghanistan border.

STARK CONTRAST

\$315m

is the tariff paid by Pakistan's exporters on shipment of \$3.2 billion worth of bed sheets, towels and clothes to the US compared to

\$280m

in customs duty paid on British exports valuing \$47 billion comprising airplanes, medicines and oil

Pakistan's quest for market access intensified in 2010 when it was hit by floods due to unprecedented monsoon rains. All the four provinces were affected as a quarter of the country's territory came under water displacing 20 million people and resulting in loss of life, property and infrastructure.

The government saw this as an opportunity to request market access in the US and EU on humanitarian grounds to rebuild the country's economy. The US assured Pakistan that it would include the flood-stricken areas in the ROZ legislation so that products manufactured there were provided duty-free access.

The US also supported Pakistan in a similar quest for market access to the EU that resulted in specific trade concessions. The EU also agreed to modify its GSP Plus scheme to enable Pakistan to apply for these concessions.

The EU trade concessions required consensus among 154 members of the WTO for the Pakistan-specific package. There have been precedents where the international community has supported least developing countries

through trade concessions but this gesture of the EU was unprecedented. Sceptics were not very optimistic that the WTO members would be able to reach consensus. The members including India and Bangladesh, who initially opposed the EU's proposal, however, agreed on the waiver for Pakistan-specific concessions.

ROZ legislation gets stuck

In the meantime, the US government got the ROZ legislation approved from the House of Representatives and submitted it to the senate for approval after which ROZ could have been established. Since then, the legislation is pending and there has been not much movement on the US side for market access to Pakistan.

[Read: South Africa places duty on Pakistan's cement exports](#)

One of the plausible reasons could be the lack of mandate for the US administration to negotiate such concessions. Recently, the US Congress has given this authority to President Obama that would enable the government to complete work on pending trade agreements.

This is a time-specific window and provides an opportunity for Pakistan to reiterate market access and revival of the ROZ initiative. The trade-led development model would create more sustainable livelihood opportunities for the conflict-prone region than donor-driven projects.

The writer is a development professional with over 20 years of experience with public and development sectors

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South Asia Textile Industries Lanka in Rs. 1 billion expansion programme

September 14, 2015, 5:48 pm

Leading Sri Lankan textile manufacturer South Asia Textile Industries Lanka recently kicked off a highly ambitious expansion programme, having already begun investing what will ultimately be over Rs. 1 Billion, in total, in the latest 5th Generation Hybrid/Nano technology used in state-of-art textile machinery in all its divisions. These upgrades, comprising high-speed knitting machines from SANTONI Italy and UNITEX Singapore, will be capable of developing and producing new and innovative knitted fabrics. Additionally, new equipment to be installed, which is worth mentioning, includes high-end fully computerised printing machines imported from STORK, in Austria and Holland.

South Asia Textile Industries Lanka has also made a number of other, recent improvements, including the introduction of specialised textile machines from world-famous brands such as SANTEX, from Switzerland, TANDEMATIC, from USA, MARLO & CORINO, from Italy, and FONGS, from China.

At the same time, substantial new investments have also been made in South Asia Textile Industries Lanka's already state-of-the-art Testing Lab, gearing it up for the next generation of challenges. With the addition of new, highly sophisticated equipment, the lab continues to maintain its highly sought after accreditations by leading global apparel brand names like Marks & Spencer, NEXT, Limited Brands and many, many others.

Further, it is also noteworthy that South Asia Textile Industries Lanka, In keeping with International Compliance Standards, is nearing the achievement of the highly respected "Zero Discharge" standard in terms of industrial waste, which is a major part of a commitment for 2020 by global clothing brands as well as the apparel, and related, industries at large.

Commenting, the company's Chief Executive Officer Prithiv Dorai said, "This large scale expansion will allow South Asia Textiles Industries Lanka to reach a completely new dimension in textile manufacturing in Sri Lanka. Not only will it facilitate a extensive benefits to local apparel manufacturers in terms of speed and flexibility, but it will also result in a greater availability of the latest fabric styles and colours, in keeping with international trends."

Adding to this, South Asia Textiles Industries Lanka Director Kenneth Wijesuriya signalled that the financial performance of the company, for the full year ending March 2015, exceeded all expectations with year-on-year growth closing in on 250 per cent. He also added that the company's growth is expected to increase further in the coming years.

With the new administration of the Government of Sri Lanka, and GSP+ anticipated in the coming months, the textiles and apparel industries are poised for a new decade of growth, offering unmatched products, in terms of range and quality, as well as greater levels of competitiveness, when compared to other countries in the South Asian region.

South Asia Textile Industries Lanka is a subsidiary company of Lanka Century Investments PLC and Ceylon Leather Products PLC.

New nylon for breathable summer clothes designed

The China Post news staff

September 14, 2015, 12:02 am TWN

TAIPEI, Taiwan -- The Taiwan Textile Research Institute (紡織產業綜合研究所) recently developed a new nylon material that can be used to produce highly ventilating and more comfortable clothing.

The new design was based on macromolecule and polymer-related core technologies.

The new innovation, which was showcased at a fiber material forum held on Sept. 11, is expected to facilitate the production of fashionable and cool clothing during the hot summer.

The clothing will reportedly not trap perspiration.

Tunisie - Des prémices de reprise pour le secteur du textile-habillement



publié le 14/09/2015 11:18

Le secteur du textile-habillement a enregistré, selon l'estimation du ministère de l'Industrie dans un communiqué publié ce lundi 14 septembre 2015, un développement remarquable au cours d'août 2015, malgré la baisse de la demande européenne, ce qui représente un signe de la reprise du secteur.

En effet, les exportations du secteur ont enregistré une hausse significative de 12,33%, par rapport à une année auparavant, au cours du mois d'août 2015, pour atteindre la valeur de 139 millions d'euros. Les importations ont augmenté de 3,33%, atteignant la valeur de 109,9 millions d'euros.

En contrepartie et pour le cumul des 8 premiers mois de 2015, les exportations du secteur ont connu une baisse de 1,7%, atteignant un total de 1.518 millions d'euros. Les importations ont atteint, pour cette même période, 1.133 millions d'euros, en hausse de 2,14%.

D'autre part, la valeur totale des projets déclarés auprès de l'Agence de promotion de l'industrie et de l'innovation (APII) a atteint 142 millions de dinars au cours des 8 premiers mois de 2015, soit en hausse de 77%, qui ont permis la création de 11.000 emplois (en hausse de 25,75%).

Last update 12:04 | 25/09/2015

Apparel firms bemoan formaldehyde content rules

Many apparel and footwear firms have voiced outcries over the situation they are in due to the temporary regulations on formaldehyde content.

The enterprises complained the regulations have cost them much time and money. The regulations were initially planned to be implemented for a short period of time but have been in force for six years, heard a seminar on simplification of testing procedures for formaldehyde content in apparel in HCMC on Tuesday.

The workshop was organized by the Central Institute for Economic Management (CIEM) and the USAID Governance for Inclusive Growth (GIG).

The Ministry of Industry and Trade is collecting comments on a draft circular intended to replace temporary provisions on formaldehyde content but, according to enterprises, the draft still contains troublesome procedures.

Pham Thanh Binh, consultant at the GIG Program, told the seminar that the ministry issued Circular 32/2009/TT-BCT in 2009 providing temporary provisions on the acceptable level of formaldehyde content.

According to Binh, Circular 32 sets out three categories of products subject to checks, including apparel for children, garments with directly dermal contact and clothing without directly dermal contact. However, most fabric and all kinds of garment and textile products must undergo checks except for a few outsourced products for export.

Registration files for formaldehyde content checks as required in Circular 32 are quite complicated as they consist of ten kinds of documentation, including seven compulsory ones for customs declaration, contract, bill of lading, certificate of origin, manifest, pictures or description of commodities.

Many enterprises said formaldehyde content is determined on the basis of lab testing results. Therefore, such file requirements are too time-consuming and unnecessary, as most of these documents do not contain information about the chemical constituents of the products.

The August 2015 survey of GIG shows a formaldehyde content check usually takes two days, five days in some cases, and even up to 15 days for special cases (for technical fabrics).

In addition, the examination fee is determined on the basis of the sample quantity with prices ranging from VND1.54 million per sample to VND3.5 million per sample.

Nguyen Cong Nghiem, who is in charge of exports and imports at Mai Son Co., said that if Circular 32 was not revised promptly, Mai Son would incur big examination costs even though the company did not have any products that had failed in tests in the past six years.

According to a representative of a company outsourcing Nike sport shoes based in Long An Province, the company has to meet Nike's high requirements for quality and labor. However, when importing materials to make model shoes, the company has to pay a chemical examination fee of VND40-50 million per month as regulated by Circular 32.

Nguyen Ngoc Khiem from An Phuoc Co. said as such an examination was costly and affected the company's production process, the drafting committee of the new circular was expected to cut examination time to prevent its impact on production activity at enterprises.

Dang Phuong Dung, vice chairwoman of the Vietnam Textile and Apparel Association (VITAS), said authorities should reduce pre-examinations and increase post-checks.

Dung said the draft allows enterprises to go through fewer examinations if they do not have any violations in ten consecutive checks in six months. Nevertheless, to benefit from this, enterprises have to make registrations.

However, Dung said regulations in the draft circular would not resolve the problems faced in the process of handling import and export procedures. In particular, they still had to wait for assessment, pay high costs for inspections and storage before customs clearance.

Binh cited information from the customs at Tan Son Nhat International Airport as saying that since Circular 32 came out in 2009, customs officers had examined around 8,000 shipments of apparel per year for formaldehyde content, but just six cases of non-compliance had been found.

Many enterprises said the percentage of their non-compliance cases had never reached 1% though their products had undergone such examinations for years.

Updated
September, 21 2015 07:50:44

After \$2b investment, Vung Tau ports operating at low capacity

Compiled by Le Hung Vong

Seven deep-water seaports have been built by the Cai Mep – Thi Vai Port Group in the southern province of Ba Ria – Vung Tau in the past few years at a total cost of VND40 trillion (nearly US\$1.8 billion).

However, Saigon International Terminals Vietnam (SITV), SP-PSA International Port, Tan Cang - Cai Mep Container Terminal (TCCT), Tan Cang - Cai Mep International Terminal (TCIT), Cai Mep International Terminal (CMIT), Tan Cang - Cai Mep ODA Terminal (TCOT), and SSIT, a Joint Venture of SSA Holdings International - Vietnam, Saigon Port, and Vinalines operate at less than 20 per cent of capacity even after cargo volumes rose by 15-20 per cent annually to 1.16 million TEUs last year.

In the first year after they became operational, each port saw 16 large vessels leave with cargo for European and American ports every week. However, after those exploratory trips, shipping lines had to reduce the number of direct trips because of a shortage of cargo for transport.

In 2012 they reduced the number to eight vessels per week.

Now, following agreements between local firms and international shipping lines, the number of direct trips transporting goods from Ba Ria – Vung Tau to European and American ports has increased again.

A spokesman for CMIT Port said three vessels sail directly to the US each week, and a new route to Europe is expected to be established later this year.

Tan Cang (New Port) Corp. said its vessels make 13 trips a week to American, European and Asian ports.

Tran Van Danh, head of Ba Ria – Vung Tau customs, said, "Only a few of these ports have received containers for handling; other items such as farm produce and steel are sent by bulk cargo."

Some of the ports have not seen any container ships berth yet, he said.

The manager of a shipping line said only 10-20 per cent of the cargo destined for the US and Europe are transported directly from Ba Ria – Vung Tau, while the others are transported from a transit port abroad. This means cargo is carried from HCM City ports to Singapore, Taiwan, Hong Kong or Shanghai before being loaded on bigger vessels destined for the US and Europe.

Nguyen Xuan Ky, deputy manager of CMIT, was quoted by Tuoi Tre (Youth) newspaper as saying that cargo is not handled at Cai Mep but at ports in other countries before transporting to Europe and America. Shortage of cargo is the main reason for the losses suffered by ports in Ba Ria – Vung Tau. The head of a port external

relations department in the region said all ports in the province suffer losses after huge investments of hundreds of millions of dollars each.

Wage hike hits apparel firms

Restructuring of product lines at urban factories, expanding only rural factories and cutting some expenses like allowances and bonuses for workers, are the measures planned by the labour-intensive textile and garment industry to cope with a proposed wage hike early next year.

The National Wage Council has proposed a 12.4 per cent increase in minimum wages in 2016, subject to Government approval.

Speaking at a conference held in HCM City on 12 September 2015 to introduce the Viet Nam International Fashion Fair, Vu Duc Giang, chairman of the Viet Nam Textile and Apparel Association, said the 12.4 per cent salary hike proposed by the National Wage Council would pose a huge challenge for companies in the sector.

Enterprises in categories 1 (Ha Noi and HCM City) and 2 (Can Tho, Da Nang, Hai Phong) are likely to face big difficulties. Viet Tien Garment Corp., for instance, will see its payroll increase by VND86 billion (US\$3.8 million) next year.

"I support a wage hike but its timing should be in a way that helps companies survive the current tough economic situation," Giang, also a member of the council, said.

The sector has already felt the impact of the upcoming wage hike. Businesses are struggling to cope while foreign importers have shifted their orders to other countries like Myanmar and Bangladesh due to a possible rise in production costs in Viet Nam.

In the long term foreign investment flows into the local textile and garment industry could slow down since the Government would again raise wages in 2018 to ensure that workers can live on their salaries, Giang said.

If the Government approves the current hike, the monthly minimum wages would be VND3.5 million in region one (up VND400,000), VND3.1 million in region two (up VND350,000), VND2.7 million in region three (up VND300,000) and VND2.4 million in region four (up VND250,000).

According to Giang, textile and garment exports rose 10 per cent year-on-year in January-August to US\$17.8 billion, and the full year target is \$27.5-28 billion.

Foreign ownership uncertainty

Two months after the laws were changed to allow foreigners and Viet kieu (overseas Vietnamese) to buy houses in Viet Nam, real estate companies do not know how many have actually taken up the offer.

Speaking at a seminar on "Loosening the bottlenecks to help foreigners and overseas Vietnamese buy houses in Viet Nam" held in HCM City last week, Su Ngoc Khuong, CEO of real estate consulting firm Savills Viet Nam, said, "No one knows how many foreigners [living in Viet Nam] have obtained house ownership certificates."

It is only known that this year 59 foreigners have been issued the certificates.

It takes time for a new Government policy to have an impact on the market, Nguyen Manh Khoi, deputy head of the Ministry of Construction's house and property market management department, said.

Normally it takes four to five months, he added.

However, buying houses now is very difficult due to the complex procedures involved.

Le Hoang Chau, chairman of the HCM City Real Estate Association, said concerns about formalities prevent foreigners from buying property, with many potential buyers limiting their action to fact finding instead of going on to complete transactions.

There appears to be demand among overseas Vietnamese for buying property for their own use in Viet Nam, according to Le Ngoc Lam, an overseas Vietnamese from Japan, was quoted by Vietnam Economic Times as saying.

He said most Vietnamese living abroad expect to come back home, adding that nine out of 10 aged over 50 living in Japan wants to return for investment or business.

However, delays in announcing related policies have caused Viet Nam to miss out on opportunities to attract house buyers, he said.

He said Vietnamese expats' hopes of living at home in their old age and the low property prices in Viet Nam (compared with other countries in the neighbourhood) are good opportunities for the development of the country's property estate market.

Most participants at the last week's seminar agreed that though housing policies have become more liberal than in the past, there should be greater efforts to remove the "bottlenecks" in house buying such as making it mandatory for foreigners to pay through banks.

They also called for quickly issuing decrees to guide implementation of the amendments to the 2014 Housing Law. — VNS

Le textile et l'habillement du Vietnam à la conquête du marché européen

20/09/2015 22:53

Onze grandes entreprises du textile vietnamien ont participé pour la première fois aux foires World Apparel Sourcing Paris et Texworld qui ont eu lieu du 14 au 17 septembre à Paris.

L'ambassade du Vietnam en France, en collaboration avec l'Association Evalliance et l'Association du textile et de l'habillement du Vietnam, a organisé un colloque sur la situation et les perspectives de l'industrie textile vietnamienne après la signature de l'Accord de libre-échange (ALE) entre le Vietnam et l'UE.



Colloque sur la situation et les perspectives de l'industrie textile vietnamienne à Paris.

Photo : VOV/CVN

J-F. Limantour, président de l'Association Evalliance, a fait savoir que «le Vietnam est le 6^e fournisseur de ces produits en Europe avec 3% des parts de marché, soit trois places de mieux qu'en 2011». D'après lui, «avec sa main-d'œuvre abondante de coût modique, ainsi qu'un certain prestige parmi les exportateurs mondiaux de textile, le Vietnam a des atouts pour devenir l'un des trois premiers fournisseurs de l'UE. L'ALE Vietnam-EU ouvrira certainement de grandes opportunités».

L'ambassadeur vietnamien Nguyễn Ngọc Sơn a affirmé que le gouvernement vietnamien accordait toujours une priorité au développement du secteur du textile. Le Vietnam souhaite que les relations de coopération entre le Vietnam et l'UE en la

matière aient le vent en poupe et connaissent de futurs grands succès.

Les foires Texworld et World Apparel Sourcing Paris ont vu la participation de plus de 600 entreprises de 27 pays et territoires.

Créée en 2014 sous la forme d'une association de droit français, l'Association Evalliance a un rôle important dans le renforcement des relations de partenariat et la coopération entre les pays membres de l'UE et ceux de la péninsule indochinoise (Vietnam, Laos, Cambodge, Myanmar) dans les secteurs du textile, de l'habillement, du cuir et des chaussures.

CPV/VNA/CVN

Dệt may Việt Nam tham vọng tiến sâu vào thị trường châu Âu

17-09-2015

Nhiều doanh nghiệp dệt may Việt Nam vừa tham gia hội chợ tại Pháp để tìm kiếm cơ hội thâm nhập sâu vào thị trường châu Âu.

Từ ngày 14 – 17/9, trong khuôn khổ chương trình “Xúc tiến thương mại quốc gia 2015”, Hiệp hội dệt may Việt Nam hỗ trợ hơn 10 doanh nghiệp lớn trong lĩnh vực may mặc Việt Nam lần đầu tiên tham dự Hội chợ Apparel Sourcing, hội chợ uy tín dành cho các doanh nghiệp và nhà cung cấp hàng may sẵn và lần thứ hai tham dự Hội chợ Texworld.

Với nhiều hoạt động từ trình diễn các bộ sưu tập, tổ chức hội thảo về triển vọng ngành dệt may Việt Nam cho tới trưng bày, giới thiệu sản phẩm và gặp gỡ giao lưu với các đối tác châu Âu và thế giới, sự có mặt của Việt Nam đã gây ấn tượng lớn đồng thời là sự chuẩn bị quan trọng cho một chiến lược dài hạn và phát triển mạnh mẽ hơn của ngành dệt may Việt Nam.



Đông đảo đại biểu tham dự hội thảo về triển vọng dệt may Việt Nam

Apparel Sourcing là hội chợ uy tín dành cho các doanh nghiệp và nhà cung cấp hàng may sẵn và Texworld là hội chợ lớn nhất thế giới chuyên về nguyên liệu phụ kiện may mặc thường được tổ chức song song hai lần trong năm vào tháng 2 và tháng 9 tại Paris – thủ đô thời trang của thế giới.

Tham dự hai sự kiện lớn này là các doanh nghiệp có tên tuổi trong ngành dệt may Việt Nam như May 10, Hòa Thọ, Jeansresources, Thai Son, Babeeni ...

Trong khuôn khổ hội chợ, Thương vụ - Đại sứ quán Việt Nam tại Pháp đã phối hợp với EVAlliance (liên minh EU – Việt Nam) và Hiệp hội dệt may Việt Nam tổ chức buổi Hội thảo đánh giá về ngành dệt may Việt Nam cũng như cơ hội của ngành sau khi ký kết hiệp định FTA với EU.

Phát biểu tại hội thảo, Chủ tịch EVAlliance, ông JF.Limantour cho biết hiện nay, Việt Nam đang là nhà xuất khẩu may mặc lớn thứ 6 tại châu Âu chiếm 3% thị phần. Mặc dù đây còn là con số tương đối khiêm tốn nhưng cần phải chú ý rằng chỉ cách đây 3 năm, Việt Nam vẫn đang xếp thứ 9 trong tổng số 10 nước xuất khẩu may mặc tại khu vực và chỉ chiếm 2,5% thị phần. Bên cạnh đó, tốc độ tăng trưởng của ngành dệt may Việt Nam xuất khẩu tại châu Âu tăng nhanh và ổn định.



Ông JF.Limantour -

Ông Limantour cũng phân tích những điểm mạnh và điểm yếu của các doanh nghiệp may mặc Việt Nam dựa trên những nghiên cứu và số liệu chi tiết.

“Doanh nghiệp Việt Nam khá vững chắc, tổ chức tốt và nhân lực tay nghề cao, chăm chỉ. Việt Nam có nhiều lợi thế để trở thành nhà cung cấp hàng đầu của châu Âu trong lĩnh vực dệt may,” ông Limantour đánh giá.

Về Hiệp định Thương mại tự do sắp ký với EU, ông Limantour cho rằng, mặc dù có điểm bất lợi là hiệp định không được cân bằng trong lĩnh vực dệt may, nhưng ngành dệt may có nhiều cơ hội từ hiệp định này để Việt Nam trở thành đối tác thực sự và cân bằng với châu Âu.

Chiến lược dệt may đón FTA và TPP

Tại hội thảo, Đại sứ Việt Nam tại Pháp Nguyễn Ngọc Sơn khẳng định chính phủ Việt Nam dành ưu tiên quan trọng cho việc phát triển ngành dệt may và bày tỏ mong muốn Việt Nam và EU tiếp tục hợp tác thành công trong lĩnh vực may mặc.



Đại sứ Việt Nam tại Pháp Nguyễn Ngọc Sơn.

Đại sứ hy vọng hiệp định Thương mại tự do Việt Nam –EU (FTA) vừa kết thúc đàm phán vào tháng 8/, và sẽ sớm được ký kết sẽ tăng cường sự hiện diện của ngành may mặc Việt Nam tại EU và tạo cơ hội cho các doanh nghiệp Việt Nam đẩy mạnh xuất khẩu sản phẩm đạt mục tiêu đưa Việt Nam trở thành một trong 3 nước xuất khẩu may mặc hàng đầu tại châu Âu.

Về tác động của Hiệp định FTA VN- EU đối với ngành may mặc Việt Nam, Tham tán thương mại Đại sứ quán Việt Nam tại Pháp, Nguyễn Cảnh Cường nhận định, hiệp định sẽ có lợi cho cả hai phía. Ngành dệt may hai bên không nhất thiết phải cạnh tranh đối đầu mà có thể hợp tác tạo ra sức cạnh tranh mới.

“Hai bên có thể tận dụng lợi thế của nhau: Việt Nam có lực lượng đông đảo thợ tay nghề cao còn châu Âu thì có nhiều nhà thiết kế thời trang cao cấp cùng hệ thống phân phối và marketing quy mô toàn cầu. Bên cạnh đó, ngoài các ưu đãi về thuế, việc Chính phủ Việt Nam sẽ cải cách chính sách và quy định nội địa theo yêu cầu của Hiệp định sẽ tạo môi trường đầu tư hấp dẫn cho các doanh nghiệp Việt Nam và châu Âu hợp tác sản xuất và qua đó xuất khẩu hàng trên toàn thế giới,” ông Cường đánh giá.

Những thách thức phía trước

Theo ông Trần Văn Phở, Phó Chủ tịch Hiệp hội dệt may Việt Nam, việc tham dự tích cực hai hội chợ lần này là sự chuẩn bị cho chiến lược sắp tới của ngành dệt may khi hiệp định FTA với EU được ký kết; trong đó bên cạnh các cơ hội, ngành dệt may không quên xác định cả những thách thức phía trước.



Ông Trần Văn Phổ, Phó Chủ tịch Hiệp hội dệt may Việt Nam.

Ông Trần Văn Phổ nhấn mạnh: “Các hiệp định sắp ký như FTA với EU hay TPP sẽ đem lại nhiều cơ hội và chúng tôi tin tưởng vào những hiệp định này và chúng tôi đang có những chiến lược phát triển. Tham dự hội chợ cũng là chuẩn bị cho chiến lược phát triển sắp tới. Khó khăn lớn nhất hiện nay với thị trường châu Âu trước hết là vấn đề nguyên liệu và FTA sắp ký thì phải đến 7 năm sau, ngành dệt may mới được hưởng thuế suất 0%, và đây là một bất lợi đối với chúng ta”.

Về việc phát triển ngành trong thời gian tới, ông Phổ chia sẻ, ngành dệt may Việt Nam sẽ phát triển theo hướng hiện đại hiệu quả và bền vững, lấy xuất khẩu làm phương thức cơ sở cho sự phát triển của ngành và tận dụng tối đa các FTA.

Cũng trong khuôn khổ hội chợ Apparel sourcing lần này, các sản phẩm may mặc của Việt Nam đã được giới thiệu đến đông đảo khách mời và người tham quan qua màn trình diễn của các người mẫu chuyên nghiệp Pháp.

Ước tính hội chợ Texworld và Apparel sourcing có sự góp mặt của hơn 600 doanh nghiệp trong lĩnh vực may mặc đến từ 27 nước và vùng lãnh thổ. Dự kiến trong 3 ngày hoạt động, Hội chợ sẽ thu hút khoảng 14.000 khách mời bao gồm các nhà phân phối bán lẻ, trung gian, đầu tư, marketing,... đến từ 103 quốc gia trên toàn thế giới./.



September, 24 2015 09:26:21

Competition is key to national exports

The State Bank of Viet Nam raised the US dollar exchange rate for the third time this year and expanded the dong's trading band in early August to counter China's move to depreciate the yuan. The decision is expected to influence the country's imports and exports this year. Viet Nam News reporter Mai Huong has a talk with Tran Tuan Anh, Deputy Minister of Industry and Trade about this issue.

How has the recent devaluation of the dong been affecting the country's imports and exports?

The central bank's adjustment of the US dollar exchange rate as well as expansion of the dong's trading band was a well-timed response to diminish negative impacts, particularly on the country's international commerce, of the continuous Chinese yuan depreciation.



Tran Tuan Anh

China's currency devaluation has negatively affected exports of other countries, including Viet Nam, in major markets such as the US, Europe and Japan. Viet Nam says bilateral trade with China is now more advantageous for Chinese exporters.

The State Bank's decision helped ease pressure on Vietnamese exporters and ensure their competitiveness in export markets. This also helped reduce disadvantages for the country in the trade and investment relations with China.

In theory, cheaper currency will help boost exports. Do Vietnamese commodities still have price comparative advantage seeing that currencies of other exporting countries have also declined?

Many countries, including developed nations, have changed their forex policy after China let the yuan fall several times. This means countries are seeking to improve their export competitiveness. However, each country has different market segments. Through integration process, countries have specified their product segments in each market and their products can get a foothold based on brand value and comparative advantages.

Being a developing and exporting country, Viet Nam also has its comparative advantages. It has a cheap and diligent labour force. It also has access to the shift in investment inflows that move from higher developed countries to develop the labour-intensive manufacturing sectors, such as textiles and footwear. Viet Nam is now the second biggest textile exporter to the US after China.

Although forex changes could pose some difficulties for exporters, competition varies in different markets. Exchange rates affect a part of exporters' competitiveness. Other factors including production costs, brand value and product quality play a more pivotal role, but are still weak spots for Vietnamese producers.

Thus, the most important thing is still the long-term strategy of enterprises in building brand, reducing costs, improving product quality and meeting standards in difficult markets.

Viet Nam is accelerating its integration into global trade. We have signed 10 free-trade agreements (FTAs) and entered the final negotiation stages for other accords such as the Viet Nam-EU FTA or Trans Pacific Partnership (TPP).

Is a currency war likely?

From the viewpoint of an international trade expert, I think a currency war will not bring any fundamental and long-term benefits for any country, even the initiator or involved parties. Every country wants to maintain a stable environment which can only be attained through a harmonic currency and financial environment.

Depending on each stage, countries can adjust their monetary policy. However, this should not go beyond the country's control and threaten global currency and financial stability.

Many exporters complain about export declines in major markets like the EU and Japan due to the fall in the euro and the yen. What should businesses do at this stage?

Some products like seafood and processed food have experienced difficulty in the EU and Japan's markets. According to Customs statistics, Viet Nam's exports to the Japanese market dropped more than 5 per cent in August.

The influence of the exchange rate is not long term and inferior to other elements like price, product quality and technology content which can threaten to decrease competitiveness.

In the integration context, businesses should take the initiative in researching and building market strategy, defining their comparative advantages and increase market access. In addition, they should make regular updates on the markets and the trade policy of the Government to be well-prepared for opportunities presented from trade agreements. Lastly, companies must strengthen their competitiveness by raising the quality of their products.

What is the prospect of the country's exports until the end of this year?

Eight-months of exports have demonstrated great efforts of the whole economy and businesses. According to our statistics, exports expanded 9.3 per cent in the first eight months of the year, being short of the Government's target of 10 per cent growth, while the rise in imports was higher. The trade deficit was 3.2 per cent of exports, well in line with the target of below 5 per cent.

The main reason could be attributed to the volatility of global oil prices. The oil price has fallen from about US\$100 per barrel last year to about \$40 a barrel. While the export of oil accounts for large proportion of Viet Nam's export value, the decline of more than 50 per cent in oil price has affected export results. Besides, major agriculture products, such as rice, rubber, coffee and seafood, are unlikely to rise due to strong competition from other economies, including Myanmar, Bangladesh (for rice) and restricted import policies from countries like Thailand and India. Considering that many nations reported sharp declines in exports to China, Indonesia and Malaysia, Viet Nam has made big efforts in enhancing competitiveness and expanding markets.

The country's exports are likely to grow faster in the last four months as this is the peak time for exports of products such as textiles, footwear and farm products. The end of the year is also the time for businesses to sign new contracts for next year. I believe export growth and trade deficit targets could be achieved by year-end. —

VNS

September, 21 2015 08:11:00

Fair promotes Viet Nam fashion



Sharp-dressed man: Models in Viet Tien's products on the catwalk. — Photo *laodong.com.vn*

HCM CITY (VNS) — The annual Viet Nam International Fashion Fair is running in HCM City's Tan Binh Exhibition and Convention Centre.

The five-day fair was organised by the Viet Nam National Textile & Garment Group and Viet Nam Textile & Apparel Association in co-operation with the Viet Nam Leather & Footwear Association.

The organisers hope the fair will help local garment companies develop new partnerships and promote sales at home and abroad.

The event has attracted 100 Vietnamese garment companies with 200 stalls presenting their latest garments, footwear and accessories.

Leading garment makers have presented high-quality products at seven fashion shows.

The opening day saw the latest casual wear collections made of cotton, chiffon and wool for Viet Tien brands VIETTIEN KIDS and T-UP for women.

The Garment Company No 28 showed its luxury brand Belluni collection at the nightly show on the catwalk. It offers suits for businessmen made of natural fabrics like cotton, cottonspun and bamboo/silk.

Other collections from Nguyen Dung, Phong Phu, Len Ha Noi and Tokuni will be shown on following days. They will showcase pyjamas and casual clothes, using the latest materials, techniques and design technologies.

Several activities for young designers, including a design contest and fabric painting designs, are scheduled as well. — VNS

Sunday, Sep 20, 2015, Posted at: 12:08(GMT+7)

International fashion fair opens in HCM City

The fashion industry's latest achievements as well as brand new collections are being introduced at the Vietnam International Fashion Fair (VIFF) 2015, which opened in Ho Chi Minh City on September 18.



Delegates cut the ribbon to open the fair (Photo: VNA)

The fair, jointly held by the Vietnam Textile and Apparel Association (VITAS) and Vietnam National Textile and Garment Group (Vinatex), is part of the activities in the national trade promotion programme.

Featuring nearly 200 booths, the event draws the participation of famous textile businesses such as Viet Tien, Duc Giang, Nha Be, May 10, Hoa Tho, Viet Thang and Dong Xuan together, with a line-up of designers and small and medium garment providers.

Speaking at the opening ceremony, Deputy Minister of Industry and Trade Ho Thi Kim Thoa highlighted garment as a leading export of Vietnam, adding that the sector has made significant progress with a raft of highly-competitive and prestigious brands.

She noted that enterprises need to give a push to the sector's development by following the Government's strategy and taking advantages of free trade deals to build brands favoured in both domestic and foreign markets.

According to VITAS Chairman Vu Duc Giang, the annual fair aims to introduce garment production and export capacity of Vietnamese enterprises to domestic and international customers while linking garment material providers, designers and producers.

Entertainment programmes and fashion shows are scheduled during the event, which will run until September 25.

Last update 10:00 | 22/09/2015

Provinces become more selective about new foreign investment projects

VietNamNet Bridge - More and more provinces have been turning down foreign direct investment (FDI) projects that use outdated technologies or cause pollution.



The northern province of Ninh Binh, for example, is now interested in cassava starch processing and pesticide production. It will reject projects in blacklisted industries such as paper & pulp, painting, additives, battery and steel manufacturing.

Da Nang has also rejected some FDI dyeing factories, including one proposed by a textile & garment group from Hong Kong capitalized at \$200 million and a 30-ha textile & dyeing complex suggested by a South Korean investor.

An official from the Da Nang City Investment Promotion Center said the city turned down

the two investors because the dyeing workshops would cause pollution.

The city's leaders said that Da Nang would focus on attracting FDI projects in the fields of high technologies, and supporting industries and services, particularly clean projects.

The southern provinces of Ba Ria – Vung Tau and Dong Nai several months ago also stated that they would refuse projects which may cause environmental pollution and use too much land.

Projects which do not show high economic efficiency or those targeting mostly unskilled workers would also be rejected.

Hai Duong province in the north, which is not listed among the localities with big advantages in FDI attraction, has also said that it has stopped calling for investment in six business fields, including dyeing, leather and rubber production. Projects that exploit natural resources, such as minerals, building materials and raw materials, will also not be accepted.

Pham Chi Lan, a renowned economist, applauded local authorities' decisions on refusing investments in industries which cause pollution and use outdated technologies, saying that it would protect natural resources for tourism development.

Lan also said that it was the right time for Vietnam to become more selective when calling for foreign investment into Vietnam.

Thoi Bao Kinh Te Sai Gon has quoted experts who have called on local authorities and central agencies to remain cautious about Chinese investment projects in the textile and garment sector.

The experts noted that Chinese textile and garment manufacturers were planning to relocate their production bases to Vietnam, which would allow them to avoid stricter requirements on environmental protection set by the Chinese government and to take full advantage of Vietnam's upcoming membership in the TPP (Trans Pacific Partnership) trade agreement.

Investissements étrangers massifs dans le textile

21/08/2015 15:56

Lors des sept premiers mois de l'année, l'industrie du textile du Vietnam s'est classée au 2^e rang en termes de réception d'investissement direct étranger avec plus 1,12 milliard de dollars.

Les économistes ont souligné que de nombreux investisseurs s'intéressent à ce secteur qui bénéficie de grands avantages en termes d'exportation vers l'Union européenne (UE), les États-Unis, le Japon et la République de Corée, en raison de la signature d'accords commerciaux bilatéraux comme multilatéraux dont l'accord de partenariat transpacifique (TPP).

Selon le département de l'investissement étranger, du ministère du Plan et de l'Investissement, sur les 5,85 milliards de dollars d'investissement total reçu par le pays pendant ces 7 mois, le textile représente plus d'un milliard avec, notamment, 3 grands projets, le premier, turc, de production et de transformation de fibres d'entreprises à Đông Nai, de 660 millions, le deuxième, taïwanais, de fabrication de produits industriels auxiliaires pour le textile et l'habillement de la Sarl Polytex Far Eastern à Binh Duong, de 274 millions, et le dernier, hongkongais, d'usine de fibres et de tissus colorés Lu Thai à Tây Ninh (Sud), de 160,8 millions.



Le textile vietnamien est particulièrement attrayant pour les investisseurs américains et européens. Photo : An Hiêu/VNA/CVN

Avec huit accords de libre-échange (ALE) conclus ou en cours de négociation avec de grandes puissances économiques mondiales - États-Unis, Japon, République de Corée et Union européenne, le Vietnam est devenu encore plus attractif auprès des investisseurs étrangers de ce secteur.

Lors d'un forum sur le textile le 26 juin dernier, les experts étrangers ont affirmé qu'en raison des ALE, le textile vietnamien est particulièrement attrayant pour les investisseurs américains et européens.

Selon M^{me} Julia K. Hughes, présidente de l'Association de l'industrie de la mode américaine (USFIA), le Vietnam est considéré comme le pays ayant le plus d'avantages au sein du TPP avec le bas coût de sa main-d'œuvre et sa production à grande échelle et ses capacités d'export, seulement après la Chine, l'Inde, le Bangladesh et le Brésil.

Les taxes imposées sur les produits du textile du Vietnam aux États-Unis, au Japon, en UE seront supprimées, et le textile vietnamien n'aura pas de concurrence en termes de prix.

Selon le département de la promotion du commerce du ministère de l'Investissement et du Plan, une fois l'ALE Vietnam - UE en vigueur, les exportations vietnamiennes de textile dans l'union connaîtront une croissance de 50% la première année et de 20% les années suivantes. Si le TPP est signé, les produits vietnamiens exportés aux États-Unis et en UE bénéficieront également d'une suppression de droits de douanes.

20/09/2015 22:03

Des opportunités en or pour le textile vietnamien

Afin de tirer profit des avantages conférés par les accords de libre-échange (FTA), ces dernières années, les entreprises textiles vietnamiennes ont pris de nombreuses mesures en vue de renforcer leur compétitivité.

Le textile est un secteur économique clé, aussi l'État lui accorde-t-il des priorités. Lorsque les négociations sur certains accords de libre-échange (FTA) seront achevées, les opportunités seront encore plus nombreuses.



Les exportations textiles de janvier à mi-août 2015 se sont établies à 13,66 milliards de dollars.

Photo : Vu Sinh/VNA/CVN

Ainsi, une fois l'accord de partenariat transpacifique (TPP) mis en œuvre, un millier de lignes tarifaires imposées sur les produits textiles importés seront réduites à 0% au lieu de 17-20% aujourd'hui. La croissance annuelle des exportations nationales de ces produits pourrait atteindre 15%, contre 7-8% actuellement. Avec le FTA Vietnam - Union économique eurasiatique, les exportations vietnamiennes pourraient bondir de 50% la première année et de 20% les années suivantes. D'ici trois à cinq ans, le Vietnam pourrait atteindre un chiffre d'affaires à l'exportation équivalent au Bangladesh, à l'Inde et figurer parmi les cinq premiers exportateurs de l'Union économique eurasiatique.

Lê Tiên Truong, directeur général du Groupe du textile et de l'habillement du Vietnam et vice-président de l'Association éponyme, a déclaré que l'une des tâches principales du secteur était de maintenir les grands débouchés que sont États-Unis, UE, Japon et République de Corée et d'en chercher de nouveaux.

Selon l'Association du textile et de l'habillement du Vietnam, les exportations textiles de janvier à mi-août 2015 se sont établies à 13,66 milliards de dollars, dont 2,39 milliards en juillet (+12,7%). Avec ce rythme, les 15 milliards sont envisageables cette année.

Entre janvier et juillet 2015, les États-Unis sont restés le premier débouché avec près de 6,3 milliards (+13,24% en un an), devant le Japon (1,48 milliard, +5,19%) et la République de Corée (937,75 millions, +1,74%). En matière de parts de marché, le Vietnam occupe le 2^e rang aux États-Unis et au Japon, et le 4^e dans l'UE.

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Vietnam's garment, textile vulnerable to integration

The dependency on import materials and equipment, lack of direct connectivity with markets, low productivity and high production costs have made Vietnamese garment and textile firms develop unsustainably and vulnerable to international integration.



Shirt making for exports at Viet Tien Garment Company
(Illustrative photo: SGGP)

The industry contributes 10 percent of industrial production value. In August, exports were estimated to bring US\$17.6 billion, up 10 percent over the same period last year. However the growth has been estimated to be unsustainable because 80 percent of materials for production are imported.

Fluctuations in fuel and electricity prices and exchange rate have seriously affected the entire industry's operation. Meantime, garment and textile support industry has developed over small scales and been unable to meet demand with high cost prices and weak competitiveness.

Ms. Dang Phuong Dung, deputy chairwoman of the Vietnam Textile and Apparel Association, said that plants have left China for Vietnam, Cambodia, Indonesia and Myanmar, creating a good chance for the industry to make breakthroughs in Vietnam.

However local businesses must boost development of supply chains and intensify connectivity with material suppliers to reduce cost price, which will also help them meet domestic origin requirement to enjoy tax incentives from free trade agreements.

She prompted businesses to take the initiative in connecting together to create a close line from material supply, production to exports to improve competitiveness in the global market. They should move into phases with higher added value such as design, material production, distribution and change from doing outwork into direct production and export, she added.

By Minh Hai – Translated by Hai Mien



Rule of origin puts Vietnamese garment industry in a spot

September 15, 2015 (Vietnam)



The inking of a Trans-Pacific Partnership (TPP) is likely to have a clause on the origin of goods, presenting a challenge to Vietnam's **textile** and apparel industry. The point was brought up at the recently concluded Vietnam-Republic of Korea scientific seminar on garment technology, which was held in Ho Chi Minh City, as per Vietnamese media reports.

The rules of origin is an integral part of the **trade** agreement and expressing his concerns, Moon Byung-chul, commercial counsellor at the Republic of Korea Consulate General, said at the event, "Vietnam must follow TPP's 'yarn forward' rule of origin, which requires manufacturing textile and apparel products using only the US and other TPP countries' yarns and fabrics to qualify for the benefit of the agreement."

Vietnam, even after being one of the world's largest garment exporters, still imports raw materials from countries like China and Korea. The lack of weaving, dyeing, and fibre manufacturing units impose challenges on Vietnam's garment sector.

Fearing the high risk of environmental pollution, many dyeing and weaving projects have failed to get licenses from the concerned Vietnamese government authorities in recent times.

Developing an infrastructure equipped with dyeing and weaving facilities and waste treatment plants can help Vietnam wade off the rule of origin concerns and attract foreign investment. (HO)

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Apparel firms struggling with forthcoming wage hike

VietNamNet Bridge – Though the minimum wage spike has three and a half months to go, enterprises in the labor-intensive textile and garment sector are scrambling to find ways to cope with this financial burden.



Employees are at work at a garment factory in Binh Duong Province. Though the minimum wage spike has three and a half months to go, enterprises in the labor-intensive textile and garment sector are feeling its impact – Photo: SGT

The National Wage Council early this month agreed on a 12.4% increase in minimum wages for 2016. The new minimum wage is subject to Government approval in October.

Therefore, enterprises in the sector plan to change products structures at their factories in cities, expand production in rural areas and cut down on some allowances and bonuses for workers to survive the difficult situation.

Speaking at a media conference held in HCMC last Saturday to introduce the Vietnam International Fashion Fair (VIFF) 2015, Vu Duc Giang, chairman of the Vietnam Textile and Apparel Association, said the 12.4% salary hike will pose a huge challenge for companies in the sector.

Enterprises in Region 1 (Hanoi and HCMC) and Region 2 (Can Tho, Danang, Haiphong and the outskirts of Hanoi and HCMC) will be hard hit. Viet Tien Garment Corp., for instance, will see the paycheck for its workers jumping by VND86 billion (US\$3.8 million) compared to this year.

“As a member of the National Wage Council, I support a wage spike but its timing should be reconsidered in a way that helps enterprises survive the current tough economic conditions,” Giang said.

The sector has already felt the impact of the upcoming wage hike. Businesses are struggling to cope while foreign importers have shifted their orders to other countries such as Myanmar and Bangladesh due to a possible rise in production costs here in Vietnam.

In the long term, foreign investment capital flows into the local textile and garment industry may slow down as the Government will continue to raise wages in 2018 to ensure that workers can live on their salaries, Giang said.

In addition, enterprises have pointed out a paradox revolving the way region-based salaries are fixed. In Haiphong City's Vinh Bao District, there is a garment company bordering with Thai Binh Province and located around 80 kilometers from Hai Phong City. However, Thai Binh belongs to Region 4 but Haiphong City is in Region 1, he added.

If Government approval is forthcoming, the monthly minimum wages would be VND3.5 million for region one (up VND400,000), VND3.1 million for region two (up VND350,000), VND2.7 million for region three (up VND300,000) and VND2.4 million for region four (up VND250,000).

According to Giang, the nation obtained US\$17.8 billion in textile and garment export revenue in January-August, up 10% year-on-year. The sector targets US\$27.5-28 billion in export revenue this year



ATELIER D'HABILLEMENT AU VIETNAM.
 Avec 4.000 entreprises, 1,3 million de salariés et 22 milliards d'€ d'exportation, le Vietnam est le quatrième fournisseur mondial de produits textiles.
 Bodo Marks/Dpa/Afp

Le Vietnam et l'UE se mettent d'accord

lement européen. Ce qui permettrait à l'accord d'entrer en vigueur fin 2017, début 2018.

La commissaire Cécilia Malmström s'est d'ores et déjà réjouie de cet accord, «qui va donner une impulsion au commerce de l'Union européenne avec l'une des économies les plus dynamiques d'Asie». Dans la filière textile-habillement, avec

Après deux ans de négociation, un accord de libre-échange a été conclu entre les deux parties.

Objectif : supprimer les droits de douane et alléger les obstacles à la construction d'usines.

APRÈS plus de deux années de négociations, l'accord de libre-échange entre l'Europe et le Vietnam est sur les rails. Conclu cet été officiellement entre la commissaire européenne chargée du Commerce, Cécilia Malmström, et le ministre vietnamien de l'Industrie et du Commerce, Vu Huy Trinh, celui-ci prévoit la suppression de 99% des droits de douane sur les marchandises des deux partenaires, soit immédiatement, soit progressivement. Ces droits de douane seront ainsi levés pour certaines catégories de produits jusque dans un délai de sept ans côté européen et jusqu'à dix ans (trois à sept ans pour l'habillement) côté vietnamien.

L'accord prévoit aussi l'allègement ou la suppression des obstacles à la construction d'usines manufacturières. Et ce alors qu'un nombre croissant d'entreprises industrielles et de marques européennes – dont les français *Décathlon*, *Chantelle* ou *Simone Pérèle*, mais aussi des fabricants de vêtements de travail – s'implantent au Vietnam pour y produire des vêtements destinés aux marchés européens. Enfin, l'accord comprend des obligations en termes de respect des droits de l'homme et des travailleurs, mais aussi de développement durable.

Certains éléments doivent cependant encore être intégrés, par exemple une disposition de nature à éviter que le Vietnam ne soit utilisé comme un pays de transit pour l'exportation de produits à bas coût, comme les vêtements chinois. «*Il s'agit de s'assurer que les certificats d'origine seront délivrés par les autorités*

vietnamiennes dans de bonnes conditions», commente François-Marie Grau, délégué général de la Fédération française du prêt-à-porter féminin. Une telle disposition paraît cependant relativement superflue aux yeux du consultant Jean-François Limantour, président et fondateur de l'association *Eva (Europe-Vietnam Alliance)*. «*Pour des raisons de coûts salariaux, les Chinois investissent désormais de façon massive dans l'habillement au Cambodge, mais aussi dorénavant au Vietnam et ils exportent leurs pro-*

duits à partir de ces pays. Détourner l'accord UE-Vietnam pour faire transiter des produits fabriqués en Chine n'aurait guère de sens et serait compliqué et dangereux pour eux», estime-t-il.

Top départ en 2017

Le texte du traité doit, quoi qu'il en soit, encore être approfondi sur le plan technique d'ici à la fin de l'année, avant de pouvoir être ratifié par les 28 Etats membres de l'Union européenne, les Parlements de chaque pays, enfin le Par-



CÉCILIA MALMSTRÖM, LA COMMISSAIRE EUROPÉENNE CHARGÉE DU COMMERCE.

«Cet accord va donner une impulsion au commerce de l'Union européenne avec l'une des économies les plus dynamiques d'Asie.»

Dursun Aydemir/
Anadolu Agency

désormais 4.000 entreprises, 1,3 million de salariés et 22 milliards d'€ d'exportations (presque entièrement de l'habillement), le Vietnam est devenu un fournisseur mondial majeur d'habillement. Il est ainsi le quatrième exportateur mondial de produits textiles au premier semestre 2015.

Par ailleurs, selon Jean-François Limantour, l'industrie vietnamienne de l'habillement importe aujourd'hui une très grande partie de ses besoins en tissus de Chine, de Corée et du Japon. Ce qui ferait du Vietnam «*un débouché intéressant, à fort potentiel, pour l'industrie textile européenne, y compris pour les tissus techniques*». Jean-François Limantour incite donc les tisseurs européens, français en particulier, encore très peu nombreux au

Vietnam, à se mobiliser. Car, explique-t-il, «*d'une part, les Vietnamiens ont la volonté de faire monter en gamme leur habillement et, d'autre part, on assiste actuellement à des investissements dans le secteur textile, sur le sol vietnamien, de la part d'acteurs chinois, hongkongais, taïwanais et coréens*».

Emmanuelle Butaud, la déléguée générale de l'Union française des industries textiles (*Uit*), se montre cependant sceptique. Elle note que «*l'habillement vietnamien est encore actuellement tourné vers le bas de gamme, donc peu susceptible d'utiliser des tissus haut de gamme européens*». En attendant, avec 30% d'augmentation de ses exportations d'habillement au premier semestre 2015, à 120 millions d'€, le Vietnam est devenu le septième fournisseur de l'Union européenne. Et ce derrière la Chine,

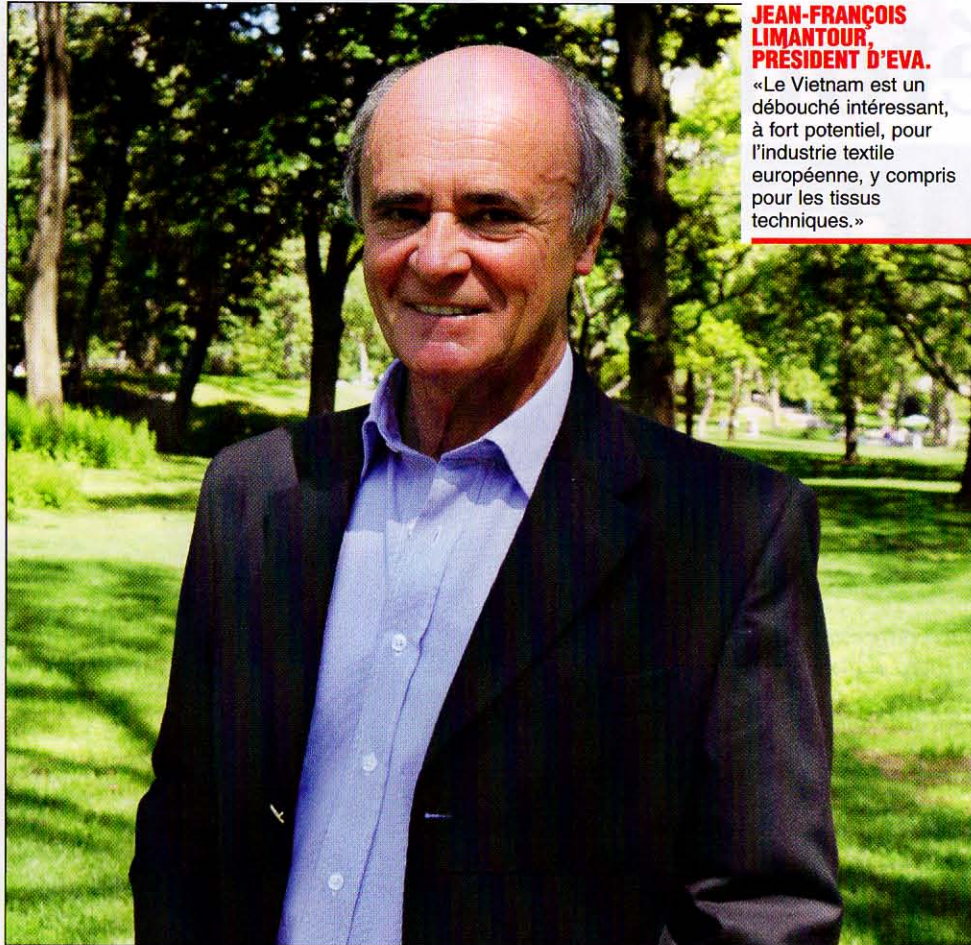
le Bangladesh, l'Inde, le Cambodge et, surtout, à un cheveu du Maroc (120 millions d'€ aussi), et devant le Pakistan (110 millions) et la Tunisie (100 millions).

Le Vietnam exporte vers l'Europe, par ordre décroissant, en premier lieu des parkas, anoraks et autres doudounes (sa grande spécialité), des pantalons (type jeans, chinos), des vestes pour femme, des chemises masculines, des tee-shirts, enfin des pulls.

On assiste, selon Jean-François Limantour, «à une évolution exponentielle, surtout depuis deux ans, des exportations de vêtements vietnamiens vers l'Europe et à un décrochage à son profit, si on les compare à l'ensemble des importations européennes, de vêtements en provenance de toute origine». En France, le Vietnam a occupé la dixième place du podium des fournisseurs d'habillement au premier semestre 2015. Les importations de vêtements en provenance du Vietnam ont carrément bondi de 38% pendant les six premiers mois, à 210 millions d'€.

Règles d'origine

Pour sa part, François-Marie Grau salue un «accord relativement équilibré» et est particulièrement satisfait de voir que les règles d'origine classiques, avec une double transformation, ont été maintenues, alors que les Vietnamiens avaient réclamé une dérogation, qui leur aurait permis d'utiliser des matières premières non originaires du Vietnam, de l'UE ou de Corée (seuls pays ou zones autorisés par l'accord pour le sourcing matières), donc, notamment, chinoises. «Cela aurait semblé très désordonné que l'on accorde aux Vietnamiens ce à quoi nos amis du Maghreb n'ont pas droit», analyse Fran-



JEAN-FRANÇOIS LIMANTOUR, PRÉSIDENT D'EVA.

«Le Vietnam est un débouché intéressant, à fort potentiel, pour l'industrie textile européenne, y compris pour les tissus techniques.»

çois-Marie Grau. Certes, la situation est complexe pour les intérêts français, car, si certaines entreprises hexagonales se sont installées au Vietnam et auraient pu avoir intérêt que les règles d'origine évoluent, ce n'est pas le cas de celles qui fabriquent en France ou au Maghreb.»

François-Marie Grau exprime, par ailleurs, un regret à propos de l'accord : le

fait que celui-ci «n'aboutisse pas à un démantèlement immédiat et réciproque de part et d'autre, ce qui devrait être le cas pour un accord de libre-échange». Alors que, pour certaines catégories, le délai peut être très long, il relève «qu'il pourra se passer bien des choses d'ici là sur le marché». Le Vietnam est-il susceptible d'être un marché potentiel à l'exporta-

tion pour les marques de mode françaises ? «Il s'agit certes d'un pays de 90 millions d'habitants, admet-il, mais dont le pouvoir d'achat est encore très faible. Même si ce pays connaît un développement économique assez rapide, il ne devrait pas constituer avant un bon moment un marché potentiel à l'export pour nos entreprises.»

«Il s'agissait d'un accord assez sensible à négocier, dans la mesure où le Vietnam est un grand exportateur de vêtements, qui bénéficiait d'ailleurs déjà du système de préférences généralisées (Spg) général, accordant 20% de réduction sur les droits de douane à l'entrée dans les pays de l'Union européenne, soit 9% au lieu de 12% pour l'habillement et 6,4% au lieu de 8% pour le textile, observe pour sa part Emmanuelle Butaud (Uit). L'intérêt offensif des Vietnamiens était donc évident dans le secteur du textile-habillement. Il ne l'était pas pour les tisseurs européens. Nous sommes cependant satisfaits de voir que le principe des règles d'origine, reposant sur une double transformation, ait été adopté. Pour nous, il s'agit maintenant de s'assurer que le contrôle du respect de ces règles d'origine sera bien effectué. Mais nous allons aussi regarder si cet accord est susceptible de générer une dynamique d'investissements au Vietnam. Dans le domaine des vêtements professionnels, notamment, où des européens sont présents, et sur les marchés publics locaux, y exporter nos tissus techniques pourra en effet éventuellement présenter un intérêt. Et ce alors que le pays, avec une importante population et en forte croissance, peut développer des besoins dans ce domaine.»

SOPHIE BOUHIER DE L'ECLUSE ●