

Sommaire / Summary

🌿 Belgique : sale temps pour l'habillement	1
🌿 Cambodia PM woos garment workers with cash and pay rise vow	3
🌿 Cambodia : sourcing in Cambodia is about to get more expensive	5
🌿 Cambodia : technology push for productivity	7
🌿 Cambodia : training centre for garment workers	9
🌿 Cambodia : Union proposes minimum wage of \$223 a month	11
🌿 China must improve business environment for manufacturing sector	13
🌿 Chinese companies automating factories to boost efficiency	15
🌿 China : textiles world's dirtiest industry : how China face it	18
🌿 China : Intertextile Shanghai to see over 4500 exhibitors	20
🌿 China's new scrap ban could prove detrimental to global textile recycling efforts	23
🌿 China : silk to enhance body sensors	25
🌿 Chine : limitation des importations de Corée du Nord	27
🌿 Coton : à la merci des intempéries	30
🌿 Ethiopia : can Ethiopia be Africa's leading manufacturing hub ?	32
🌿 Ethiopie : les parcs construits par la Chine attirent les producteurs mondiaux	38
🌿 France : Avantex Paris to host 30 international textile exhibitors	40
🌿 France : Eram innove avec sa basket connectée « made in France »	42
🌿 France : four new countries to join ApparelSourcing Paris	44
🌿 France : le pôle mode de la famille Mulliez ressemble de plus en plus à un groupe	46
🌿 France : pourquoi les Galeries Lafayette et la Redoute s'allient ?	49
🌿 Ile Maurice : ces usines textiles tissent leur toile grâce à la technologie	51
🌿 India begins investigation on NFY import from EU, Vietnam	56
🌿 Indonesian textile manufacturers in focus : Sri Rejeki Isman	58
🌿 Iran : an emerging power in textile, apparel industry	60
🌿 Maroc in Mode et Maroc Sourcing misent sur la fast fashion	64
🌿 Maroc : quatrième participation à Intertextile – Shanghai	67
🌿 Monde : le marketing basé sur l'intelligence artificielle va réinventer la distribution	69
🌿 Myanmar garment, textile industries training in chemical management	70
🌿 Myanmar : social and labour standards	71
🌿 Pakistan : PTEA concerned over sluggish textile sector growth	73
🌿 Russie : la production de vêtements moins chère qu'en Chine ?	74
🌿 Sri Lanka : GSP+, EU mission to monitor implementation of Sri Lanka pledges	76
🌿 Turkey : despite Turkish strife, fashion brands stay true to Istanbul	78
🌿 UE : la lingerie féminine, un marché très porteur	83
🌿 USA slaps sanctions on Russian, Chinese entities....(North Korea)	86
🌿 USA : increased power for electric yarns	88
🌿 Vietnam : Ho Chi Minh to host Cotton Day event on September 12	90
🌿 Vietnam : 17 ^{ème} exposition de l'industrie textile à HCMC (22-25 novembre)	92
🌿 Vietnam : how sourcing managers are re-examining Vietnam after the demise of a FTA	93

30 août 2017 13:18 par Dominique Liesse & Jens Cardinaels

Sale temps pour l'habillement

JBC, C&A, Veritas ... toutes ces enseignes sont sous pression. En 2016, elles affichaient des ventes en recul et l'année 2017 ne s'annonce pas meilleure. A contrario, les marques internationales H&M et Zara tirent leur épingle du jeu.

Branle-bas de combat dans les sièges sociaux des entreprises actives en Belgique dans la vente de vêtements. Les chiffres ne sont guère brillants et la situation ne semble pas s'améliorer. **La progression du chiffre d'affaires tant attendue n'arrive pas.** "Au premier semestre de cette année, nos ventes affichaient un statu quo par rapport à l'an dernier," explique Ulrik Vercruyse, CEO de Veritas.

Même son de cloche ailleurs. Bart Claes, CEO de la maison-mère de JBC et Mayerline, CRG, reconnaît même un premier semestre 2017 encore plus difficile. "Tout le secteur se plaint. Le marché est sous pression."

Ce manque de croissance surprend après une année 2016 déjà difficile. Le Suisse Charles Vögele a ainsi fermé ses magasins belges et [MS Mode a été déclaré en faillite](#).

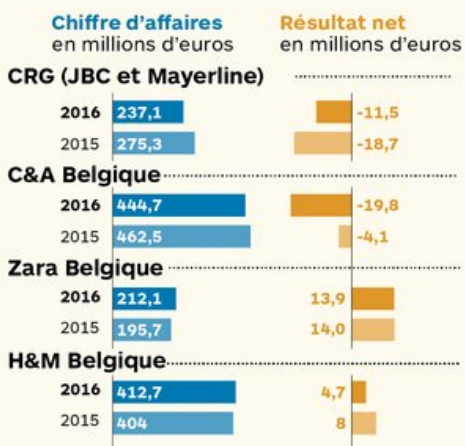
"Avec cette concurrence forte, les enseignes font de plus en plus de réductions. Et ce tout au long de l'année".

GINO VAN OSSEL
VLERICK BUSINESS SCHOOL

Concurrences internationales

L'année 2016 a été synonyme de coups durs pour le secteur, explique Gino Van Ossel, expert auprès de la Vlerick Business School. **Les saisons estivale et hivernale** sont une explication comme **les attentats du 22 mars** qui ont touché la capitale. "De nombreuses personnes ont ainsi évité les centres commerciaux et les centres urbains. A cela s'ajoute une confiance du consommateur qui l'an dernier était très basse."

JBC ET C&A SOUS PRESSION



Des effets plus durables sont néanmoins aussi observés: "Les gens **dépensent davantage dans l'électronique et les voyages** et moins en vêtements", indique le patron de Veritas. Chez C&A, on chiffre à **300 millions le recul des dépenses** des Belges dans l'habillement.

Au final, le Belge n'achète pas moins de vêtements, mais il se tourne désormais vers les chaînes à bas prix comme H&M, Zara et Primark. Ces derniers ont, même en ces temps difficiles, vu leurs ventes. "Les chaînes internationales sont souvent montrées du doigt quand le secteur va mal, mais c'est injustifié", explique Gino Van Ossel.

"Le véritable problème se situe dans le segment d'acteurs aux prix moyens. Ils sont sous pression depuis l'arrivée de H&M and co. Le Belge JBC en est victime comme le Néerlandais C&A." "La croissance des chaînes 'fast fashion' est donc plus importante que l'arrivée de l'e-commerce", explique le dirigeant d'une marque du segment "moyen". "H&M va bientôt ouvrir à Bruxelles son premier magasin ARKET, orienté jeunes. Il va donc grappiller des **parts de marché auprès des trentenaires**". Inditex, maison-mère de Zara, vise aussi d'autres segments avec ses enseignes Bershka et Pull&Bear très présentes dans les rues commerçantes.

Réductions à la pelle

Pour Gino Van Ossel, les chiffres d'affaires et les bénéfices des chaînes d'habillement vont encore rester sous pression. "Avec cette concurrence forte, les enseignes font de plus en plus de réductions. Et ce tout au long de l'année".

A côté de cela, toutes doivent également procéder à d'importants investissements dans l'**e-commerce**, ce qui pèse aussi sur les bénéfices. "L'an dernier, nous avons énormément investi dans un nouveau système d'e-commerce dont les résultats ne sont attendus que pour cette année, explique le dirigeant de JBC. "Nous poursuivons sur notre lancée: des produits de qualité et durables. Nous offrons des t-shirts dès 7,50 euros. Les t-shirts à 2,50 euros qu'on met une année avant de les jeter? Pour cela, nous passons notre tour," conclut Bart Claes.

Source: L'Echo



Cambodia PM woos garment workers with cash and pay rise vow

By [AFP](#)

PUBLISHED: 10:35 BST, 30 August 2017 | UPDATED: 10:35 BST, 30 August 2017



Hun Sen, who has ruled Cambodia for more than three decades, faces a key test at national polls next year with the main opposition party gaining in popularity amid mounting anger over corruption and inequality

Cambodia's strongman premier handed out cash to hundreds of pregnant garment factory workers on Wednesday, launching a policy charm offensive on an industry that has often clashed with his government over working conditions and pay.

Hun Sen, who has ruled Cambodia for more than three decades, faces a key test at national polls next year with the main opposition party gaining in popularity amid mounting anger over corruption and inequality.

During a speech to more than 10,000 garment workers on Wednesday, he announced a raft of new benefits for employees, including a commitment to annual pay rises.

The monthly minimum wage for garment workers, currently \$153, "won't be lower than \$160" in 2018, he said, adding "the salary will be increased every year".

Employers will be ordered to pay for health insurance while all garment workers will receive free medical check-ups and treatment at state-run hospitals from January.

He also promised a guaranteed pension for the workers from 2019 and said they could travel on public buses for free for two years.

Political analyst Meas Ny said Hun Sen saw the garment sector as a vote bank which was sympathetic to the opposition.

"It is a new strategy to capture their support back," he told AFP.

Hun Sen, 65, has ruled Cambodia for 32 years, tolerating little dissent and skillfully wielding the courts against his opponents.

He portrays himself as the only man who can guarantee peace and stability in the war-ravaged nation but detractors say corruption and rights abuses have become endemic under his rule.

At the end of his speech, Hun Sen donated \$5 to each worker attending the gathering and personally handed an envelope of cash to hundreds of pregnant women.

More than 740,000 workers provide the backbone of Cambodia's \$7 billion textile industry, which supplies brands including Gap, Nike and H&M.

They have been at the forefront of labour protests or strikes for higher wages and have faced several crackdowns by Cambodian authorities.

Garment workers joined the opposition party's mass public rallies both before and after the disputed election in 2013.

Last week, Cambodia closed a prominent American NGO and ordered its foreign staff to leave the country, the latest salvo by the government against perceived critics.

Sourcing in Cambodia is About to Get More Expensive

by Tara Donaldson

Posted on August 22, 2017 in News, Trade



Cambodia's Prime Minister Hun Sen passed a benefits package—including a wage increase—for workers this week and factory owners are already up in arms about how to foot the bill.

The new benefits package, which takes effect from Jan. 1, 2018, will see garment factory workers receive free health care from their employers, free access to public transport and a minimum wage increase from the current \$153 per month to \$168 per month, a **nearly 10 percent jump**. The wage hike follows this year's increase to \$153 from \$140 in 2016.

Manufacturers in the country have already called on the government to provide aid to offset their additional costs, according to The Phnom Penh Post, and a representative from the Garment Manufacturers Association in Cambodia (GMAC) has expressed concern **for the sector's competitiveness, saying the benefits package would require** manufacturers to spend an additional \$10 million a month on worker wages and another \$3.5 million a month on health care.

“We believe that the government has done a clear study and considered carefully before making the decision,” GMAC deputy secretary-general Kaing Monika told the Post. **“However, we hope that the government will facilitate and provide some encouraging policies to offset the additional costs and to support the private sector, otherwise we will face hard times.”**

As GMAC suggested, the Cambodian government could help manufacturers lower their operating costs by reducing electricity fees, eliminating unnecessary red tape and **working to improve the country’s logistics** system.

According to the Post, Cambodia’s garment and footwear industry brought in more than \$6.5 billion in 2016 and provided jobs for roughly 700,000 workers. When it comes to trade with the U.S. specifically, textile and apparel imports from Cambodia last year totaled \$2.19 billion, which was a 14 percent drop over imports in 2015, according to OTEXA data.

The hope with the added benefits and wages, according to Monika, is that it will help **boost workers’ productivity, which is reportedly lower than in** neighboring countries.

“What we want from workers in return is for them to increase their productivity, because when productivity costs increase the only way to offset these costs is to increase productivity,” he said.

What’s coming next, however, productivity or not, is that factories will be looking to brands and retailers to pay up.

“If international buyers can offer a higher price for our products, [in recognition that it] will contribute to improving workers’ living conditions, it will also help to maintain investors,” Chan Sophal, director of Cambodia’s Centre for Policy Studies, told the Post.

August 28, 2017

Technology push for productivity



Ly Tek Heng says new technology would raise value and increase orders. KT/Chor Sokunthea

While industry, particularly the textile, travel bag and footwear sectors, is diversifying to high value added products, upgrading of high technology and modern machinery is needed for all factories, a senior official at the Garment Manufacturers Association in Cambodia (GMAC) said.

GMAC operations manager Ly Tek Heng said at the seventh Cambodia International Machinery Industry Fair and Cambodia International Textile and Garment Industry Expo that standardised advanced technology would attract new buyers while the products would be of high quality, so orders would be increased.

“We need high value added products and because of that we need high technology and investment in machinery. The technology will help save electricity and increase quality,” Mr Tek Heng said.

The four-day fair and expo will end today at Diamond Island Convention and Exhibition Centre.

Judy Wang, president of event organiser Yorkers Trade and Marketing Service, said there were 175 exhibitors from 17 countries and regions, including Bulgaria, Cambodia, Germany, Hong Kong, India, Italy, Indonesia, Japan, Malaysia, Poland, Singapore, Taiwan, Thailand, Turkey, United Kingdom, and Vietnam.

“There are about 200 booths to showcase a wide range of innovative products and versatile solutions for industry,” Ms Wang said.

“The expo today is of opportune timing and a crucial platform to promote and encourage industrial development in Cambodia,” she said.

Sat Samy, secretary of state of the Ministry of Industry, said the event was to promote industrial developments and foreign investments, especially to elevate imports and exports and create chances for industrialists to upgrade old equipment, seek cooperation, and discover new business opportunities. He added this year the event was being organised over four days, covering all the elements of key industrial sectors such as plastics, packaging, printing, food processing, agriculture, auto parts and accessories, machine tools, energy and electricity engineering, lighting, and textiles and garments.

“Cambodia needs to diversify its economic growth, and develop higher value added products,” he said.

Mr Tek Heng echoed Mr Samy on the importance of the expo. He said new technology was needed for GMAC to upgrade their facility such as machinery to increase productivity and save electricity.

Mr Heng said that about 600 factory owners came to check on how they updated their production with new technology.

“The 600 factories focus on garment, textile, shoes, travel bags and clothes,” he said.

“This expo will be bring the technology and what our members need. Every year, we see new machinery in the market so there is a need to update production to increase output,” Mr Heng said.

To upgrade technology and machinery, GMAC also has the Cambodia Garment Training Centre Institute (CGTI) which was officially launched last week, a day after a visit by Prime Minister Hun Sen to garment and textile factories.

Mr Tek Heng said the centre, which is open to the public, is aimed at workers in the garment and textile industries and is a place where they can gain more intensive skills for the development of productivity in the sector.

CGTI was built by the Garment Manufacturers Association in Cambodia with a soft loan from the French Development Agency and its building was completed early this year.

Andrew Tey, the director of CGTI, said the garment and footwear industry is facing many challenges and competition, while wages will increase year-on-year, all of which requires better quality in the production of goods.

Training centre for garment workers

May Kunmakara / Khmer Times Share:



The centre, which is open to the public, is aimed at workers in the garment and textile industries. KT/Chor Sokunthea

The Cambodia Garment Training Center Institute (CGTI) was officially launched yesterday, a day after a visit by Prime Minister Hun Sen to garment and textile factories.

The centre, which is open to the public, is aimed at workers in the garment and textile industries and is a place where they can gain more intensive skills for the development of productivity in the sector.

During a visit to factories in the Phnom Penh Special Economic Zone, Mr Hun Sen officially inaugurated the CGTI, which will help with the development of more skilled workers to produce better quality products for the industry. CGTI was built by the Garment Manufacturers Association in Cambodia with a soft loan from the French Development Agency (AFD) and its building was completed early this year.

Andrew Tey, the director of CGTI, said the garment and footwear industry is facing many challenges and competition, while wages in the industry are set to be reviewed and will increase year-on-year, all of which requires a better quality in the production of goods.

“Now the challenges are starting to get greater and greater,” he said. “The standard of living in Cambodia is going up, and the wages too. When we get an increase in salaries it means that productivity has to be going up,” he added.

“We have to understand the needs of the industry. I think that right now Cambodia lacks a soft training institute, so that’s why GMAC is here to provide the members’ needs and to help them as the factories need to improve the productivity together with the rise of wages,” he said.

“If not, Cambodia will lose its competitiveness compared with countries like Vietnam, while Myanmar is coming up, so how do we want to be? We want to be higher, not lower.

“So training is a part of that. All workers, all Cambodians, have a place to learn a skill and with the right training,” Mr Tey added.

Mr Hun Sen said the garment industry has been growing for decades and employs almost one million people as well as contributing to the country’s economic growth.

He said that so far there are 1,168 factories and enterprises in Cambodia with more than one million workers. Exports from the garment industry was only \$200 million in the past, but is now more than \$12 billion.

“That’s the industrial policy that we have been trying to work on to attract investors to invest here,” he said.

According to Mr Tey, the CGTI in cooperation with the Singapore-based TaF.tc is providing Singaporean trainers and setting up courses for the institute over its first three years to train local people to become the next trainers.

Mr Tey said the institute had already held its first class in mid-July, which comprised 43 students from three garment factories who are now working as assistant supervisors and team leaders.

He said for the moment the CGTI was focusing on supervisors and shop floor team leaders and added that the training institute would later add courses for middle level managers.

He said the institute would also offer professional diploma courses in September to fresh university graduates.

Union proposes minimum wage of \$223 a month

Fri, 25 August 2017

[Yon Sineat](#)

A group of unionists yesterday proposed \$223.84 per month as an adequate minimum wage for the garment and footwear sector, based on a survey of 300 workers.

The figure, some \$70 higher than the sector's current mandated minimum salary, was unveiled during a workshop organised by the Cambodian Labour Confederation (CLC) and attended by several other unions.

The study, which assessed living expenses for 300 workers from 30 factories in and around Phnom Penh, calculated average monthly food costs at \$82, and non-food items – such as rent, utilities and health care bills – at \$113. Added to this was \$28.84 to cover the cost of inflation and account for productivity increases.

The group's research is designed to inform their submission to the 2018 minimum wage negotiations.

CLC President Ath Thorn said the workshop was designed as a forum to discuss the figure with other unions on the Labour Advisory Committee (LAC), the government's wage setting group, to seek their approval.

"If they agree with this number, we'll submit that number to negotiate within the LAC," Thorn said.

Chheng Dano, vice president of the National Independent Federation Textile Union of Cambodia, said she backed the study. "I support the number found from the research and I ask other unions to please support that number too," she said.

A contentious issue seized upon by the opposition party during the 2013 national election, the minimum wage, which currently only applies to the garment and footwear sector, has made steady increases in recent years after the government introduced a formal negotiation process in 2014.

The last round of negotiations saw the wage increase from \$140 to \$153 per month, a boost that fell below unions' demands of at least \$171.

Though the next round of negotiations are yet to begin, Prime Minister Hun Sen on Sunday proposed increasing the figure to \$168, an announcement which prompted questions about whether the raise had been decided in advance.

While calling the suggested \$15 “some progress”, Thorn said he hoped this wasn’t the case. “We still hope we’ll be able to negotiate at the LAC,” he said, adding that if the government failed to satisfy workers, protests and unrest may result.

Garment Manufacturers Association in Cambodia Secretary-General Ken Loo said the proposed \$223 figure was not sustainable.

“Cost of living is only one factor among seven that it’s agreed the minimum wage will be based on,” Loo said.

“We have to look at all seven factors; there are three social factors, including cost of living and inflation, but there are four economic factors, including competitiveness, the cost of doing business, etc.”



AUGUST 27, 2017 / 1:43 PM / 7 DAYS AGO

China must improve business environment for manufacturing sector - Premier Li



Employees work along a production line of a textile factory in Suzhou, Jiangsu province, China, June 13, 2015. China's factory sector contracted by the most in 15 months in July as shrinking orders depressed output, a preliminary private survey showed on July 24, 2015. Picture taken June 13, 2015. REUTERS/China Daily CHINA OUT.

BEIJING (Reuters) - China should provide more fundraising services to companies, especially smaller firms, and look at fiscal and tax policies that

support upgrading its manufacturing sector, Premier Li Keqiang said in remarks published on the government's website.

Li said market entry barriers should be lowered, vocational training improved and intellectual property protection increased as China looks to improve its manufacturing sector, which he said is still in the mid to low-end internationally.

China has put forward its Made in China 2025 strategy, which aims to improve Chinese manufacturing and make Chinese firms world technology leaders.

Li's comments at a meeting with representatives from government departments and companies on Friday were published on the government's website on Sunday.

"Manufacturing is the foundation of economic development. In order to upgrade China's economy and realise new industrialisation, we must rely on strengthening Chinese manufacturing," Li said.

Reporting by Elias Glenn, editing by Louise Heavens
Our Standards: [The Thomson Reuters Trust Principles.](#)

MONDAY, 21 AUGUST 2017 14:12

CHINESE COMPANIES AUTOMATING FACTORIES TO BOOST EFFICIENCY

"With China's labour cost increasing, the country is shifting focus on automation to make factories more efficient. For instance, Chenfeng Group, a leading contractor for Uniqlo operated by Japan's Fast Retailing, recently set up a production line using a hanger system in a corner of its huge garment factory in Changzhou, Northwest, Shanghai. The factory makes 1.3 million shirts a month. This new system allows shirts to be assembled on a single hanger that moves around the production line, guided by circular rail suspended from the ceiling. The hanger stops in front of a worker, who attaches a part to the shirt or performs a task. "



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Technology to boost production



There are around 50 sewing machines and their operators are deployed along the rail. Sensors determine how fast each operator is working and send the shirts to the best operator for the task at hand. The time needed to complete each step varies, depends on its complexity and the skill and experience of the worker. As one of the factory officials informed, before the new assembly method, it was difficult to keep track of progress for each of the 47 steps in the assembly process. Delays in particular steps slowed production all along the line. The new system raises production efficiency by 15 per cent.

Looking at the gains, the company is eyeing to introduce the system at around 200 of its production lines in its nine factories across China in the next two years. This will increase total output to 10 million shirts monthly by 2020, from roughly 6 million at present. Chenfeng plans to spend a total 2 billion yuan (\$299 million) from fiscal 2013 through fiscal 2018 to increase production.

The change is just not limited to the hanger system but also to automating specific processes. The company is working on semi-automation of tasks such as attaching buttons and pockets, as well as sewing the center back line. This would drastically reduce the number of people needed for each step from several operators to just one. CEO Gao Dekang point out, the company is considering moving some production to Vietnam and other locations abroad. At present, about 20 per cent of its production lines are automated. The company wants to increase the percentage to 50-60 per cent within several years. Potential areas for automation include fabric cutting machines and down filling machines. The company is also looking to introduce robots for picking goods in warehouses and shipping.

Rising labour cost – a concern

According to the Japan External Trade Organization, the monthly basic wage in China topped \$400 on average last year. That was twice as high as the monthly wage in Vietnam, and four times higher than that of Bangladesh. Labour costs in China are expected to continue rising 10 per cent a year or more. That has already prompted some garment makers to shift production to Southeast Asia. In 2015, China's clothing exports totalled \$175 billion, or around 40 per cent of global exports, according to data from the World Trade Organization. The value fell 6 per cent from a year earlier, while shipments from emerging economies such as Bangladesh, Cambodia and Vietnam increased.



Par exemple, pour un Prêt Perso d'un montant de 8000€ sur 24 mois, vous remboursez 24 mensualités de 340,60€ hors assurance facultative. Le Montant total dû est de 8174,40€. Taux Annuel Effectif Global (TAEG) fixe de 2,10%. Taux débiteur fixe de 2,080%. Le coût mensuel de l'assurance facultative est de 10,35€ et s'ajoute aux mensualités ci-dessus. Le Taux Annuel Effectif de l'Assurance est de 3,010%. Le Montant total dû au titre de l'assurance est de 248,40€. En savoir plus

Un crédit vous engage et doit être remboursé. Vérifiez vos capacités de remboursement avant de vous engager.

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Textiles World's Dirtiest Industry: How Does China Face It – OpEd

September 3, 2017 By [Hemang Desai*](#)

The tunic Chairman Mao Zedong wore on October 1, 1949, to declare the founding of the People's Republic of China at Beijing's Gate of Heavenly Peace, was made of polyester. During subsequent decades, that attire was known to the world as 'the Mao Suit', as it went on to capture fashion trends across the world. Today, it is facing a decline in Mao's own China. The country, however, in the meantime has become the proverbial 'workshop of the world' and its textile industry makes up a large part of that workshop.

Industry in general and the textile industry in particular has impacted the environment on a grand scale. The complex aspects of this impact were explored in a panel discussion hosted by the Stockholm Water Institute (SIWI) as a part of its annual World Water Week– Clean and Circular: The Future of Made in China Fashion. The panelists represented on-ground Chinese stakeholders on their action on managing wastewater, chemicals, raw materials and waste.

Much of the world's dirty and thirsty global fashion and materials come from China. The panelists tried to answer the question: Can the Chinese industry survive the country's move to 'Beautiful China' and the new stringent environmental regulations introduced by the Government?

A circular economy manages water and waste as economic assets thereby enhancing its capacity to achieve Sustainable Development Goal (SDG) 12, target 5 of the United Nations: 'by 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse of water.'

The Chinese textile industry is the largest in the world. It exported \$274 billion in textiles in 2013, which accounted for 43.1 percent of global clothing exports. A whopping 230 thousand Chinese textile manufacturing companies employ 20 million people. Textile industry, however, is hugely water-thirsty and environment polluting. It adds to already water stressed environment of China

which is expected to experience 199 billion m³ shortfall of water during the coming decade.

China's waterbodies have not escaped devastation caused by industry: 80 percent of lakes are polluted. The main drivers of pollution in China, industry and urbanization, have polluted 19.9 percent of the country's farmlands. Some 678 million people live in highly water stressed areas.

China's water story is not all bleak, however, for the consumers buying China's products across the world. In its quest to become 'Ecological Civilization', the government has launched 'Ten Measures for Water' plan. The plan puts tough controls on polluting industries—among them textiles—with emission limits and provides stricter supervision from authorities and public.

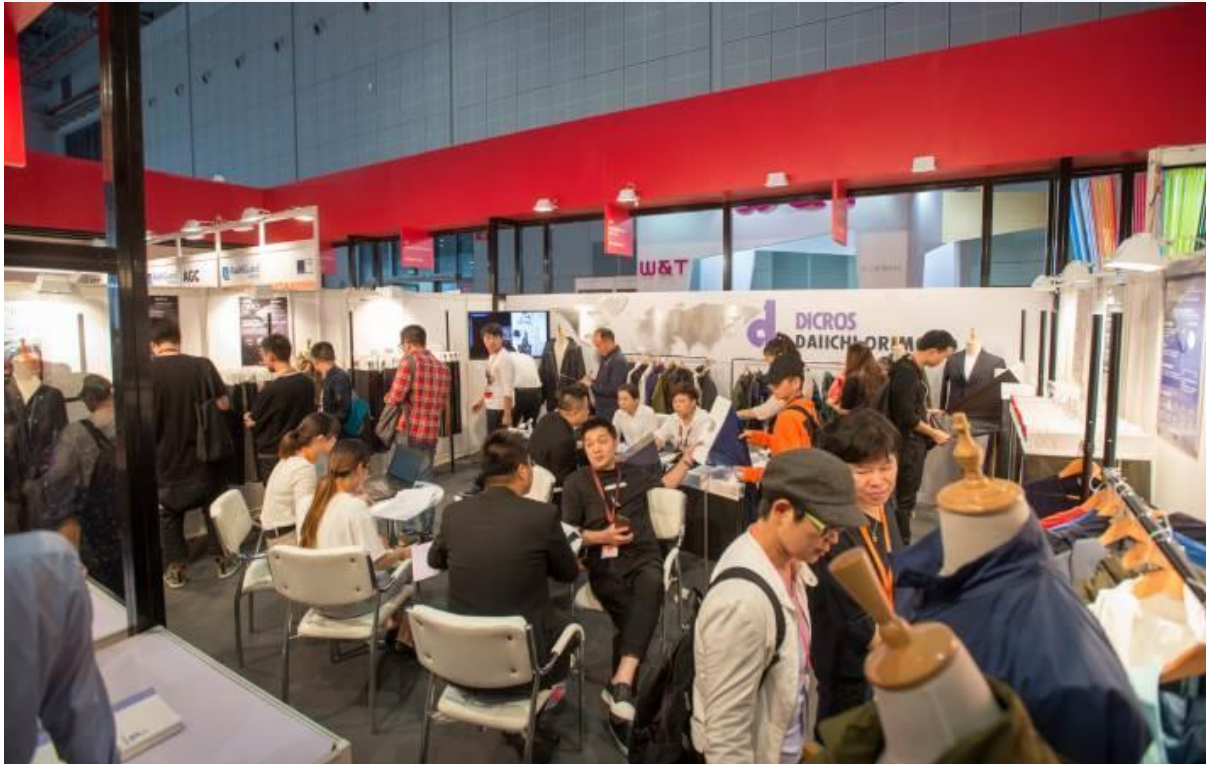
“Some 400 textile dyeing houses have closed down and around 10,000 have received warnings from the government since the plan was introduced,” said the panelist, Kehua Hu of China National Textile and Apparel Council Deputy Director for Social Responsibility.

Kehua Hu pointed out best practice approaches increasingly applied in the textile industry like 'water free coloration' in dyeing process which keeps it free from pollution. Another approach emerging to creating a circular loop is the re-use of textile production in furniture-making and objects for interior designing of spaces. This practice emerged as a response to the new regulation banning re-use of old clothes. Hu said “sustainability is the trend in China now. If you fail to be sustainable, you will face the risk of shutdown.”

International brands are chipping in too to improve things. Hu says, “Brands like Puma, Nike, Adidas H&M have started creating their own supply chains, under pressure from consumers and NGOs.” The road to sustainability is indeed not a straight one.

Intertextile Shanghai to see over 4500 exhibitors

25 Aug '17



Japan Pavilion at Intertextile Shanghai Apparel Fabrics Autumn 2016; Courtesy: Messe Frankfurt Hong Kong

Over 4,500 exhibitors from nearly 30 countries will gather under one roof at October's Intertextile Shanghai Apparel Fabrics, the China's international [trade](#) fair for apparel fabrics and accessories, during October 11-13, 2017. The industry's leading trade fair for the autumn/winter season will offer something for everyone's unique fashion tastes.

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2017 is co-organised by Messe Frankfurt (HK); the Sub-Council of [Textile](#) Industry, CCPIT; and the China Textile Information Centre.

SalonEurope, Intertextile's premium zone for mid and high-end European fabrics and accessories suppliers, will target Asian buyers who are looking to meet the strong consumer demand in the region for European fashion. Some of the brands participating in SalonEurope this edition include Albini, Alumo, American & Efird (Guetermann), E Thomas, Freudenberg, Kufner, Marzotto Group, Miroglio, Loro Piana, Woolmark and Zegna.

Within SalonEurope buyers can also find the Milano Unica, the Premium Wool Zone and the Verve for Design areas, each reflecting fashion and style in their own unique ways. The Japan Pavilion is another fashion hub at the fair that is immensely popular each edition with Chinese buyers while the domestic exhibitor halls will reflect how Chinese designers are emerging onto the fashion scene.

For those on the lookout for what fashions and styles will be gracing the catwalks and sidewalks in autumn and winter 2018, then the eight trend forums found throughout the halls, including an international forum, four Chinese forums, an accessories forum, the Japan Pavilion forum and the Korea Pavilion forum, will provide a snapshot of this.

Japan Pavilion brings the [country](#)'s unique style and production techniques to the fair.

If previous editions are anything to go by, the Japan Pavilion will once again be bursting at the seams with buyers looking for the latest Japanese styles and fashions. Delicate, lightweight fabrics are a particular specialty of Japanese suppliers, with Saiei Orimono being one such exhibitor at Intertextile. They claim their 'Fairy Feather' yarn-dyed silk fabric, which took them four years to develop, is the world's thinnest. It is made from 8-denier silk thread derived from silkworms that emit the thinnest fibres in the world, which, at 1.6 deniers, are about half as thin as regular fibres.

Knitted fabric producers can also be found in the pavilion, including A-Girl's. They supply lightweight fabrics made from their self-developed fine-count yarns which are used by global luxury brands. Lace can also be sourced in the pavilion, with Sun Fashion exhibiting its Leavers Lace one of the highlights. Moving away from delicate fabrics, Daiichi Orimono are specialists in super-high-density woven fabrics. While the quality of these fabrics makes them suitable for outdoor wear amongst others, the company places great emphasis on ensuring the beauty of the fabrics as well.

Apart from the Japan Pavilion, other Asian pavilions at the fair include Hong Kong, India, Korea, Taiwan, Pakistan and Thailand.

Heritage brands and stylish high-end wool products await buyers in the Premium Wool Zone, as a number of new suppliers join returning favourites this edition. Amongst the new participants are Dugdale Bros from the UK, and Italian brands Ferla, Piacenza and Stylbiella. Dugdale Bros are cloth merchants based in the very centre of Yorkshire's worsted industry, and supply fine cloth to supreme tailors, designers, couturiers and retailers throughout the world. Ferla offers production rich in fashion content that is reserved for the most prestigious Made-in-Italy trademarks and the most demanding international customers. Piacenza, in business for nearly three centuries, uses wools from Australia, cashmere from Mongolia and vicuna and alpaca fibres from Peru. And Stylbiella produces superfine wool fabrics for some of the world's leading tailors.

Joining them are other key exhibitors from the UK such as Abraham Moon & Sons, Bower Roebuck, Holland & Sherry, Huddersfield Fine Worsteds, Kenneth Mackenzie and Scabal, as well as Aris Industrial from Peru, Dino Filarte from Italy, Dormeuil

from France, and Hayazen Textile and Toyama from Japan amongst others.

As the Chinese market has matured in its appreciation for original fabric designs, this increased demand has led to a diverse range of design studios taking part in Intertextile's Verve for Design, which can also be found in SalonEurope. This edition sees exhibitors from Australia, France, Hong Kong, Italy, Japan, Korea, Switzerland and the UK amongst those taking part. (SV)

China's New Scrap Ban Could Prove Detrimental to Global Textile Recycling Efforts

by Genevieve Scarano

Posted on August 22, 2017 in News, Sustainability



China seems to be set on banning imports of textile scraps in order to cut back on its own pollution, but the Institute of Scrap Recycling Industries (ISRI) **doesn't like the idea at all** and has taken it up with the World Trade Organization.

On Monday, ISRI submitted **comments to the WTO, in response to China's scrap ban, criticizing the nation's move and saying the ban would curb global textile recycling progress, prevent China's manufacturing sector from accessing these recyclable materials and minimize other eco-friendly opportunities for recycling.** "ISRI fully supports the efforts of the Chinese government to improve environmental protection and standards within its domestic recycling infrastructure. However, we disagree that a ban on the import of specification-grade scrap materials will help with those efforts," ISRI noted in its comments. "For recycled commodities such as recovered paper and fiber, plastic scrap, and copper scrap, China accounts for more than half of the world's total imports."

The material scraps China wants to ban, according to ISRI, are “very clearly valuable scrap commodities.”

As an advocate of global textile recycling, ISRI encourages free and fair trade, while opposing measures that restrict the free flow of commodities, including material scraps, worldwide. The organization said China needs to provide better clarification on what is considered waste or scraps and create clear regulations for the exporting community, so they know which products are allowed for import. **What’s more, the organization also said the U.S. recycling industry supports China in reducing pollution and would be open to helping the nation in developing better domestic collection practices moving forward.**

China’s ban on imported scraps could also take a toll on the industry’s recent textile recycling progress.

This year, post-consumer textile recycling has **come into play** in a much more relevant way for apparel leaders worldwide, prompting companies to use more sustainable recycled fibers, promote a more circular economy and enable consumers to recycle their apparel after use. And this ban could put a strain on both **China’s and the United States’ recycling sectors.**

“With more than \$5.2 billion in scrap commodities exported from the United States to China last year alone, the trade in specification-grade commodities between the United States and China is of critical importance to the health and success of the U.S.-based recycling industry and China’s manufacturing sector,” ISRI noted. “If implemented, a ban on scrap imports will result in the loss of tens of thousands of jobs and the closure of many recycling businesses throughout the United States.”

With its comments, ISRI is requesting a revision of the policy to avoid a disruption in **trade, plus a clarification on what exactly China’s ban would prohibit in terms of imports.**

Silk to enhance body sensors

• Print

Written by Chris Remington

Published: 25 August 2017



TSINGHUA – Researchers at Tsinghua University in China are testing the potential for silk to be used in body sensors in a bid to increase the stretch capacity of sensitive, electrically conductive fabric sensors.

The team presented their research at the American Chemical Society's national meeting and exposition.

Body sensors, which are assembled using semiconductors, have proven successful for monitoring patient health in the forms of heart rate and temperature monitors. However, the team believe the integration of silk within the fabric will enhance its **capabilities by offering silk's inherent stretch qualities.**

The researchers are now exploring the potential to enhance silk's electrical conductivity. The team have approached this two-fold:

Firstly, the silk was treated in an inert gas environment in temperatures of 1,112-5,432 °F in a bid to produce graphitised particles which could promote conductivity.

The team also tested feeding silkworms graphene and carbon nanotubes, with the hope it would be integrated within the worms silk – this approach has proven unsuccessful as of yet.

Researchers say work will continue as the team looks for a sustainable solution whereby silk-based body sensors could be powered by nano-generators.

Web: www.tsinghua.edu.cn

La Chine limite ses importations de Corée du Nord

Pékin a commencé à appliquer les nouvelles sanctions de l'ONU en s'interdisant les achats de fruits de mer, d'acier et de charbon nord-coréens. Mais les trafics se poursuivent le long de la frontière

Le chaos règne depuis une semaine dans la ville de Hunchun, une cité chinoise de 220 000 âmes située à deux pas de la Corée du Nord. L'économie locale dépend presque entièrement de l'importation de fruits de mer depuis le régime ermite, une délicatesse prisée en Chine. Or, Pékin a interdit toutes les exportations de fruits de mer nord-coréens, en conformité avec les nouvelles sanctions adoptées par l'ONU le 6 août. Des douzaines d'importateurs de fruits de mer sont descendus dans la rue pour protester contre la mesure.

A Dandong, un autre hub du commerce transfrontalier, dans la province du Liaoning, la situation est tout aussi tendue. La ville sert de lieu de transit pour l'acier nord-coréen, dont l'importation a également été interdite, et pour le charbon, dont les importations ont cessé en février déjà.

Principal partenaire commercial du petit Etat staliniste, la Chine absorbait jusqu'ici 90% de ses exportations. L'an dernier, la valeur de ces transactions s'est élevée à 190 millions de dollars pour les fruits de mer et à 1,2 milliard de dollars pour le charbon.

Le commerce illégal ne sera pas affecté

«Les nouvelles sanctions onusiennes vont priver la Corée du Nord de 1 milliard de dollars, soit un tiers des revenus qu'elle génère à l'étranger, note Marc Lanteigne, un spécialiste des questions sécuritaires à l'Université

Massey, en Nouvelle-Zélande. Cela touchera surtout les membres du parti et de l'armée dont le régime achète la loyauté en leur permettant de s'adonner à du commerce transfrontalier.»

Justin Hastings, un expert de la Corée du Nord de l'Université de Sydney, rappelle toutefois qu'une partie du commerce nord-coréen passe par des canaux illégaux et ne sera donc pas affectée. «Certains biens ne sont pas déclarés lors du passage au poste-frontière, détaille-t-il, d'autres franchissent la rivière Yalu (qui sépare la Chine et la Corée du Nord, ndlr) en bateau ou – lorsque cette dernière est gelée – en camion. D'autres encore sont remis à des navires chinois dans les eaux internationales, au large des deux pays.»

Ces trafics expliquent pourquoi un certain nombre de produits de luxe, dont la vente est déjà interdite, continuent de circuler. Les magasins de Dandong vendent des bijoux en or nord-coréen. Et des Mercedes sans plaques passent régulièrement la frontière entre les deux Etats.

«Made in China»

Les sanctions adoptées début août imposent également un gel sur l'exportation de travailleurs nord-coréens. Il y en aurait au moins 20 000 en Chine, essentiellement dans le nord-est du pays, selon un calcul effectué par Go Myong-hyun, un chercheur de l'Asan Institute for Policy Studies de Séoul.

«Un petit nombre travaille dans des restaurants ouverts par le régime nord-coréen en Chine, mais la majorité œuvre dans des usines de textile», indique-t-il. Ils sont employés par une entreprise étatique nord-coréenne qui conclut une joint-venture avec un partenaire chinois. L'Etat prélève plus de 50% de leur salaire, ce qui leur laisse 120 à 150 dollars par mois.

Selon Go Myong-hyun, les nouvelles sanctions vont accélérer une tendance qui a vu le jour il y a deux ans. «De plus en plus d'entreprises chinoises sous-traitent la fabrication de vêtements à des usines en Corée du Nord, puis les exportent en Chine et leur apposent une étiquette «Made in China», relève-t-il. Cela leur évite de devoir importer de la main-d'œuvre et cela leur coûte moins cher car les salaires sont plus bas en Corée du Nord.» L'an dernier, la marque Rip Curl a dû admettre que certains de ses anoraks avaient été produits ainsi.

Crainte pour le régime staliniste

Si Pékin a appliqué sans tergiverser les sanctions contre son voisin, sa position reste ambivalente. «La Chine ne veut pas voir la Corée du Nord se doter de l'arme nucléaire, ce qui mettrait en péril sa propre sécurité, et elle subit une intense pression de la part de l'administration Trump, qui l'accuse de ne pas en faire assez», relève Marc Lanteigne.

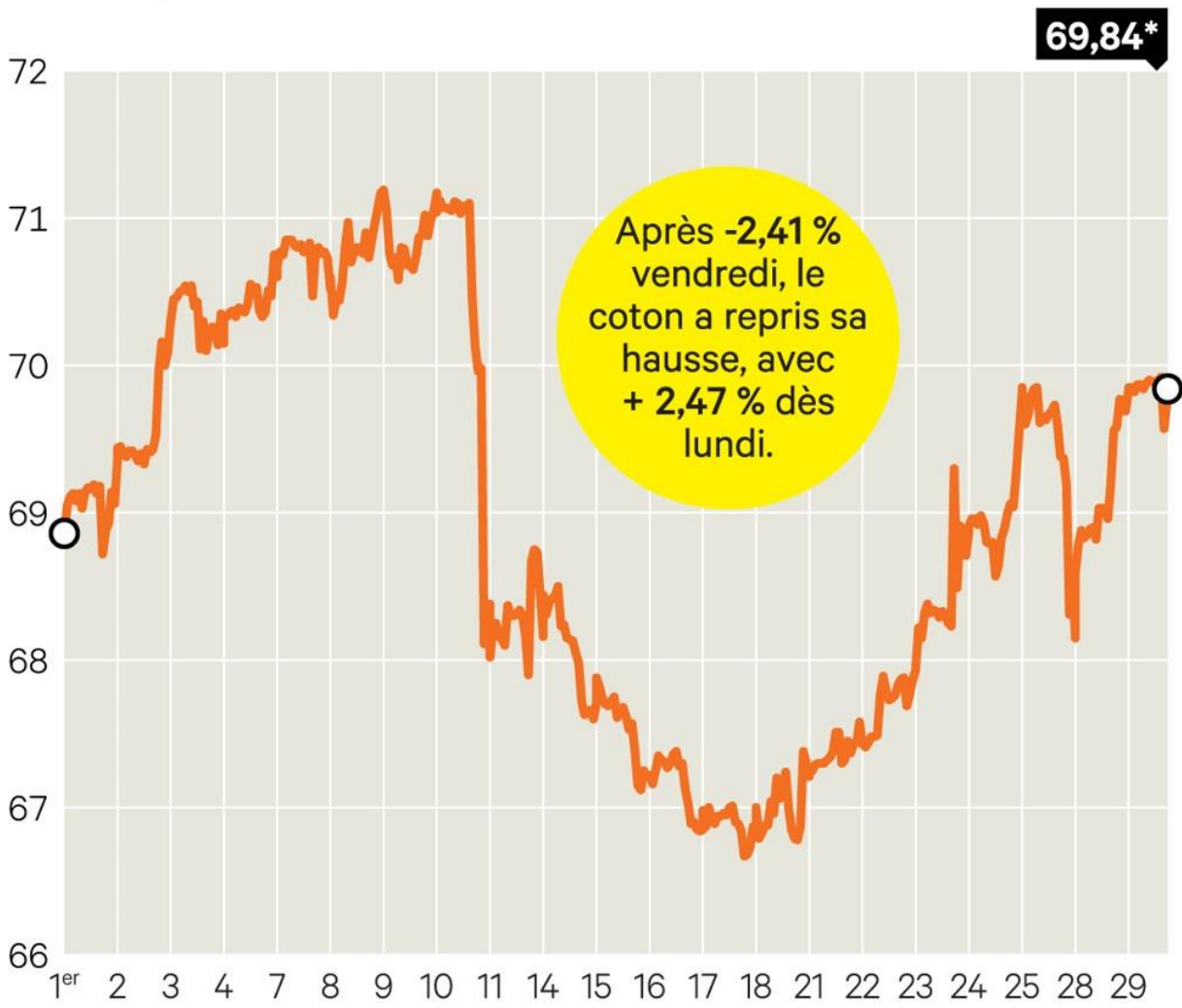
Mais elle craint aussi de voir le régime staliniste s'effondrer. «Cela créerait un afflux de réfugiés à ses portes et déstabiliserait toute la région», note le spécialiste. La perspective d'une puissante péninsule coréenne réunifiée et la présence de troupes américaines près de sa frontière ne l'enchanterait pas non plus.

Le coton à la merci des intempéries

LES ECHOS Le 30/08

La volatilité sur le marché du coton s'est accentuée

En cents par livre



*EN SÉANCE

BLOOMBERG

Les prix du coton sont très volatils depuis vendredi. L'ouragan Harvey menace la production américaine.

« Les investisseurs de coton sont sur des charbons ardents », estiment les analystes de Commerzbank. Vendredi, les cours du coton ont perdu plus de 2 %, mais depuis le début de la semaine les prix sont en hausse. En cause ? L'ouragan Harvey, qui menace la culture de la fibre blanche au Texas et en Louisiane, deux des plus gros Etats producteurs de coton aux Etats-Unis.

Le Texas, en produisant un quart de la production annuelle du pays, est leader dans ce secteur. Les pluies diluviennes et les inondations qui sévissent dans la région depuis vendredi dernier pourraient détruire plusieurs champs de coton selon les analystes. Le cotonnier étant un arbuste fragile, les précipitations peuvent en effet facilement arracher les fibres de coton. Les chiffres parlent d'eux-mêmes. Harvey pourrait faire perdre 150 millions de dollars à l'industrie texane du coton. A l'échelle américaine, le pays pourrait perdre entre 200.000 et 300.000 balles de coton, selon un consultant d'INTL FCStone. Les entrepôts qui recèlent d'importants stocks de coton risquent d'être détruits ou abîmés par les inondations.

Propagation possible dans le delta du Mississippi

A titre d'exemple, 100 unités de stockage de coton - chacun contenant environ 15 balles - ont déjà été ravagées par l'ouragan dans la ville de Gregory, au Texas. Par ailleurs, Harvey pourrait se propager dans le delta du Mississippi, où l'ouverture des capsules de cotonniers a démarré. Avant l'ouragan, Commerzbank expliquait que la remontée des prix de la fibre blanche ne durerait pas, car la production américaine resterait élevée sur le long terme. Le département de l'Agriculture américain avait annoncé deux semaines plus tôt une production de coton exceptionnelle pour 2017, avec environ 20,5 millions de balles de coton produites. Soit la plus grosse production du pays depuis onze ans. Par ailleurs, les réserves mondiales de coton continueront de grimper, notamment grâce aux productions indiennes et chinoises.

A. N-R., Les Echos

Can Ethiopia be Africa's leading manufacturing hub?

24 August 2017



Ethiopia create enough jobs for its growing population?

With Ethiopia having the second biggest population in Africa, it is under growing pressure to tackle unemployment. The BBC's Alastair Leithead visited the country to find out how it is tackling the problem.

The factory workers sing Ethiopia's national anthem in unison as one shift ends and another prepares to begin.

Outside, a fleet of passenger buses pulls into Hawassa Industrial Park, as thousands of textile workers - most of them women - switch places.

The new arrivals take up their stations behind sewing machines, ironing boards and cutting tables as the shirts and suits start taking shape.

The park, claimed to be the biggest in Africa, is 140 hectares (350 acres) of factories, with a water treatment plant and its own textile mill.

Six months after opening in southern Ethiopia, 10,000 people already work here, and at full capacity it is expected to provide 60,000 jobs.

"The pay isn't great," says one 20-year-old, who trained for six months to sew and cut.

"But it's not just about money. Opportunities are being created for people like me across the country."



Labour costs in Ethiopia are low for foreign firms



The government hopes that the Hawassa Industrial Park will create 60,000 jobs

There's an optimism among the workforce that this is a good spring-board for running their own businesses in the future.

And it is just one of more than a dozen industrial parks being built across Ethiopia.

"Expanding and building world class industrial parks is a model we have chosen," said Arkebe Oqubay, Prime Minister Hailemariam Desalegn's special adviser and the architect of Ethiopia's industrial revolution.

'Learning from China'

With Africa's population predicted to double by 2050, providing jobs is the key to taking advantage of a vast, and expanding young workforce.

"The population is growing by about 5% so we need to create close to one million jobs every year," said Mr Arkebe.

"Population growth...is not only a challenge, but also an opportunity...if it's linked with quite rapid economic growth."



Chinese firms have invested heavily in the transport sector

Ethiopia is building for the future, and the scale and ambition is impressive.

Not just industrial parks, but vast affordable apartment blocks are being built, along with a new national road network and an electrified railway line to the port in neighbouring Djibouti.

"We can learn from China that making investment in the long-term, in infrastructure, is quite important. We have seen China emerge from low level, into being a manufacturing powerhouse," said Mr Arkebe.

Hawassa Industrial Park: Key facts



- Ethiopia's biggest industrial park
- Built in nine months by a Chinese contractor
- Hosts 18 companies from 11 countries
- Solely for textile and apparel
- At capacity, will employ 60,000 workers
- Zero-emission water treatment plant recycling 90% of effluent

China is just one of many models that Ethiopia is learning from, but like the Asian powerhouse, Ethiopia closely controls its economy.

It also closely controls political opposition, and has been criticised for a lack of freedom of speech and human rights.

A nearly nine-month state of emergency was only recently lifted. Protests are crushed and opponents jailed.

But at Hawassa University, graduate student Woyneab Habte has recently returned from studying in the US, and she balances economic growth with freedom of speech and democracy.

"It's not like one is more important than the other," she said.

"But definitely, economic growth is a means towards democracy - it's a path for democracy, it's a path for freedom of speech, because if there is no education in the country, if people are still hungry, what are they going to speak about?"



Opposition groups have been demanding greater political freedom

Mr Arkebe admits that it is a work in progress.

"Building democracies, and sustaining them, requires effort for many generations, and we recognise that, and we are going to put more effort despite the achievements we have made," he said.

For international investors a strong government is a real attraction.

'Aggressive and ambitious'

At Hawassa's official opening ceremony, senior representatives of the 18 companies from 11 foreign countries investing in the park gathered under a big tent to hear the prime minister speak.

"Look, we came and looked at all of Africa - all of sub-Saharan Africa - and after a year we really landed on Ethiopia," said Bill McRaith, chief supply chain officer for PVH.

The huge American apparel company that owns Calvin Klein and Tommy Hilfiger among others has opened a factory in the park.

"There's a relatively stable government, actively involved in making this work, and when it came to all the normal dynamics of labour costs, power etc. it fitted the bill perfectly."

With a cheap source of labour, good incentives and a growing market, Ethiopia is being seen as an alternative to Asia.



Image caption The government hopes that Ethiopia will be a model for development

"Why did we choose Ethiopia? Firstly, it has a stable political situation and a peaceful society," said Yang Nang, general manager of the Wuxi Group, which runs the textile mill.

"Secondly, it has 100 million people and is the second biggest country in Africa. For our textile business, without a big population there is no market.

"Thirdly, the production and labour cost is very low. This attracts our investment."

Ethiopia has set itself an ambitious target known as Vision 2025 - to be the leading manufacturing hub in Africa.

"The aim is that GDP will grow by 11% annually for the coming 10 years and the manufacturing sector will grow by about 25% every year," said Mr Arkebe.

"It provides an opportunity for what we call the demographic dividend, but without having a policy as very aggressive and ambitious as Ethiopia's target for economic growth, it will be difficult and it will be a source of crisis," he added.

Industrialisation is not the only answer to Africa's population explosion, but it is already creating dividends for Ethiopia.

If it gets the balance right, it could be a model to put a continent to work.

Les parcs industriels éthiopiens construits par la Chine attirent des producteurs mondiaux de textiles

French.china.org.cn | Mis à jour le 23-08-2017

Les trois nouveaux parcs industriels construits par la Chine, récemment inaugurés en Éthiopie, attirent des entreprises étrangères orientées vers l'exportation au secteur de la production de textile et d'accessoires du pays de l'Afrique de l'Est.

Les trois parcs industriels, Hawassa, Mekelle et Kombolcha, ont été construits dans le cadre des efforts de l'Éthiopie pour devenir le centre de fabrication d'Afrique. Situés dans le sud et le nord du pays, ils ont commencé à attirer des sociétés étrangères renommées qui sont orientées vers l'exportation dans la deuxième nation d'Afrique la plus peuplée.

L'Éthiopie dispose d'un plan visant à augmenter son chiffre d'affaires actuels de proche de 150 millions de dollars provenant de l'exportation de textiles et d'accessoires à plus d'un milliard de dollars.

Le parc d'Hawassa, situé à environ 275 km au sud de la capitale Addis-Abeba et considéré comme le parc industriel phare de l'Éthiopie, a déjà commencé à générer des devises étrangères.

Parmi les entreprises qui ont commencé leur production dans ses locaux, se trouvent TAL Textiles basée à Hong Kong.

Selon un rapport récent de l'Institut éthiopien du développement de l'industrie textile, environ 1,5 million de dollars sont générés par mois de l'exportation de produits textiles et d'accessoires du parc industriel d'Hawassa.

Le pays de l'Afrique de l'Est s'attend à générer un quart de son objectif de devises étrangères fixé à plus de 400 millions de dollars pour l'exercice en cours uniquement du parc industriel d'Hawassa.

Selon l'Institut, huit usines exportent actuellement leurs produits à l'étranger, tandis que dix autres ont décidé de commencer leur exportation à partir de septembre.

Mekelle, un autre parc industriel, situé à environ 783 km au nord de la capitale, attire également une grande partie des entreprises internationales. Le parc, qui recrute actuellement des entreprises dans ses locaux, a récemment révélé que sept entreprises étrangères ont déjà obtenu des terrains pour commencer à assembler des usines de fabrication de textiles et d'accessoires. Parmi les sept entreprises étrangères de textile et d'accessoires qui ont bénéficié de leur espace dans le parc industriel de Mekelle, on trouve des entreprises bangladeshies de renom orientées vers l'exportation.

Le parc industriel Kombolcha, qui est également construit par la Société chinoise de génie civil (CCECC), est également en plein essor et attire diverses entreprises étrangères.

Le groupe Trybus, une société de fabrication de matériaux de textiles et d'habillement aux États-Unis, est la dernière entreprise qui a montré l'intérêt de construire ses usines dans les locaux du parc industriel Kombolcha récemment inauguré, à environ 252 km au nord de la capitale.

En signant un accord avec la Commission éthiopienne de l'investissement au début de la semaine, le groupe a obtenu 5.500 mètres carrés pour construire son usine dans la zone industrielle de Kombolcha.

Le Premier ministre éthiopien Hailemariam Desalegn, s'exprimant en rapport avec l'ambition de son pays d'attirer des exportateurs de classe mondiale, a déclaré que l'environnement économique favorable de l'Éthiopie amène un nombre croissant d'investisseurs étrangers, affirmant que le pays "a attiré un énorme investissement direct étranger (IDE) malgré la crise économique mondiale".

Alors que l'Éthiopie est en train de devenir le centre de fabrication d'Afrique et l'un des principaux exportateurs de textiles et d'accessoires, le gouvernement s'attend à ce que les trois parcs industriels attirent un grand nombre d'entreprises étrangères compétitives.

Le pays a budgétisé plus d'un milliard de dollars pour la construction de parcs industriels dans son deuxième plan quinquennal de croissance et de transformation (GTP-II) pour la période

Source: Agence de presse Xinhua

Avantex Paris to host 30 international textile exhibitors

28

Aug '17



Courtesy: Avantex

Avantex Paris, the show for technical and technological products and services that provide added value for the [textile](#) industry, has chosen a group of 30 exhibitors who are representatives of the international scene. The event that merges high-tech with every sector of the fashion industry, will be held in Le Bourget, Paris from September 18-21.

The exhibitors at the show will present a panoramic view of the key segments that are linked with the amalgamation of high-tech and fashion: materials & components, prototype studio, clothing & accessories, smart retail.

“The show will emphasise ‘made in France’ and textile innovation and will set the tone at its trends forum with the materials library from MateriO’. Avantex Paris, a place to meet, [trade](#) ideas and discuss promising subjects for the development of the industry, is also been expanded with a series of targeted workshops, lectures and videos from experts in order to provide visitors with

the keys and essential tools for designing and creating fashion for the future,” said Michael Scherpe, president of Messe Frankfurt France.

Buoyed by the success they experienced last February, Euveka, Techtera and TO & GUY are returning for the September show full of enthusiasm. An offer that is totally made in France, enhanced by the presence of CETI and the FashionTech association, said the organiser in a press release.

About 10 Taiwanese firms will present their entire collections of functional textiles in all their variety. Ecolot Textile, Her Ching Knitting, Hone-Strong, Wisher Industrial, Texxar, Excelassoc, Taiwan Taffeta Fabric, Handseltex Industrial Corporation and Liou Long Tai, La Mode Textile and Universal Textile. TTF, the organisation that is responsible for promoting eco textiles in Taiwan, will also be exhibiting. There is also Advance Hitech Textile International Corporation, the research centre that assists both Taiwanese and international business in developing extremely lightweight, ‘green’ fabrics.

South Korea, a very active player when it comes to fabrics with high added value, is extremely well positioned and the Korea Textile Development Institute, which concentrates on R&D into technical textiles in Korea, from polymers to the yarns, from functionalities to market applications, is attending to demonstrate this expertise.

Three Chinese companies are returning to the show: Suhou Tianzhuo Textile with memory shape fabrics, Shaoxing Ruisheng Textile, whose breathable laminates are windproof and rainproof and insulate against the cold, and Xiamen Eight Unita, which produces fabrics with enhanced features. The Irish firm of Glowtex and its high-intensity, long-lasting, light-emitting technology.

In keeping with its role as a beacon for innovative fashion, Avantex Paris has launched Avantex Fashion Pitch, which aims to reward ground-breaking projects from start-up businesses in the fashion, textiles and clothing industry. A major competition via the WiRATE platform aimed at start-up businesses from the textiles, clothing and fashion sector, has also been launched.

The twelve projects to obtain the best ranking will be chosen and in the next step have to present their work in the form of a pitch during Avantex. The audience and members of the WIRATE platform will be able to vote for the project that is most closely related to the show. The project with the most votes will be awarded the prize and included as an exhibitor at the February 2018 show as well as being able to record a teaser video worth €1,200. (KD)

Éram innove avec sa basket connectée et « made in France »

Par [Anne-Sophie Cathala](#)

Publié le 28/08/2017 à 06:00



Le chausseur français a choisi de développer cette étonnante basket avec des entreprises françaises, pour illustrer le savoir-faire hexagonal à la fois dans la chaussure et l'innovation technologique.

À 90 ans, Éram s'offre un petit coup de jeune et de pub. Le chausseur français commercialisera en octobre une basket caméléon, baptisée #CHOOSE... histoire de mettre un pied dans le marché en plein essor de l'«IoT», l'Internet des objets. Produite à 150 exemplaires, elle sera vendue au magasin du Forum des Halles et en ligne, à 289 euros.

Si elle est bien plus chère que le reste des collections Éram, c'est qu'elle est connectée et capable de changer de couleur, au gré des envies et de la musique. Cette variation se fait, non via des leds incrustées dans la semelle comme cela existe déjà, mais sur des bandes de fibre optique tissée intégrées sur le dessus de la

chaussure. Une application et une connexion Bluetooth permettent de varier la couleur de ces bandes à volonté.

Réalisation 100% française

«La personnalisation va très loin, souligne Renaud Montin, directeur marketing et digital de l'enseigne Éram. Libre à chacun de choisir chaque jour, sur son smartphone, la couleur qu'il désire grâce au nuancier de l'application ou de créer une nouvelle teinte en photographiant n'importe quel vêtement ou objet pour y assortir ses chaussures.»

Cette basket est coûteuse aussi parce qu'Éram a tenu à ancrer toute sa réalisation en France. Jusqu'à la confection dans ses ateliers de Montjean-sur-Loire. Le textile optique est signé Brochier, soyeux lyonnais diversifié dans la fibre optique. Pour le développement, Éram s'est associé à Phoceis, agence lilloise de conseil en commerce et marketing digital, avant de présenter un premier prototype, dès 2016, au fameux Consumer Electronic Show (CES) de Las Vegas. Depuis les Pays de la Loire, le bureau d'études Eolane et la Cité de l'objet connecté d'Angers ont aussi aidé la basket caméléon à faire ses premiers pas.

Four new countries to join Apparel Sourcing Paris

29

Aug '17

apparelsourcing PARIS



Courtesy: Apparel Sourcing Paris

Apparel Sourcing Paris will expand its offer in clothing and accessories with the participation of four new countries – Kyrgyzstan, Cambodia, Mexico and Myanmar. With registration of over 600 exhibitors, the [trade](#) show is recording an increase of over 10 per cent. The sourcing platform will offer a wide range of products from international manufacturers.

The 13th edition of the trade show will be held in Le Bourget, Paris from September 18-21.

"For over six years, Apparel Sourcing Paris has been committed to providing its visitors with the best in the clothing industry at the showcase for international sourcing. Novel special products and new geographical regions are selected for each show according to specific criteria, such as expert skills, technical expertise, responsiveness, good value for money or a high degree of flexibility on the part of international clothing manufacturers where requirements for the European market are concerned. On the occasion of its 13th show, Apparel Sourcing Paris is expanding its

offer with products from four new countries (Kyrgyzstan, Cambodia, Mexico, Myanmar)," said Michael Scherpe, president of Messe Frankfurt France.

At Apparel Sourcing Paris, Deloitte, managers of the USAID BGI (Business Growth Initiative) project, will introduce 12 manufacturers from Kyrgyzstan: seven firms and five individual business owners. Mainly featuring production of women's ready-to-wear, the Kyrgyz are also offering outerwear, bespoke tailoring for men and specialty knitwear. Two firms are exhibiting independently: Lila Style with its blouses and dresses for young girls and R&I with children's knitwear. USAID BGI project, funded with a budget of 20 million dollars, aims to increase the competitiveness of Kyrgyz businesses between 2014 and 2018 by accessing international markets.

GMAC, the association representing Cambodian clothing producers, will showcase the skills of eight manufacturers and will put the spotlight on designers' creativity with a special catwalk show. You will discover a very varied offer not only for sportswear but also for shirting, underwear, suits, bespoke tailoring, coats and knitwear.

Giga Fitness, a specialist for men's and women's sportswear and swimwear, will show off its capabilities with a high standard of quality in terms of materials, design and finishes. The company has its own integrated design studio and also makes white-label clothing. It is based in Guadalajara, the capital of Jalisco state, the real economic and cultural hub of Western Mexico.

AVE, the German retailers' foreign trade association, has partnered with MGMA, the Myanmar association for clothing manufacturers, in order to present this [country's](#) products in Paris for the first time. The two organisations AVE and MGMA are joining forces to support modernisation and development of logistics structures and to improve competitiveness and [sustainability](#) of production in Myanmar.

"This season's show hosts an original initiative with the 'From Workshop to Shop' exhibition: 12 ready-to-wear brands will demonstrate that creativity and fashion sense are a top priority for Chinese clothing manufacturers," added Scherpe. 12 fashion brands, already established on the Chinese and/or European, American and Japanese markets, unveil their collections.

Shawls & Scarves at the Apparel Sourcing Paris will showcase fashion accessories and shawls, scarves and stoles. September's show will assemble 50 exhibitors. (RR)

Le pôle mode de la famille Mulliez ressemble de plus en plus à un groupe

JEAN-NOËL CAUSSIL |

PUBLIÉ LE 22/08/2017

Jean-Christophe Garbino, après le pôle mode féminine de la famille Mulliez, adjoint les enseignes du groupe Happychic à son périmètre d'action. Une structure est spécialement créée pour chapeauter ces enseignes: Fashion3.



Jean-Christophe Garbino préside désormais, au sein de Fashion3, aux destinées de l'ensemble des enseignes de mode "Mulliez", hors Kiabi et Phildar. © B. Grossmann

Quand ça va mal, pas d'autres choix que de se concentrer pour optimiser son organisation et trouver quelques synergies. **Dans un secteur de la mode depuis une décennie au creux de la vague, la**

famille **Mulliez**, qui depuis toujours s'y refusait, fait un pas de plus vers la notion de « groupe » en tant que tel.

Après le pôle mode féminine, le pôle mode... tout court

La nomination de **Jean-Christophe Garbino**, en 2016, avait en cela fait figure de préparation. L'ex patron de **Kiabi**, fort d'une réussite insolente avec cette enseigne, avait en effet pris la tête du « pôle mode féminine » de la famille Mulliez, regroupant les enseignes **Pimkie**, Grain de Malice, Rouge Gorge et Orsay. Soit, alors, un ensemble représentant environ 1,2 milliard d'euros de chiffre d'affaires, et employant quelque 8.000 salariés.

Fashion3 pour chapeauter ce nouvel ensemble

Depuis cet été 2017, ainsi que le révèlent les journaux Nord-Eclair et Fashion Network, **Jean-Christophe Garbino** préside également aux destinées des enseignes du groupe Happychic, Jules, Brice et Bizzbee.

Une nouvelle structure, baptisée Fashion3, est spécialement créée pour cela. C'est donc l'ensemble des enseignes issues de ce que l'on nomme communément, faute de mieux, la « galaxie Mulliez », hors Kiabi et Phildar, qui sont ainsi désormais regroupés au sein d'un même pôle, Fashion3 qui, juridiquement, se présente comme un groupement européen d'intérêt économique.

Le départ de Gauthier Watrelot

Concrètement, si chacune des enseignes conserve son indépendance juridique, l'idée est de mutualiser ce qui peut l'être, et notamment en « amont » : « les services comptabilité, **informatique** et achats ont entre autres vocation à être regroupés », indique ainsi Fashion Network. Autre nouvelle, directement liée à cette création de Fashion3 : le départ programmé de Gauthier Watrelot, patron de Happychic.

Les dirigeants des Galeries Lafayette et de la Redoute expliquent pourquoi ils s'allient

22h45 , le 2 septembre 2017

EXCLUSIF - Philippe Houzé, président des Galeries Lafayette, et Nathalie Balla, co-présidente de la Redoute, dévoilent au JDD les raisons de leur rapprochement.



Philippe Houzé, président des Galeries Lafayette, et Nathalie Balla, co-présidente de la Redoute. (Lewis Joly pour le JDD)

Philippe Houzé, président des Galeries Lafayette, et Nathalie Balla, co-présidente de la Redoute. (Lewis Joly pour le JDD)

En annonçant jeudi leur alliance, le groupe [Galeries Lafayette](#) et La Redoute, deux institutions du commerce français âgées respectivement de 125 et 180 ans, se sont hissées sur la première place du podium de la mode en France. Le nouvel ensemble espère peser 5,5 milliards d'euros en 2020 en gardant un pied dans l'habillement et en se développant dans le créneau plus porteur de la maison. La chaîne de grands magasins s'offre ainsi le savoir-faire technologique de La

Redoute, qui a achevé sa transformation digitale en trois ans sans passer par la case start-up.

"Ce projet redonne un avenir à La Redoute"

"Le commerce d'aujourd'hui et de demain sera physique et digital, indique Philippe Houzé président des Galeries Lafayette. Il faut être présent sur tous les points de contact avec le client, du magasin au Web. Même les *pure players* de l'Internet l'ont compris. Nous avons besoin d'une offre omnicanal et de faire émerger un leader de la mode et de la maison. Avec cette opération, nous créons le premier acteur français de l'habillement cumulant un chiffre d'affaires de 4,5 milliards d'euros, 20 millions de clients et 16.000 collaborateurs." Depuis trois ans, La Redoute s'est restructuré : "Notre plan stratégique 2018-2021 doit nous conduire à réaliser un chiffre d'affaires d'un milliard d'euros grâce au développement international et au déploiement de nos implantations de magasins dans l'équipement de la maison, indique Nathalie Balla, co-présidente du groupe. Ce projet redonne un avenir à La Redoute."

Ces usines textiles qui tissent leur toile grâce à la technologie



Chez Esquel Group (à g.), les travailleurs s'activent à la confection de chemises et de vêtements de sport. Pour le groupe Star Knitwear, qui produit son propre tissu, la production automatisée et l'accélération des délais de livraison sont grandement aidées par les dernières technologies

Il est hors de question, pour plusieurs usines textiles, de rendre le tablier. En plein boom dans les années 1980, elles ont dû gérer des crises financières, la compétition, le manque de main-d'oeuvre locale et la restriction de marché, entre autres. Certaines fabriques ont cessé leurs activités, à l'exemple de la Compagnie mauricienne de textile (CMT) de Curepipe. Mais d'autres continuent à tisser leur toile. Leur allié : la technologie.

Esquel Group, spécialisé en chemises et *sportswear* depuis pratiquement 40 ans, bouillonne telle une fourmilière. À la production, un majestueux appareil découpe avec précision tous les composants d'une chemise. «Grâce à cet écran, nous

programmons l'opération et découpons 44 400 pièces par jour», explique Yashvan Radha, Assistant Manager au Cutting.

Ces pièces atterrissent sur des étagères et sont envoyées à la couture. C'est sur fond de séga et de bruissement mécanique que des opérateurs s'activent à les transformer. Sur de grandes tables, un amoncellement de tenues, de bobines de fil, des règles de mesure, entre autres matériels de confection. De petites mains mesurent frénétiquement, assemblent et cousent les pièces de tissus. Au plafond, des vêtements pivotent de section en section à travers des rails automatisés.

«Nous faisons du deskilling, ce qui contribue à la réalisation de multiples opérations à la fois avec l'aide de la technologie», indique Hemant Kumar Jugnarain, General Manager. Par exemple, en quelques secondes, les trois étiquettes d'une chemise sont cousues simultanément à la machine. Auparavant, chacune d'entre elles nécessitait une opération différente, rallongeant la durée de traitement.

Affilié au groupe international du même nom en Asie, Esquel Group emploie 5 700 personnes. La production est d'un million de pièces mensuellement. Plusieurs étapes de la fabrication sont automatisées et adoptent des techniques efficaces comme le lavage écologique. Les tenues sont conçues pour les gammes internationales telles que *Tommy, Timberland, Nautica*. Selon le *General Manager*, la clientèle est à 75 % américaine et à 25 % européenne.

Des défis à relever

Tout comme cette enseigne, le groupe Star Knitwear maintient sa trajectoire sur les rails du textile. Selon Ahmed Parkar, *Chief Executive Officer* du groupe, la fabrique a démarré ses activités vers 1986. *«C'était une petite compagnie avec 150 employés située à Rivière-du-Rempart. Nous avons alors eu une commande d'une cliente française et d'un autre d'origine allemande. Graduellement, nous avons augmenté nos activités et sommes passés à un millier d'employés»,* se remémore-t-il.

Ces derniers ont conçu des vêtements pour les marques *Kappa* et *Intersport*, entre autres, pour la France, l'Italie, l'Allemagne et l'Angleterre notamment. Face à ce succès, une seconde antenne à Flacq et une teinturerie à Coromandel sont

inaugurées dans les années 1990. D'ailleurs, Star Knitwear produit son propre tissu, qui est vendu surtout en Afrique du Sud.

Toutefois, en 2008, les retombées de la crise mondiale se font sentir, la livre sterling dégringole de Rs 69 à Rs 46 d'un coup. *«Cela nous a bien affectés. Il nous fallait revoir notre processus et rendre l'usine plus lean»*, précise-t-il. Résultat : les activités de l'usine sont centralisées à Coromandel. Aujourd'hui Star Knitwear emploie 1 400 personnes, dont 500 étrangers environ.

L'objectif est de produire 800 000 pièces vestimentaires de qualité mensuellement. Pour ce faire, les responsables se sont dotés des dernières facilités technologiques pour la production automatisée, les commandes et l'accélération des délais de livraison. *«Nous produisons un catalogue où les clients peuvent visionner nos créations en ligne. Cela facilite bien des étapes pour l'échantillonnage et les commandes de l'étranger»*, indique Salima Robens, *Head of Design and Production Development*.

Si ces stratégies permettent aux usines de maintenir le cap, il reste aux opérateurs de textile divers défis à relever. Premièrement, il y a le manque de matières premières qui viennent principalement d'Asie, indique Hemant Kumar Jugnarain. Deuxièmement, il y a l'éloignement des marchés européen et américain.

«On commence maintenant à avoir le marché régional comme l'Afrique du Sud», dit-il. D'ajouter que l'Afrique est un choix stratégique en termes de capacités et que Maurice peut répondre à la demande. Le développement des marchés niches avec un produit moyen et haut de gamme, l'accent sur le *deskilling* et la technologie sont nécessaires pour y parvenir, estime-t-il.

«On n'a pas peur de la concurrence»

«La confection va toujours rester labour-intensive. Les jeunes vont plus vers l'ICT et d'autres secteurs compétitifs. Il faut pouvoir les attirer vers ce marché.» De meilleures opportunités de formation et d'engagement des employés seraient aussi nécessaires.

Pour sa part, Ahmed Parkar évoque la globalisation du marché avec des concurrents dont la Chine, la Turquie, le Bangladesh, le Pakistan et le Sri Lanka. *«On n'a pas peur de la concurrence. Notre vision est différente. Ce n'est pas de vendre un T-shirt à un ou deux dollars. Ce n'est pas le business qu'on fait. Nous misons sur la qualité, la fiabilité et la création du right product.»*

Un autre facteur est la connectivité pour desservir les marchés existants. Par exemple, Ahmed Parkar fait ressortir que Star Knitwear exportait auparavant des jeans vers le Maghreb. *«On a perdu ce marché-là car la fréquence des bateaux qui partaient vers l'Afrique du Nord a diminué. Le temps de transit était plus long.»*

Cela dit, Ahmed Parkar espère conquérir le marché africain à long terme. Soit un marché de plus de 100 millions de personnes ayant de plus en plus de pouvoir d'achat et qui utilisent le commerce en ligne. Bien sûr, les risques associés aux transactions en ligne sont réels. *«Cela reste rentable mais c'est une question de logistique»*, confie-t-il.

Enfin, en sus de l'apport technologique, le créneau porteur pour Star Knitwear demeure celui du tissu. Représentant 30 % des ventes, cette spécialisation mobilise une plus faible concentration de la main-d'oeuvre. Un facteur qui contribue à développer davantage la diversification du textile à l'avenir.

En chiffre

À mars dernier, 130 usines de textile étaient en opération à Maurice, révèlent les statistiques du ministère du Commerce, de l'industrie et la protection des consommateurs.

Elles sont 24 dans la catégorie Textile Yarn and Fabrics et 106 dans celle du Wearing Apparel. Quant au nombre d'employés, il y en a 3 581 pour la première catégorie et 35 239 pour la seconde.

Un choix de carrière

Lucile Moignon, formatrice chez Esquel

«J'avais 13 ans quand j'ai commencé. J'étais là pour le recrutement et j'écoutais ce que les gens disaient. Certains disaient avoir 18 ans, c'est ce que j'ai dit aussi. Je

portais des chaussures à talons pour paraître plus grande. J'avais dit que mon acte de naissance avait été abîmé», confie Lucile Moignon, 59 ans. Son père venait de mourir et elle était à la recherche d'un emploi. Elle est embauchée comme machiniste à l'usine. Au fil du temps, elle gravit les échelons et devient assistante à la supervision, puis responsable. *«J'ai commencé avec un salaire de 90 sous par journée. Graduellement, il est passé à Rs 2,50. Je n'ai jamais quitté le textile même si c'est un métier difficile»,* indique-t-elle. Aujourd'hui formatrice au sein du groupe Esquel, elle transmet désormais les ficelles du métier aux débutants.

Sailend Ootim, Finishing Manager chez Star Knitwear

«Aussitôt que j'ai terminé le collège en 1985, je me suis joint à Star Knitwear comme simple ouvrier. Ce n'était pas un travail difficile mais c'était une première étape dans le textile. Je n'y connaissais rien. J'avais soif d'apprendre», raconte Sailend Ootim, 54 ans. Il précise qu'à l'époque, il y avait dans sa région, des entreprises qui venaient d'être lancées. Il a donc voulu y tenter sa chance.

Au bout de 33 ans de carrière, Sailend Ootim est passé de superviseur à *Senior Supervisor* et a acquis plus de responsabilités. Il est maintenant *Finishing Manager*. Ces promotions, Sailend Ootim soutient qu'il les a obtenues avec le temps. Ce qui l'a encouragé à continuer dans ce domaine.

India begins investigation on NFY import from EU, Vietnam

28

Aug '17



Directorate General of Anti Dumping & Allied Duties, ministry of commerce and industry, Government of India, has initiated anti-dumping investigation concerning imports of “[Nylon Filament](#) Yarn (Multi Filament)” originating in or exported from EU and Vietnam. The product under consideration is “Synthetic Filament Yarn of Nylon” also called polyamide yarns. The investigation has been initiated following an application filed by JCT Limited, Gujarat Polyfilms Pvt Ltd, Gujarat State Fertilizers and [Chemicals](#) Ltd, Prafful Overseas Pvt Ltd, and AYM Syntex (formerly known as Welspun Syntex). There are five other Indian producers of the product, namely, Salasar, JPB Fiber, Gupta Sythetics Limited, Century Enka, and Oriilon India Pvt Ltd. All the other producers have supported the application.

DGAD found sufficient prima facie evidence of dumping of Nylon Filament Yarn (NFY) originating in or exported from the European Union and Vietnam, causing 'injury' to the domestic industry. "Causal link between the dumping and 'injury' exists to justify initiation of an anti dumping investigation," an official notification said.

The investigation will determine the existence, degree and effect of any alleged dumping and recommend the amount of antidumping duty, which if levied, would be adequate to remove the 'injury' to the domestic industry.

The period of investigation proposed by the applicants was April 2015 – September 2016, however, DGAD has taken the period of investigation as October 2015 – March 2017 (18 Months). The injury investigation period shall cover the periods 2013-14, 2014-15 and 2015-16 and the period of investigation.

NFY is a synthetic filament yarn 2 produced by polymerisation of organic monomers. The product under consideration is multifilament, and includes all kinds of synthetic filament yarns of nylon or polyamides, such as flat yarn - twisted and/or untwisted, fully drawn yarn (FDY), spin drawn yarn (SDY), fully oriented yarn (FOY), high oriented yarn (HOY), partially oriented yarn (POY), textured yarn – twisted and/or untwisted, and dyed yarn, single, double, multiple, folded or cabled, classifiable within Chapter 54 under customs subheading no. 5402.

The product includes all variants of nylon filament yarn or polyamide yarns such as flat/ textured/ twisted/ untwisted, bright/semi-dull/full-dull (or variants thereof), grey/ coloured/ dyed (or variants thereof), single/double/ multiple/folded/cabled (or variants thereof), whether or not sized, but excludes high tenacity yarn of nylon classifiable under customs subheading 5402.

The major end uses of NFY are in home furnishing and industrial application areas such as curtains, sewing and embroidery thread, upholstery, fishnets etc. (RKS)

Indonesian Textile Manufacturers in Focus: Sri Rejeki Isman

25 August 2017 |

There emerged rising competition on the textile market in the Asia-Pacific after wage growth occurred in the textile industries of China and Bangladesh. This situation should be positive for Indonesian textile and garment manufacturer Sri Rejeki Isman (Sritex) because rising production costs of foreign competitors improve the competitiveness of Sritex products.

Most of [Sri Rejeki Isman](#)'s exports - some 53 percent of the company's total exports - are shipped to nations on the Asian continent. The majority of the remainder of its exports goes to Europe (19 percent) and the United States (18 percent).

Besides the issue of minimum wages that affects its foreign counterparts, another factor that could significantly improve corporate earnings of Sritex would be the signing of the Comprehensive Economic Partnership Agreement (CEPA) with the European Free Trade Association (EFTA). This trade deal is on the agenda of the Indonesian government and would open access for Indonesian companies to European markets. If a CEPA with the EFTA is indeed signed it could boost Sritex' shipments to the European Union (EU) by nearly 20 percent. Currently, Indonesian textile exports to the EU are burdened by import duties that range between 11-30 percent.

Also Donald Trump's decision to pull the USA out of the Trans Pacific Partnership (TPP) should be a positive development for Sritex in terms of competitiveness. When the USA was a member of this trade deal, TPP member nations - such as Vietnam - could export their textiles to the USA at a much more competitive rate compared to Indonesian textile exporters (Indonesia not being a TPP member). However, Sritex's regional competitors have now lost this competitive advantage since the USA exited the TPP earlier this year.

Sritex has developed into Southeast Asia's largest vertically-integrated textile and garment manufacturer, equipped with four business segments:

spinning, weaving, dyeing, and garment. Sritex recently completed expansion programs in each segment.



The spinning segment contributes most - around 39 percent - to the company's total sales. Meanwhile, spinning accounts for 55 percent of the company's total exports. Unlike finished clothes, spinning (which is the process of converting fibers into thread or yarn) is much less affected by current trends and therefore a stable source for earnings.

Its garments segment is also lucrative as Sritex managed to obtain deals for the production of army clothing from the United Arab Emirates, several countries within the EU and North Atlantic Treaty Organization (NATO). These orders show that foreign confidence in the quality of Sritex' products is high.

A (potential) weakness of Sritex, especially in times of a weak rupiah, is that the company needs to import about 60 percent of its raw materials from abroad (primarily from Australia, the Middle East and the USA). These materials include cotton, rayon fiber material and polyester.

Therefore the company has recently invested USD \$250 million in the construction of a rayon fiber factory that is designed to produce up to 100,000 tons of rayon per year. This factory, scheduled to be fully operational in 2018, is estimated to curb the company's rayon fiber imports by 30 percent.

Citigroup Securities Indonesia advises investors to buy Sritex shares, having set its share price target for the company at IDR 350 a piece. In the first trading session on Friday (25/08) shares of Sritex jumped 1.74 percent to IDR 350 a piece. So far this year its shares have surged 52.17 percent.



An Emerging Power in Textile, Apparel Industry

Thursday, August 31, 2017

An Emerging Power in Textile, Apparel Industry

Iran has had a long and successful history of manufacturing textiles. The

Persian Gulf state was one of the world's premier exporters of textiles and silks to Europe, Asia and the rest of the world. The first textile mill in Iran was established over a century ago in the capital Tehran.

The Iranian textile industry is mostly known for its carpet industry, which includes the production of machine-made and hand-woven carpets and blankets. However, the local production of textile products like fiber, yarn and fabrics, etc. remains insufficient to fulfill the growing needs of textile and garment industry, reads a post recently published in *Stitch Diary*—a blog dedicated to textile industry—by its author Mausmi Ambastha. Below is the full text:

Lifting of Int'l Trade Restrictions

Sanctions regarding trade are one of the most potential threats to affect Iran's economy and foreign investment. The nature of the sanctions variably depends on its extent and fluctuations.

After the signing of the nuclear agreement, the world is eying to do business with Iran. The lifting of international trade sanctions will lead to regional trading boom in the textile industry.

For booming up the trade, Iran requires a great support from trade partners to improve textile weaving, designing and printing to become a promising country in the field of trade.

Iran has been making huge efforts to increase the industry's competitiveness. It aims to resume the import of fabrics from the countries producing the best quality material.

The country is very keen on welcoming foreign companies for investments regarding the new machineries. This would also result in enhancement and development in the production process for Iran.

For example: TK Chemical Corp, a spandex manufacturing group of Japan, successfully established a long-term relationship with Iran in 2016 after its exports rose enormously from 2001 to 2015. The company also aims to set up joint ventures with many local companies to spread their business.

Market Potential of Iran

In the recent past, domestic textile and clothing production in Iran have been rather limited. Nonetheless, there is huge potential in Iran to emerge as a future textile and garment hub.

Iran is around \$2 billion market for textile and clothing, which is a huge number. There are numerous factories in Iran, which are specialized in producing different kinds of high-end fabrics for export to Europe. Below are some of the factors that prove Iran can turn out to be an emerging country in the field of textile and apparel trade.

- Iran imported nearly \$1.5 billion of manmade fiber textiles during 2013 from countries like China, South Korea, Turkey, Germany, etc.
- Iran's textile and apparel exports grew up by 8.1% in the fiscal year ended March 20, 2017. The statistic shows that nearly 5,700 tons of hand-woven Iran carpets, valued at \$345.7 million, were exported during the said period, marking a 7.5% and 18.4% YOY growth in volume and value terms, respectively.
- Iran also performed well in the apparel segment. The country exported 3,800 tons of apparel items worth \$46.2 million, up 2.6% in volume and 3.9% in value when compared to the previous fiscal.

- Iran's 2025 Vision Plan has identified textile and clothing as one of the potential industries for expansion. The plan basically emphasizes the need for technological advancements and improvement in productivity.
- Iran has a good availability of raw materials, manufacturing facilities and cheap labor that work as an attraction to foreign countries. Iran has huge untapped potential that could be beneficial to many foreign investors.
- Certain nationalities, including Italians, are fascinated by Iranian culture as university professors praise and promote Iran's culture and traditions in their classes.

Benefits for Other Countries

- With Iran eyeing to normalize trade with other countries, other countries see huge potential. The companies of Hong Kong may find better opportunities for supplying machinery, fabrics and other ancillary items.
- Among European countries, Italy is the leader in terms of clothing exports to Iran, with Italian products accounting for 52% of European apparel items exported to the country. France ranks fourth in this respect.
- India's market share is around 4% and hence the Iranian market offers substantial scope for Indian exporters. Moreover, the agreement between India and Iran to facilitate 100% trade in rupee terms has opened vast opportunities for exports of Indian products to Iran, including textiles, garments, etc.
- Bangladesh also entered into contacts with Iran for the export of viscous fiber and jute yarn.

Steps to Boost Domestic Industry

The Iranian textile and apparel industry has about 9,818 active units, constituting 11% of all the industrial entities in the country. These units have created more than 2.9 million direct jobs, accounting for 13% of all the industrial jobs in Iran.

The country is planning to set up a new apparel industrial town with the aim of limiting exports and boosting domestic production. The main agenda is to make the price of Iranian clothing more competitive. This establishment can prove to be highly beneficial for the country, as it will lead to increase in quality and will help reduce production costs.

A recent article published in Fiber to Fashion mentioned Ali Yazdani (chairman of Iran's Small Industries and Industrial Parks Organization) as saying, "The private sector of Iran is responsible for developing the manufacturing and

trading spaces, while the public sector will develop its infrastructure. About 3,000 to 5,000 square meters of area are dedicated to each of the services and production unit. Close to 30 trillion rials (\$791.139 million) will be invested to develop an area of 1 million square meters.”

This clearly shows the potential that the Iranian government is putting into the textile and apparel sector to create their own space in the global market.

Conclusion

From the recent past, Iran has seen a progressive reduction in tariffs from 300% during sanctions to the present 55%. The high tariffs had resulted in “unofficial” imports being over 10 times the volume of “official” imports. Hence, trade associations have been working with the government for reduction in import duties to international levels.

Iran has great potentials to become a fashion center in the world, as textile manufacturers can produce unique fabrics with traditional and innovative designs. The country is also capable of producing fine garments by using Iranian-Islamic designs that are different and more intricate compared to western clothes.

Although Iran is a small market compared to other potential markets, there is a scope for growth in the immediate future.

Maroc in Mode et Sourcing Maroc misent sur la fast fashion

Par [Melanie Muller](#) - 22 août 2017

Les 26 et 27 octobre, les salons Maroc in Mode (15ème édition) et Maroc Sourcing (14ème édition) présenteront à Marrakech les récentes évolutions des secteurs de la mode et du textile marocains. Les organisateurs attendent plus de 175 exposants et 1 500 visiteurs venus d'Europe, d'Afrique et d'Amérique.



Les 26 et 27 octobre, les salons Maroc in Mode et Maroc Sourcing présenteront à Marrakech les récentes évolutions des secteurs de la mode et du textile marocains. - Maroc in Mode

Les salons auront lieu dans l'enceinte du circuit automobile Moulay Hassan à Marrakech, sur une surface d'environ 5 000 mètres carrés. Ils seront organisés par l'Amith, l'Association marocaine des industries du textile et de l'habillement, en collaboration avec le ministère du Commerce extérieur et l'agence publique Maroc Export.

Le Maroc fait figure d'exception dans la région euro-méditerranéenne, avec une croissance des exportations qui s'élevait à 10 % en 2016, tout en promouvant énergiquement son modèle appelé « Ecosystème », qui s'appuie sur une production modernisée, la création et le respect des normes internationales. Le salon donnera aussi un aperçu des six thèmes de cet "Ecosystème" : Fast Fashion, Denim, Maille, Distribution de marques nationales, Textiles techniques et Linge de maison.

Dans le secteur du denim par exemple, on prévoit d'ici 2020 la création de 14 800 emplois, en plus d'une augmentation générale des ventes de 260 millions d'euros sur la même période.

La fast fashion représente un point fort pour l'industrie marocaine en raison de sa grande expérience dans les chaînes de production verticales et de sa proximité avec l'Europe. Les fabricants marocains sont donc extrêmement réactifs aux nouvelles tendances et peuvent proposer des produits finis dans des délais très serrés. L'investissement dans cet écosystème de la mode et du textile se révèle bénéfique; selon les organisateurs, il permet de soutenir les nouvelles orientations stratégiques dans les domaines de la création et du style.

Sous la devise « Fashion and Fast », quelque 175 exposants présenteront l'éventail de leurs prestations dans l'enceinte du circuit automobile Moulay Hassan à Marrakech. Pour la

première fois, le salon accueillera des entreprises marocaines du domaine du cuir et de la fabrication de chaussures. Les organisateurs attendent environ 1 500 visiteurs spécialisés, venus d'Europe, d'Afrique et d'Amérique.

Quatrième participation du Maroc au Salon du textile de maison "Intertextile" en Chine

Samedi 26 Août 2017



Le Maroc prend part, pour la 4^{ème} fois, à l'édition 2017 du Salon du textile de maison "Intertextile", qui se tient du 23 au 26 août à Shanghai en Chine.

Assurée par Maroc Export, en concertation avec l'Association marocaine des industries du textile et de l'habillement (AMITH), la participation du Maroc à ce salon reflétera l'image d'un pays d'innovation, à travers la création de nouveaux designs, de tendance et de mode avec des colories sombres, doux et vifs, selon un communiqué du Centre marocain de promotion des exportations (Maroc Export), notant que les entreprises marocaines disposent d'une capacité de production optimisée. Lors de sa dernière édition en 2016, le salon a enregistré plus de 1.400 exposants originaires de 31 pays et environ 50.000 visiteurs en provenance de 99 pays, rappelle le Centre, qualifiant ce salon de "plateforme de choix pour la filière du textile de maison marocaine qui sera amenée à mettre en exergue tous ses atouts pour affronter une dure concurrence notamment chinoise en vue de conquérir de nouveaux marchés non traditionnels d'Asie et aussi lointains que ceux de l'Extrême-Orient", rapporte la MAP.

Le Maroc, qui a mis en œuvre le Plan d'accélération industrielle 2014-2020 en vue d'accélérer la

croissance du secteur, a lancé ses trois premiers écosystèmes pour le secteur du textile et de **l'habillement pour les filières "Denim", "Fast Fashion" et distributeurs industriels de marques nationales**, souligne le communiqué. Par ailleurs, Maroc Export a mis en place ,en 2017, tout un programme dédié **à l'accompagnement des entreprises spécialisées dans le secteur du textile de maison notamment à** travers la participation à des salons internationaux tels que le "Heimtextil" à Francfort, "Intertextile" à Shanghai, "Evteks" à Istanbul, ainsi que des missions BtoB partout dans le monde, précise le Centre. Maroc Export organise annuellement la participation des entreprises marocaines à des salons en Chine, notamment le Salon "Intertextile" pour le textile de maison, le Salon "Automechanika" pour le secteur **de l'automobile ainsi qu'à travers d'autres manifestations, rappelle le communiqué.**

Samedi 26 Août 2017

Le marketing basé sur l'intelligence artificielle va réinventer l'industrie de la distribution

Publié le 21 Août 2017

Emarsys publie les résultats d'une étude menée Forrester Consulting sur le degré de préparation et d'ouverture au marketing basé sur l'Intelligence Artificielle (AI Marketing) au sein des enseignes de distribution, qu'elles soient physiques ou en ligne.

Cette étude révèle, en effet, que 79% des décideurs pensent que le marketing basé sur l'intelligence artificielle va réorienter le rôle du marketing vers plus de réflexion stratégique. Il va rendre les équipes marketing plus agiles (86%) et plus efficaces (86%), et leur permettre de se concentrer sur des tâches à plus forte valeur ajoutée, l'intelligence artificielle automatisant les 'workflows' (82%) et réinventant la façon dont les marketeurs travaillent (82%). Toutefois, 70% des sondés estiment que leurs équipes marketing ne possèdent pas les compétences techniques nécessaires pour exploiter la technologie de l'AI Marketing, et ne comprennent pas forcément comment elle fonctionne. Ce qui constitue deux barrières potentielles à son adoption généralisée.

Ce qui est clair c'est que l'AI Marketing améliore la personnalisation des expériences client omnicanal et devrait permettre aux enseignes de personnaliser le parcours client (54%) et de mieux comprendre leurs comportements (54%). Or, près d'une enseigne de distribution sur deux n'est pas encore capable de tirer profit des capacités de personnalisation qu'offre la technologie de l'intelligence artificielle appliquée au marketing. *"Pour les enseignes, réaliser le potentiel de l'AI Marketing et combattre efficacement les initiatives de la concurrence, telles que la croissance d'Amazon sur des marchés adjacents, nécessite de comprendre clairement comment l'intelligence Artificielle peut changer le rôle des marketeurs, et de combattre l'idée préconçue que l'adoption d'une telle technologie nécessite d'importantes compétences techniques, explique Allen Nance, CMO chez Emarsys. Nous pensons que la preuve d'une utilisation simple de l'AI Marketing, délivrant des résultats marketing et commerciaux tangibles et une vraie personnalisation sur une grande échelle, est fondamentale pour parvenir à une adoption généralisée. En outre, les décideurs ayant conscience de la nature de l'AI Marketing, qui combine faible prise de risque et fort retour sur investissement, et incitant leurs organisations à l'adopter, obtiendront un réel avantage concurrentiel."*

88% des personnes interrogées sont en tout cas "d'accord" ou "tout à fait d'accord" que le marketing basé sur l'intelligence artificielle va réinventer l'industrie de la distribution, et 81% d'entre eux pensent que l'AI Marketing va réinventer ce que fait leur entreprise. D'ailleurs, 78% des enseignes de distribution interrogées pensent que leurs dépenses dans les technologies d'AI Marketing vont augmenter de 5% ou plus au cours des 12 prochains mois. En moyenne, trois enseignes sur cinq prévoient de mettre en oeuvre des technologies d'AI Marketing dans les 12 prochains mois, mais 63% d'entre eux déclarent qu'ils auront besoin de plus de trois ans pour exploiter pleinement ces technologies. Toutefois, 54% des enseignes dans la catégorie 'experts2' pensent que cela prendra moins de deux ans.

Quant aux principaux objectifs cités pour adopter l'AI marketing, ils comprennent l'augmentation des ventes (n°1) et la fourniture d'un meilleur service client (n°2).

Myanmar garment, textile industries training in chemical management

ASEAN+ August 31, 2017 11:55

By The Nation

The European Union-funded SMART Myanmar project has launched a six-month advanced chemical-management training programme for garment and textile factories.

The training follows a curriculum developed by the Promotion of Social and Environmental Standards in the Industry (PSES) project.

PSES is a joint project of the governments of Bangladesh and Germany, implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, which works on behalf of the German Federal Ministry for Economic Cooperation and Development.

“GIZ has been immensely cooperative and practical,” said Jacob Clere, SMART Myanmar Team Leader. “They have provided us with expertise and knowledge resources which PSES developed over more than 10 years.

“With this programme, we aim to help Myanmar dodge the environmental destruction which so many of the world’s other garment and textile industries have faced.”

SMART Myanmar is the largest not-for-profit technical-training initiative in Myanmar’s industrial sector.

It has trained hundreds of managers and dozens of garment factories on various social and environmental topics.

The Chemical Management and Detox programme is the newest addition to the project’s several on-site consultancy and training modules.

Hundreds attend labour laws seminar hosted by SMART Myanmar and GIZ at UMFCCI

By [Mizzima](#)

On Wednesday, 23 August 2017



The European Union funded SMART Myanmar project and GIZ's Social and Labour Standards in the Garment & Textile Sector in Asia (SLSG) project jointly organized a half-day seminar on labour laws most relevant for factories in Myanmar. Although initially aiming to host about 70 managers and staff, over 200 individuals attended to hear lawyers from Luther Law firm answer questions on existing labour laws in Myanmar, according to a statement.

“Attendance at the seminar far exceeded our expectations. I believe most factories are interested to comply with Myanmar’s existing labour laws, but it is often not simple. Sometimes laws are inconsistently applied and this can create immense confusion for factory managers. We hope today brought some added consistency and clarity.” said Mr. Jacob A. Clere, SMART Myanmar Team Leader.

SMART Myanmar is the largest not-for-profit technical training initiative in Myanmar’s industrial sector. Funded by the European Union and German government, the project has trained hundreds of managers and dozens of garment factories on various social and environmental topics. The legal seminar on Tuesday was designed to broaden the outreach of these efforts and engage a wider audience.

During Tuesday’s event SLSG sequa Project Manager, Ms. Su Tayar Lin presented the smartphone app Shwe Job - an app designed to educate workers in the Myanmar garment industry on labour laws and occupational safety & health in the factory. Since the app’s launch on May 1st Shwe Job has achieved over 3,300 downloads in the Google Play Store, an average of about 1,000 installs per month.

“We’re not promising a revolution, but I believe that by educating both workers and managers on the existing laws healthy industrial relations will be easier to achieve,” said Ms. Su Tayar Lin, sequa Project Manager working for GIZ’s SLSG project.

PTEA concerned over sluggish textile sector growth

22 Aug '17



The Pakistan [Textile](#) Exporters Association (PTEA) has expressed serious concern over a crisis-like situation resulting from lethargic growth in exports, which continue to follow a downward spiral due to high production costs, regional competition, inconsistent government policies and uncompetitive energy prices. This contributes to the [trade](#) deficit as well.

While regional peers have doubled their textile exports, the same has declined across the value chain in Pakistan in quantity and value terms, PTEA chairman Mian Ajmal Farooq said in recent press release. He urged the government to offer incentives to textile exporters.

The [country](#)'s textile exports were worth \$13.8 billion in 2010-11 fiscal which dropped by 10.4 per cent to \$12.4 billion in 2016-17. Meanwhile, textile exports of India witnessed a 31 per cent rise from \$27.7 billion to \$36.4 billion across the same period.

Bangladesh's textile exports jumped by 63 per cent to \$31 billion in 2016-17 from \$19 billion in 2010-11, while Sri Lanka's exports rose by 20 per cent from 4.1 billion to \$4.9 billion during the same period. (DS)

La production de vêtements en Russie est moins chère qu'en Chine ?



Une ouvrière chinoise (JOHANNES EISELE / AFP / Getty Images)

L'augmentation des salaires en Chine a entraîné la croissance du coût de la main-d'œuvre devenu supérieur à celui en Russie. Pour cette raison, les marques de vêtements étrangers ont commencé à transférer leurs entreprises de Chine vers la Russie, rapporte le journal russe *Izvestiya*.

« *Il n'y a pas longtemps, il était moins cher de produire dans l'empire du Milieu, même malgré les frais. Aujourd'hui, les salaires en Chine augmentent, mais pas chez nous* », a confié à ce journal Alexei Skopin, professeur à l'Institut russe du développement contemporain.

Selon Rosstat (Service russe des statistiques), lors de la première moitié de 2017, la production de vêtements en Russie a augmenté de 6,4 % par rapport à la même période de l'année dernière.

Des marques mondiales, telles que Tom Tailor, Finn Flare, Baon, Inditex et Uniqlo, ont déjà annoncé leurs projets du développement de production en Russie. La société suédoise Baon a déjà commencé à produire et livrer des vêtements en provenance de la Russie. La société japonaise Uniqlo a prévu la coopération avec huit entreprises russes, la compagnie allemande Tom Tailor a également signé un contrat avec un fabricant russe. La société finlandaise Finn Flare coopère déjà avec douze entreprises russes (dont les fabricants de bonneterie, de confection et d'accessoires) et a l'intention d'augmenter sa production.

En mars dernier, le ministère de l'Industrie et du Commerce a interrogé les entreprises russes au sujet de la coopération avec des sociétés étrangères. Une réponse positive a été donnée par 140 entreprises. Le ministère a annoncé qu'Inditex (un groupe de sociétés comprenant, parmi d'autres, Zara, Oysho, Stradivarius et Massimo Dutti) a donné une très bonne évaluation de la qualité des échantillons de produits fabriqués par 17 usines russes.

Selon Kseniya Ryasova, présidente de Finn Flare, environ 35 % des produits de cette société sont actuellement fabriqués en Russie.

La qualité des vêtements en question

Après le transfert par les sociétés étrangères de la production de vêtements en Russie, leur qualité peut se détériorer, estime Alexei Skopin. Bien que la main-d'œuvre en Russie soit moins chère qu'en Chine, les coûts de logistique restent élevés. « *Le secteur de logistique dans l'industrie légère chinoise a été développé pendant plusieurs années et avec la participation des sociétés étrangères appropriées, y compris des entreprises de l'industrie textile* », a précisé le président de la société russe Soyuzpromtorg.

Selon lui, les normes de qualité ne sont pas réglementées en Russie et « *les exigences sont plus élevées même sur les marchés de l'Asie de l'Est et du Sud-Est* ». Si les entreprises étrangères réduisent les coûts de logistique, elles pourront fabriquer en Russie des produits de qualité relativement inférieure.

Les salaires des ouvriers

Selon Euromonitor International, entre 2005 et 2016, les salaires des ouvriers chinois ont triplé pour atteindre le niveau de 3,6 dollars l'heure. La Chine a dépassé l'Amérique latine (à l'exception du Chili), mais n'a pas encore réussi à rattraper la Grèce et le Portugal, où les salaires sont de 30 % plus élevés.

GSP+ : EU Mission coming to monitor implementation of Sri Lanka's pledges

August 26, 2017, 7:47 pm



Jorn Rohde

by Zacki Jabbar

A European Union delegation is due in Colombo next month to assess progress in implementation of Sri Lanka's pledges tied to the restoration of GSP+.

The German Ambassador Jorn Rohde said on Friday that the Sirisena-Wickremesinghe government had in re-applying for GSP+ from the European Union (EU) committed itself to reforms to the Criminal Procedure Code and Prevention of Terrorism Act in line with international standards, but that had not happened, despite the facility being restored.

"An EU monitoring mission to assess the progress achieved on Sri Lanka's commitments, will visit Colombo this Fall", he revealed.

Commenting on the economy, Rohde said that there had been "solid growth rates" and progress on modernizing the regulatory framework with proposed reforms to the Inland Revenue Act, Value Added Tax etc.

He emphasized that more improvements were necessary especially on issues surrounding ease of doing business if Sri Lanka was to become the hub of South Asia.

Q - What is the balance of trade between Sri Lanka and Germany and what plans do you have to strengthen economic ties?

A - Besides a traditional trade surplus for Sri Lanka, mainly due to textile exports to Germany, the overall figure of almost 900 million Euro in 2016 was an increase of volume in bilateral trade by almost 30 percent in comparison to

2014, which I believe is a very dynamic development. The latest figures for January – May 2017 underscores this continued dynamism. Compared to the same period bilateral trade in 2016 rose by a staggering 25.8 percent with German exports increasing by 44 percent and Sri Lankan exports gaining by 15.3 percent. I am sure we can easily cross the one billion Euro mark this year, even without the extra boost created by the GSP+ facility factored in.

Last year two trade delegations from Germany, the first to come in over a decade visited Sri Lanka to explore trade and investment opportunities. In September a Sri Lankan Trade delegation would be going to Hamburg to discuss opportunities for cooperation with German companies in the renewable energy sector, with a special focus on wind energy, and to possibly bring top notch German technology to Sri Lanka.

More trade visits from Germany are in the pipeline for later this year and 2018. We are also planning to open a German Chamber of Industry and Commerce Chapter in Colombo soon. The main German exports to Sri Lanka are electrical and electronic products, automobiles and parts and machinery and chemical products. Imports from Sri Lanka include apparel, tea and rubber products such as pneumatic and retreaded rubber tyres and tubes, industrial and surgical gloves.

Q - Do you see a reduction in German-Sri Lanka trade and commerce with the United Kingdom withdrawing from the European Union?

A - I project that quite the opposite will happen, since our bilateral trade is developing dynamically. The European Union (EU) is still the biggest export market for Sri Lanka and that will certainly not change in the near future. Having reinstated GSP+ in May trade between Germany and Sri Lanka, as well as between the EU and Sri Lanka will experience a further boost.

Q - Has there been an increase in the number of German tourists visiting Sri Lanka and vice versa. What were the figures for last year and your plans to increase the numbers?

A - Over the last few years German tourist arrivals have doubled placing it fourth in the list of source countries for Sri Lanka after India, China and the UK. In 2015 the number was 115,868 which rose to 133,275 in 2016. We expect more than 150,000 Germans to visit Sri Lanka this year. Statistics show that on an average duration of 15 days, German tourists are the ones who spend the longest vacations here.

Sri Lanka had a significant presence at this year's ITB in Berlin. Our tour operators have recognized your growing potential as a tourist destination, while other destinations such as some in the Mediterranean and Middle East have become less attractive due to political instability. Eco- tourism is also a growth sector. Cruise ship operators are also looking at Sri Lanka's potential. There is a possibility that the Association of German Tour Operators will organize its next annual meeting in Colombo.

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Despite Turkish Strife, Fashion Brands Stay True to Istanbul

By ELIZABETH PATON AUG. 25, 2017



The sisters Beste, left, and Merve Manastir of Manu Atelier. Credit Monique Jaques for The New York Times

LONDON — In 2015, Sama Danesh, a former computer engineer in London with long-held dreams of setting up [a luxury swimwear line](#), finally found her ideal manufacturing partner after searching fruitlessly from Italy to Portugal, Morocco to France: a factory in Istanbul.

“I knew that [Turkey](#) was a major manufacturing base for big fashion brands, but I hadn’t thought it could work for a small start-up,” she said in a telephone interview last week. “Fairly quickly, I found a factory on the outskirts of the city that seemed perfect. I put my life into storage and moved to Istanbul straight away.”

During her early months in Turkey, Ms. Danesh said, she was “blown away” by the workers’ craftsmanship and focus on detail, particularly when it came to pattern-cutting and the construction — using sculptured fabric, wiring and boning — needed to create the silhouettes for her swimsuits, which sell for about \$385. She explored

the vibrant fashion and arts scene, finding inspiration among Istanbul's famed bazaars and young, homegrown labels. In the summer of 2016, as her collection moved into the production stage and she began to receive orders, she returned to London. She was on the verge of success. Then, she said, "the climate totally changed."



Swimwear by Sama Danesh. Credit Sina Bahrami

"In the back of my mind, I was always aware of the precarious state of the country's political climate, although I never imagined what then happened taking place," Ms.

Danesh said. “Things ramped up so fast. Suddenly everything felt like it was tumbling down.”

In recent years, homegrown and foreign brands have flocked to establish themselves in Istanbul, lending it a reputation as Europe’s fourth fashion city. But [Turkey](#), a country that physically and culturally straddles East and West, is in the midst of one of the most volatile periods in its recent history. The country has been grappling [with a spate of terror attacks](#) targeting both Turks and tourists, the [fallout from the ongoing war in Syria, just over the border](#), a shuddering economic slowdown and a [failed military coup last July](#) that resulted in the government of President Recep Tayyip Erdogan declaring a state of emergency. The state of emergency has since stifled most forms of legitimate opposition, triggering a wave of protests and mass rallies like that organized by the opposition Republican People’s Party, attended [by a million people in Istanbul](#) last month.

Day-to-day life goes on for millions of Turks. Still, tourist numbers are down, the Turkish lira has slumped and local consumer confidence has declined, putting considerable pressure on Istanbul’s blossoming creative scene and its many small fashion brands.

Although Turkey’s textile, leather and clothing production has been in place for centuries, designing has not. Long a manufacturing center for mass-market retailers like Marks & Spencer and Inditex, as well as luxury labels like Burberry and Hugo Boss, the city has become a hub for the [fast-growing Modest Fashion Movement](#) geared to style-conscious Islamic women. It is also home to a slew of designers with a Western aesthetic, many of whom have expanded their businesses internationally. And for fledgling foreign brands operating or manufacturing in Turkey, the new status quo in the country has been more than unsettling.

“It has been a nightmare,” Ms. Danesh said. After the coup, everything from Dropbox to PayPal ceased to function efficiently. There were delivery delays. “The factory kept telling me that everything was fine on the phone, but I could tell it was not,” she said. By this time, she had signed deals to sell her stock at Harvey Nichols in London and to boutiques Dubai and the Spanish island of Ibiza.

Many pieces in Ms. Danesh’s initial 2017 summer collection were so delayed they had to be released as part of her subsequent cruise collection. “I still use the Istanbul factory because of the product quality,” she said. “But I have moved shipping to Britain, which eats into margins but has also reduced the risk that I don’t deliver orders in time.”

Despite the troubles, some fledgling brands with design studios in Istanbul remain upbeat. [Manu Atelier](#) is a small, family-run accessories label housed in an 18th-century building on a cobbled street in the Beyoglu district, an ancient quarter known for its leatherwork trade. Founded in 2014 by Merve and Beste Manastir, daughters of a leather craftsman who personally signs off on every piece, the company has grown rapidly in the last three years thanks to savvy use of social media, competitive prices and glowing endorsements by Vogue and Eva Chen of Instagram. The label is stocked at Selfridges and Saks and now has an office staff of 16 and a workshop of 30 artisans.

“It has been a chaotic time,” Merve Manastir said. “Locally, people have been less keen to go out and spend money, and visitor numbers are down. But honestly, we don’t think about borders that much. Our business has grown so much internationally that we are less exposed in our home market.”



The concept boutique Sanayi 313.

“While we are very proud of our Turkish manufacturing roots, in terms of our identity, we consider ourselves a global luxury lifestyle brand,” she said.

That sentiment is shared by Ece and Ayse Ege, also sisters, who set up their couture and ready-to-wear label [Dice Kayek](#) in 1992, and celebrated their 25th anniversary in business this year. Although they split their time between Paris and Istanbul, their atelier has always been in the heart of their home city.

“Emotionally, Dice Kayek feels Parisian, but our craftsmanship is entirely rooted here,” Ece Ege said. “That has actually helped us in the last two years. Since we’re in Turkey and can supply all of the raw materials and produce everything here, we’ve been able to keep the costs down despite the devaluation of the lira,” she said. “It has actually become cheaper to make our garments, which we can then sell on in euros.”

She added that the company was more vulnerable to the [volatility within the broader fashion industry](#) than that of the Turkish political situation. Whatever happened, she said, they will never take their manufacturing operations elsewhere.

The Open Thread Fashion Newsletter

Enis Karavil is the creative director of [Sanayi 313](#), a concept boutique that opened in 2015 in an industrial estate in the northeastern part of Istanbul with the hope of creating a lifestyle destination for those with a passion for modern design, fashion, art and food. A shoes and accessories label of the same name is now sold in stores like Bergdorf Goodman in New York and at Net-a-Porter, and there are plans to open a boutique hotel near the Blue Mosque. An interior architect by training, Mr. Karavil remains optimistic about the future of luxury within Turkey, [once a bright spot for growth](#) in the industry.

“Five years ago Istanbul was in the midst of a real moment,” he said. “Some of that appetite has since died away, although the rapid growth of Sanayi 313 would suggest that shoppers are interested in what is emerging from the local scene. I have no doubt that the situation will improve.

“As Turks, we get used to uncertainty very easily, and we adapt very easily. People are worried, but they are just as worried about what is going on in the wider world. There are problems everywhere, not just here,” Mr. Karavil said.

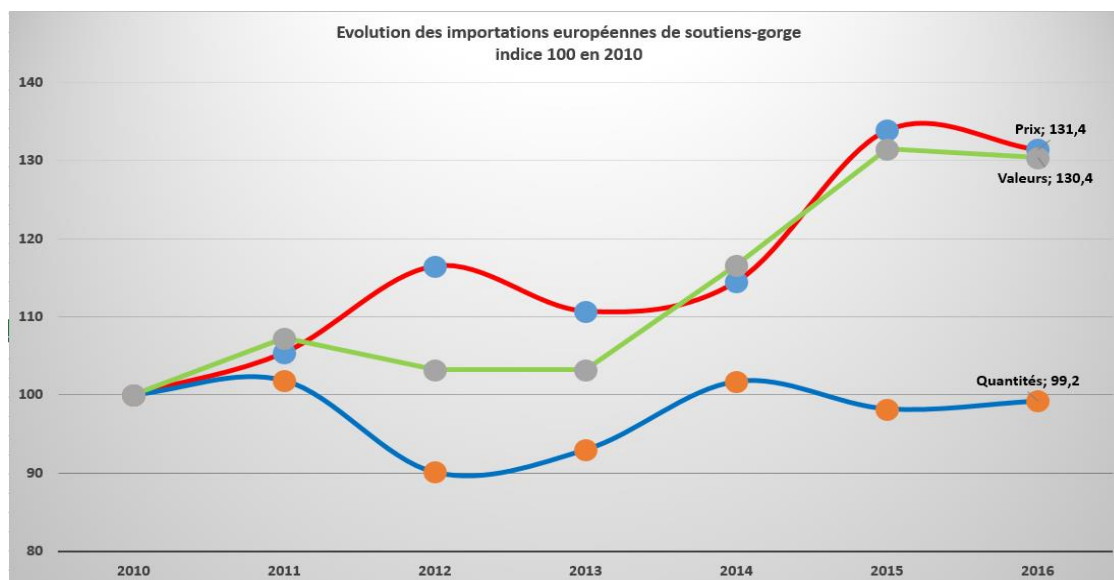
For Ms. Danesh, a Swede of Iranian descent, apprehension about what could come next remains.

“I think about leaving every day,” she said, drawing parallels with her parents’ experiences in the days before the Iranian revolution of 1979. “But Istanbul now feels like my second home. There is a lot up against this city and those who live in it. But because of all that it is, more than anything, I want to stay.”

La lingerie féminine, un marché très porteur !

Jeudi 24 août 2017

En 2016, l'Union européenne a importé 576 millions de soutiens-gorge, pour une valeur de 1,83 milliards d'euros. Une étude réalisée par Evalliance (www.evalliance.eu) montre que ce marché est un des plus dynamiques de l'habillement, avec celui des jeans. Il a progressé de 4,5 % en moyenne par an depuis 2010.

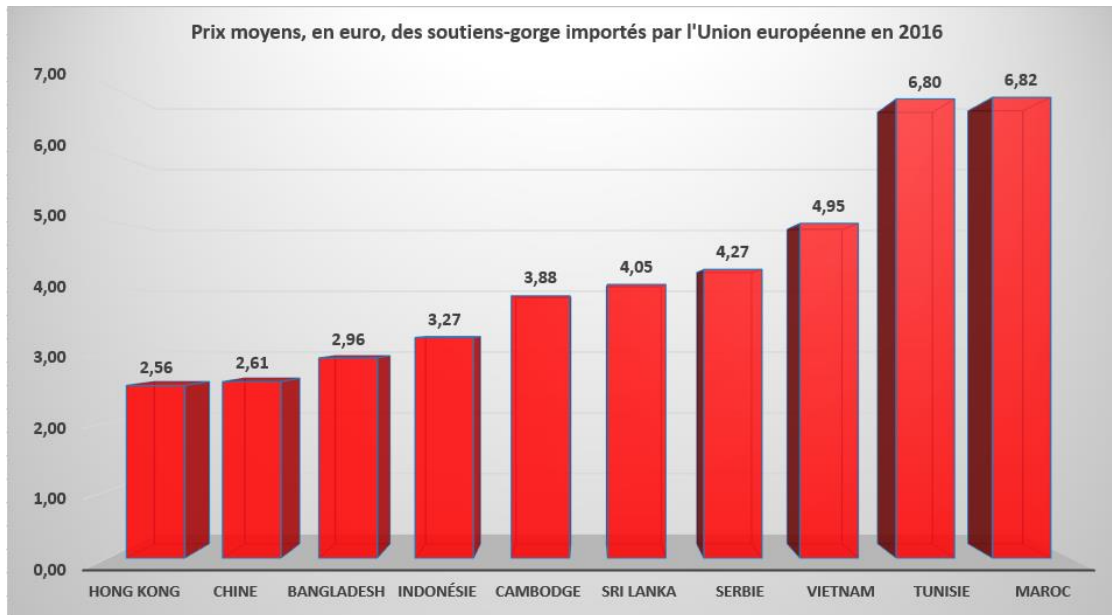


La moitié des importations européennes de soutiens-gorge vient de Chine mais les fournisseurs les plus dynamiques et attractifs sont le Bangladesh, le Vietnam et, dans une moindre mesure, le Cambodge.

Attractivité des principaux fournisseurs de soutiens-gorge



Le prix moyen des soutiens-gorge importés en 2016 est de 3,18 euros. Mais les prix varient sensiblement selon les sources d’approvisionnement. Les soutiens-gorge bas de gamme arrivent essentiellement de fournisseurs tels que la Chine (2,61 euros/pièce) ou du Bangladesh (2,96 euros). A l’inverse, ceux produits au Maghreb pour les grandes marques européennes arrivent en Europe à 6,80 euros/pièce (Tunisie) et à 6,82 euros (Maroc). Le Vietnam monte rapidement en gamme (4,95 euros).



Les marchés les plus attractifs sont l'Allemagne, les Pays-Bas (qui jouent un important rôle de plaque tournante à partir de Rotterdam), l'Espagne et, dans une moindre mesure, la Suède. A l'inverse, les importations italiennes de soutiens-gorge sont en décroissance.

United States slaps sanctions on Russian, Chinese entities for supporting

August 22, 2017



Some of this apparel and textile production is routinely subcontracted to [North Korea](#) to take advantage of its cheaper labour - and those products are then labelled as 'Made in China'.

"These complaints show our determination to stop North Korean sanctioned banks and their foreign financial facilitators from aiding North Korea in illegally accessing the United States financial system to obtain goods and services in the global market place", said U.S. Attorney Channing D. Phillips.

The United States is imposing sanctions on Chinese and Russian companies and individuals for supporting North Korean weapons programs, including those dealing in Pyongyang's energy trade and helping North Korean entities gain access to the USA and worldwide finance system, officials said on Tuesday.

China strongly warned North Korea against additional provocations during a foreign ministerial meeting held in the Philippines earlier this month and immediately informed South Korea of the result of the talks, the foreign ministry here said

Monday. Tension between the United States and North Korea has escalated over North Korea's recent missile tests.

Beijing's newest round of sanctions against Pyongyang apply only to oil and gas exports, not military supplies. "Everything would basically grind to a halt in North Korea and it would really precipitate an economic crisis". The Trump administration is still hoping China will pressure Pyongyang.

The paper said that U.N. Resolution 2371 is expected to slash North Korean revenue by some one billion US dollars.

The US-drafted resolution banned North Korean exports of coal, iron, iron ore, lead, lead ore and seafood.

"We saw this with the Six Party talks, when China exerted pressure from the standpoint of oil and gas, (the North Koreans) came to the table", she said. Speaking anonymously, they told reporters that clothing agents based in the town act as go-betweens for Chinese clothing suppliers and buyers from the US, Europe, Japan, South Korea, Canada and Russian Federation.

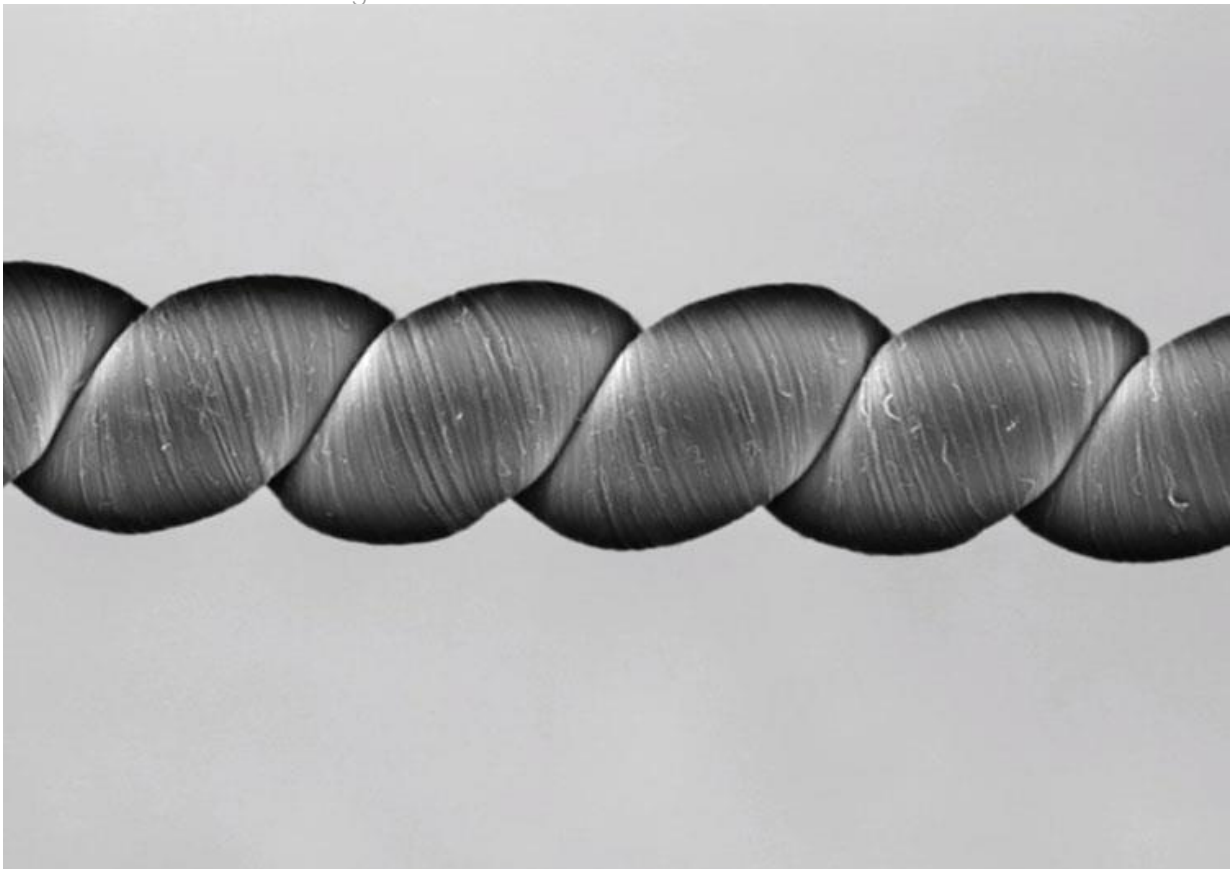
Asked what message the delegation had to North Korean civilians adversely impacted by any ban on oil and gas, Wagner said: "I think the North Koreans have a cost right now which is nearly unbearable no matter what is happening".

Increased power for electric yarns

• Print

Written by Chris Remington

Published: 25 August 2017



DALLAS – A team of international researchers based at the University of Texas in Dallas and Hanyang University in South Korea have developed an energy harvesting yarn said to offer up to 100 times the electrical power per milligram of weight compared to similar materials.

The patented technology – Twistron – integrates electrically conductive carbon nanotubes which are spun around a yarn to evenly distribute the electric charge.

The yarn must be submerged in an electrolyte such as salt water, which reacts with the yarn to create usable electricity.

"Fundamentally, these yarns are supercapacitors," Na Li, a research scientist at the NanoTech Institute and co-lead author of the study, said. "In a normal capacitor, you use energy, such as from a battery, to add charges to the capacitor. But in our case, when you insert the carbon nanotube yarn into an electrolyte bath, the yarns are charged by the electrolyte itself. No external battery or voltage is needed."

The researchers say just 31mg of Twistron yarn can produce enough electricity to send two kilobytes of data 100 metres every 10 seconds. In a demonstration of the **yarn's capabilities, the researchers waded a piece of the yarn 10cm in length into the** ocean off South Korea, connecting one end of the yarn to a balloon and the other end to a sinker. With each wave of the ocean, the salt water caused a spike in electric current through the yarn.

Twistron has been earmarked for its potential in wearable breathing sensors that harvest their own power, generators which harvest power from ocean waves and self-powered communications devices.

Web: www.utexas.edu

Ho Chi Minh to host Cotton Day event on September 12

30 Aug '17



With a view to strengthen the connections between [textile](#) and apparel firms and suppliers, partners and experts from the [cotton](#) sector, Ho Chi Minh City in Vietnam will host Cotton Day 2017 on September 12. The event will give enterprises an opportunity to learn about cotton demand around the world and consumption trends of various brands.

Cotton Day is being organised by the Vietnam Textile and Garment Association (VITAS) and the Cotton Council International (CCI). A conference will take place at the event, along with a fashion show that will introduce Cotton USA collections of John Henry and Canifa brands. Designs of the winners of the Cotton USA Fashion Design contest will also be presented.

The domestic sector of Vietnam only fulfils 0.04 per cent of the total cotton demand of the [country](#)'s textile sector. The country imports cotton, with US accounting for over 60 per cent of the cotton imports, said a Vietnamese news agency quoting Vu Duc Giang, president of VITAS.

Cotton Day is also expected to let Vietnamese companies to use the Cotton USA label on their garments, added Giang. This year onwards, CCI has been helping Vietnamese brands to use cotton imported from US to enhance the quality of their garments.

CCI's Cotton Day events have been held in various countries in Asia including Japan, Republic of Korea, China, Taiwan, Thailand and Bangladesh.

Vietnam's textile sector earned \$19.8 billion from export in eight months on 2017, recording a 9.9 per cent increase over last year, despite many challenges like anti-dumping duty on fibre in India and Turkey. (KD)

Rendez-vous en novembre pour l'expo internationale de l'industrie textile 2017

25/08/2017 19:11

La 17^e exposition internationale sur les machines, équipements et matériaux de l'industrie du textile-habillement (VTG 2017) aura lieu du 22 au 25 novembre au Centre des expositions de Sai Gon, au 799, rue Nguyễn Van Linh, 7^e arrondissement de Hô Chi Minh-Ville.



Des entreprises textiles du Vietnam auront accès à des technologies avancées. Photo : Quốc Việt/VNA/CVN

La VTG 2017 comprendra près de 700 stands de plus de 500 entreprises venues de 20 pays et territoires dont Singapour, Japon, Hong Kong et Taïwan (Chine), Allemagne, Turquie, République de Corée, Inde..

Les exposants présenteront des technologies nouvelles, des machines, des équipements et des matériaux pour l'industrie du textile-habillement tels que machines à coudre, machines à tricoter, machines de découpe de tissu, produits chimiques et colorants, équipements de broderie, accessoires pour vêtement... Des colloques sur le développement de cette industrie sont aussi prévus.

Cet événement permet aux entreprises textiles, notamment celles du Vietnam, d'avoir accès à des technologies avancées, d'améliorer la qualité de leurs produits, de partager des expériences et de trouver des partenaires. Il leur permet également d'améliorer leur compétitivité, d'augmenter leurs exportations et, plus généralement, d'accélérer le développement de l'industrie vietnamienne du textile.

IMPORT/EXPORT

How Sourcing Managers Are Re-examining Vietnam After the Demise of a Free-Trade Agreement

By [Deborah Belgum](#) | Thursday, August 24, 2017

Six or seven years ago, Steve DiBlasi of **Lanier Clothes** decided to shift a fair amount of his company's apparel production from China to Vietnam. The reason was labor costs were slowly rising in China—which had been the world's apparel manufacturing epicenter for years—and they were much lower in Vietnam. He also wanted to be in front of the line of sourcing managers searching for good apparel factories once the free-trade agreement known as the Trans-Pacific Partnership was scheduled to be concluded during the Obama administration. “We wanted to be ahead of the game of TPP,” said the vice president of global sourcing for Lanier, which makes men's tailored clothing.

But that free-trade agreement, which would have given duty-free access to apparel imported into the United States from Vietnam, fell apart after President Trump took office. Now, Vietnam is still the No. 2 producer of apparel into the United States, but sourcing managers are not as eager to be in Vietnam as they were before.

DiBlasi was speaking on a panel held Aug. 14 during the **Sourcing at MAGIC** show at the **Las Vegas Convention Center**. The panel, called “Vietnam Continues to Lure U.S. Firms,” coincided with the sourcing show shining a spotlight on Vietnam, which had a pavilion at the show with 40 Vietnamese factories.

The moderator of the panel was Julie Hughes, president of the **U.S. Fashion Industry Association**, a Washington, D.C., organization that works to break down barriers to importing apparel and textiles into the United States.

Recently the organization commissioned a study on sourcing in Vietnam. It was conducted by Sheng Lu, an assistant professor of fashion and apparel studies at the **University of Delaware**.

The study, which surveyed 34 executives of large fashion companies with more than 1,000 employees, showed that this year only 36.7 percent of executives expected to expand their sourcing in Vietnam compared to 65.4 percent last year.

“Two factors are related to this,” Lu said at the panel presentation. “One is TPP, and the other is rising labor costs in Vietnam.”

Next year, the minimum wage in Vietnam, which is still relatively low, is scheduled to increase 6.5 percent. Currently the minimum wage ranges from \$114 to \$165 a month, depending on the region of the country. China's minimum wage is around \$350 to \$400 a month.

For these sourcing executives, China is still the No. 1 go-to place to make clothing. “It is not about the price, but it is about the capacity and it is about speed-to-market that

is keeping China relevant to the fashion world,” Lu said. “There is ease in doing business in China, and China is investing in technology.”

The executives who participated in the survey said that 30 percent to 50 percent of their sourcing is done in China while another 11 percent to 30 percent is done in Vietnam.

“Of the 106 categories of apparel products, China was the top supplier in 88 categories and Vietnam was No. 1 in five categories,” Lu said.

But Vietnam as a sourcing destination will continue to grow, just not as rapidly had TPP been enacted. “Vietnam is increasing its production and taking it away from China,” DiBlasi said. “Why is that? Its low labor costs and huge government investment in textiles. They want to employ their people.”

Also, it has been relatively easy to get goods in and out of the country through the various ports located in Hai Phong in the north, Saigon in the south and Da Nang in the central region. It is also easy to find factories through the various agents that work in the country. “That is how we got started in Vietnam,” DiBlasi said.

Another member of the panel was Avedis Seferian, president and chief executive of **WRAP** (Worldwide Responsible Accredited Production), a nonprofit that inspects apparel factories around the world to certify they are treating their employees fairly, are socially responsible and have a safe working environment.

Seferian noted that Vietnam has been taking social compliance in their factories very seriously. “They recognize that today’s market is far more transparent than before and you are far more at risk of bad news spreading, particularly with social media,” Seferian said. “When you post a video online and it spreads all over the world, you cannot un-ring that bell once it is rung.”

DiBlasi expects Lanier will continue sourcing in Vietnam over the next several years because Vietnam is committed to the apparel and textile industry. It also has a pro-business culture, is good on compliance, is working to protect its environment and is moving apparel factories to rural areas to reduce costs.

“But there are reasons to be careful, too,” DiBlasi said.

“**Samsung, LG and Panasonic** are opening huge factories there. So there will be competition for workers.”

Raw materials are still imported from China, there is a lack of mills and dyeing houses, and Vietnam’s minimum wage is rising every year over the next decade. In addition, there is no free-trade agreement with the United States, but there is one between Vietnam and Europe, which goes into effect next year. That means more European apparel manufacturers, which typically pay more than U.S. manufacturers, will be heading to Vietnam to make their clothes.

In the past, countries were good sourcing areas for as long as 40 years. “Now that is speeding up to five to seven years when you come in and when you get out,” DiBlasi said. “I think Vietnam will be good for the next seven years.”