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China's \$treet fashion

DATE: 2009-10-30

How two U.S. entrepreneurs are selling Chinese fashion to the post-Tiananmen generation.



It's a hot August afternoon in Beijing, and student Li Yanan is shopping with a friend at the Joy City mall, in the city's Xicheng district. The mall offers plenty of Western brand-name stores – Quiksilver, Levi's, French Connection – all looking much as they do in other malls around the world. But Li, 20, is drawn to the only store displaying a large slogan printed in Chinese characters. YOUR OWN STYLE, it reads. Within seconds, Li is inside trying on a garish pink trucker's hat.

The chain, called Eno, is almost as unusual as the headgear. Founded by transplanted American entrepreneurs Renee Hartmann and Tor Petersen in 2006, it is one of the first brand-name retailers to sell hip, urban streetwear designed by and for young Chinese. That makes it stand out in a market dominated by foreign brands and local manufacturers that specialize in copying them. "We wanted to create a brand focused 100% on China," Hartmann says. Both she and Petersen saw a sea change in the world's most populous country – the rise of a generation of young adults who wanted to stand out rather than blend in. Like Li, they weren't born at the time of the Tiananmen Square student uprising in June 1989 – or are too young to remember it. Deng Xiaoping is a distant memory. China has been more capitalist than communist for most of their lives.

Today's Chinese 15- to 24-year-olds – over 220 million of them – also have a lot more money to spend than their parents ever did. Adjusted for inflation, the annual per capita disposable income of city dwellers rose by an average of 7.2% a year between 1978 and 2007, according to China's National Bureau of Statistics. In 2008 it was more than 15,700 yuan (about \$2,300). So far their strategy seems to be working. Three years after its launch, Eno boasts 60 employees (including five designers), six stores, three franchises and shelf space in more than 20 department stores across China. In 2008 sales topped \$1 million – or 430 times the average disposable income. The company says its revenues are set to double this year, and it expects to turn a small profit. To stay profitable and compete with a growing number of homegrown urban fashion brands in China, Eno must

perfect its ability to read the rapidly changing tastes of Chinese youth. And that may be tough for a company that doesn't have a designer at the helm.



From the beginning Eno was an unlikely enterprise that took its fair share of missteps. Initially conceived as a sportswear brand, Eno was born at Zou Marketing, a Shanghai boutique that Petersen and two other Nike China veterans founded to market sports brands and events. But it soon became clear that China's sportswear market was already oversaturated by Nike and Adidas, as well as such Chinese brands as Li Ning and Anta. So Petersen and Hartmann turned their attention to the nascent streetwear industry. "Five years ago there wasn't one," recalls Zou Marketing co-founder Terry Rhoads. What if they could

create China's answer to Urban Outfitters (URBN)? With a \$5 million investment from Shanghai venture capital firm Chengwei Ventures, Hartmann and Petersen decided to start with the low-hanging fruit of the fashion world: T-shirts. They quickly established three sources for Eno's designs: collaborations with local artists and musicians, online competitions in which users would submit designs and vote their favorite T-shirt graphics into production, and an internal design team.

At first Petersen was responsible for directing his staff designers. He would announce a brief or theme and work closely with the creative team to refine their designs into something that satisfied his tastes. But by April this year, he had to admit that it wasn't working: The designers were struggling to meet the briefs he came up with. Some of his culture-specific themes, such as "preppy" or "Mardi Gras," tended to get lost in translation. And Eno's customers seemed less than thrilled by the results. "We were losing the passion of our designers in the process," says Petersen. "It felt like I was forcing a brief down their throats." So Petersen made the designers responsible for coming up with concepts and pitching them to him. His creative role would become more hands-off, which the two founders soon realized was a logical step. "After all," Hartmann points out drily, "we're not Chinese kids."



The first collection to emerge from this new system was Eno Classic, a series of T-shirts and hooded sweatshirts adorned with variations on an abstract logo created by 27-year-old designer Feng Feng. Two weeks after the collection hit stores, Petersen says, those designs were selling far better than discounted items from Eno's spring collection, which included a tube dress adorned with the mangled English "Not so enocent" and a T-shirt that sprinkled beads and sequins around the word Celebrate! Eno found a breakout hit with a series of environmentally themed shirts. The design used the Chinese character for forest, which consists of the character for tree written three times. "It was like three trees make a forest, the idea being that you just have to do a little bit and you can make a difference," Hartmann says. The design went against everything Hartmann thought she knew about Chinese fashion preferences. "The conventional wisdom here is that Chinese people don't like having Chinese characters on their T-shirts, that they only like English," Hartmann says. "But that T-shirt sold like crazy no matter what color we put it in. We didn't expect that." The bottom-

up approach is appreciated by designers like Feng, who had previously worked at two smaller streetwear brands in Shenzhen and Shanghai. "Eno provides a wider platform for designers to do what they want to do," Feng says through a translator. "It's almost democratic."

Making the scene

That wasn't the only way Petersen and Hartmann strove to get closer to their customer. In manufacturing they took their lead from so-called "fast fashion" retailers such as H&M and Zara, which emphasize bringing new designs to market as rapidly as possible. Both companies recently opened stores in China. Like its larger rivals, Eno is developing a supply chain that will allow it to get small batches of new designs out quickly. The company already uses recent sales data to reorder popular styles on a weekly basis. "You allow the consumer to tell you which products are working," Petersen says. Currently, Eno can take a T-shirt design from concept to store floor in three weeks. Reordered styles usually reach the store within a week. To manage these quick turnarounds, Eno turns to small factories within a few hours' drive of Shanghai, which also helps keep inventory levels low. In 2006 Hartmann and Petersen converted a former karaoke bar on Shanghai's fashionable Changle Road into a flagship location – part store, part performance venue for artists and musicians. Eno's free monthly events have become popular, providing a more accessible alternative to the underground rock clubs that dominate Shanghai's small live music scene. In 2007 the store hosted Beijing rockers P.K. 14, one of the best-known indie bands in China. (Their popularity hasn't spread beyond the country's borders just yet.) Mixing fashion with music is hardly a new idea in the U.S., but the concept is still quite fresh in China. "I don't think there's been anything like this," says Brad Ferguson, the manager of local pop-rock group Hard Queen, which has played five gigs at the store in the past two years. "The shows that audiences have enjoyed the most have been at Eno."

For a startup with little cash to spend on advertising, those events – along with T-shirts featuring designs created by the bands themselves – have become a valuable marketing channel. Petersen typically gives each act a batch of free T-shirts, which the band then sells to fans. In return, Eno gets to put its logo on all band flyers and posters. The local art, music and fashion scenes owe much to the dramatic surge in Internet access in China over the past decade. Fewer than 1.2 million users were online in 1998, according to the government's China Internet Network Information Center. By June 2009, that number had surpassed 330 million. Despite the government's extensive efforts to censor potentially subversive online content, a lot of cultural information has filtered through, and the impact has been tremendous. "Ten years ago everyone looked the same here," says Alexis Yang, 26, Eno's events organizer, who sports an oversize woolen hat in Rastafarian colors. "There was no punk or hip-hop in China except for really underground stuff, and no way to express your personality." Nowadays, new streetwear fashions pour into China from South Korea, Japan, Europe and the U.S. But Hartmann and Petersen have learned that Chinese fashion trends tend not to follow the global model. "Everywhere else, fashion starts from the runway, and you pretty much know what the trend's going to be a year or two later," says Hartmann. "Here it's not really clear what's going to end up working at what time. That's why we tried to open up the design process as much as possible."

Keep it cool

The unpredictability of China's new youth market explains why Eno's biggest fear is other homegrown brands. The Thing, for example, is a Shanghai company founded four years ago by Zheng Zhu and Zheng Yi, two brothers in their early thirties. Unlike Eno, the Zhengs didn't receive any outside funding, starting the company with about \$400 of their own money. Today, thanks to the work of chief designer Yi, The Thing has grown to six stores in Beijing and Shanghai, at least two of them located just steps from an Eno branch. "China is catching up very quickly with the international fashion market, and competition is fierce," says Sandy Chen, research director at the Shanghai office of TNS China, a market research firm. "Eno has established one of the leading indie brands, but it will have to be very sensitive to what's in, what's cool, and it will have to run the business very efficiently." Petersen and Hartmann hope to leapfrog the competition by turning Eno into a leaner enterprise, starting with their retail outlets, which they plan to hand over to franchisees. Eventually, they hope that Eno will find an international market. "Sooner or later, people in other countries will want to see original Chinese design," Hartmann says. "We're a good platform for that."

Meanwhile, Eno is growing another revenue stream through a separate consulting business, Enovate. Launched earlier this year with five employees, Enovate has already been hired by the

likes of Ticketmaster (TKTM) and shoemaker New Balance to provide youth market research, as well as to help design and develop products for the Chinese market. Not bad for a company that has grown by trial and error. Back at Eno's store in the Joy City mall, a 20-year-old business student named Wang Meng is being forced to try on some jeans and a T-shirt by his girlfriend, Qiang Yi Na. Disconcertingly for the Eno staff, he walks out empty-handed. "It's not my style," says Wang, who sports a polo shirt and slacks. Still, Wang is giddily appreciative of the buying opportunities available to his generation of consumers. "We're rich," he says with a grin, adding that both his parents grew up in a rural town, wearing hand-me-downs made by his grandparents. Wang says he spends some 200 yuan a month (about \$30) on clothes, funded by a parental allowance as well as profits from buying and selling shoes online, a small business that he runs from his university dorm. Pondering the racks of clothes around him, he offers: "This is better than my parents' life." And even in a down economy this generation remains eager to spend. Li's parents both work for a logistics services firm and give her an allowance that funds all of her purchases. "Our parents always wanted to save money, to have a steady, boring life," Li says through a translator. "We have more options."

Learning to let go

It's one thing to see this kind of change happening all around you; it's another to cash in on it. Hartmann and Petersen had no experience in fashion design. Petersen, 40, is a tall Yankee with a shaved head who speaks fluent Mandarin and spent eight years as a manufacturing and marketing executive for Nike (NKE, Fortune 500) China. Hartmann, 34, was an investor relations consultant who worked with companies going public in the U.S. and Hong Kong. They met when Petersen was scouting for a CFO with knowledge of Chinese business law to join Eno during its incubation period; Hartmann fit the bill. Over the course of 2005, the outspoken pair convinced each other they could tap China's budding creative community to generate winning, youth-friendly designs.

Source: CNTEX

Textile firms grapple with labor woes

DATE: 2009-10-29

The Chinese textile and garment industry has started sprouting green shoots of recovery even as it grapples with an acute labor shortage, riding largely on the revitalization plan charted by the government for the sector. "Order declines from Europe and the United States have eased in the last two months, after recording an over 20 percent fall in the first few months of this year," said Shen Xiaoyang, a senior official of Changzhou Dahua IMP&EXP (Group) Co. Shen, however, said the recent pickup was still not enough to offset the sharp falls earlier this year, and the company may still post negative growth for the full year.

Figures from National Bureau of Statistics indicate that garment exports from January to August were around \$101.7 billion, down 11.8 percent over the same period last year. The whole sector has shown signs of recovery in terms of investment volumes and profitability after the industry revitalization plan was launched by the State Council in April, said Zhang Li, director general of Department of Consumer Goods Industry under the Ministry of Industry & Information Technology, at the International Development Forum on Textile & Apparel Trade in Kunshan yesterday. "We've seen more and more multinational firms transferring overseas orders to domestic manufacturers due to the rising competitiveness of made-in-China products," said Long Guoqiang, director general of the Research Department of Foreign Economic Relations under the State Council Development Research Center.

According to Long, the market share of Chinese products has increased 2.6 percent and 3.5 percent in the United States and Japan respectively during the first half of 2009, regardless of the shrinking demand in the two countries. The silver lining despite subdued foreign demand has been the domestic market, which absorbed nearly 77 percent of the textile firms' production capacity, said Chen Jian, vice-minister of commerce. Overseas orders had dwindled largely due to the shaky global

Source: China Textile Network Company

economy and also led to the bankruptcy of some small domestic textile manufacturers and exporters. But, big firms can expect orders to balloon, said Yin Guoxin, president of Shanghai Chenfeng Group Co, a major OEM supplier for Calvin Klein and Adidas. But the bigger problem facing the industry is the acute labor shortage.

Young-Soo Lim, general manager of Qingdao Nannan Co, a high-end lingerie and socks manufacturer and exporter said it has been tough to find suitable employees since this September after the company decided to hike its production capacity."During the same period last year there were plenty of people available for us to hire," said Lim.Chenfeng's Yin also concurs with the view. "With increased investment in the central and western regions, there has been a outflux of labor from the coastal areas. Going forward, this will be a major issue for textile firms," he said.

Source: www.chinadaily.com.cn via CNTEX

Chinese Exports Back in Fashion

DATE: 2009-10-29

The figures from the Quality Control industry in Asia account for a good indicator of the health of International Trade. Based on a few selected indicators, AsiaInspection publishes this barometer on a quarterly basis. With over 9,000 Inspections performed during the 3rd Quarter of 2009 (+ 32% vs. Q3 2008), AsiaInspection emphasized some interesting trends. The Chinese government, in an effort to stimulate the economy, increased tax refunds on certain exports. The results were positive; book and stationery Inspections were up +24%, toys +32%, shoes and fashion accessories +58% and textile apparel +63%. As of January 2009, the European Union removed a barrier forcing companies to source a percentage of their textile business from within the EU. This coupled with the tax refunds led to this impressive growth in the textile and garment exports.

Growth in Factory Audits, to the tune of 53%, stresses the demand by consumers for higher quality products. Companies dealing abroad, particularly China, are increasingly concerned with protecting their brand after a string of product scandals. The Chinese government spent over 7 million Yuan in Q3 2009 to increase food and drug oversight to improve consumer safety. Chinese suppliers have had numerous scandals putting consumers at risk. This is a clear attempt to improve consumer safety and Chinese exporters` reputation. Social Audits, though up 8%, have not followed Factory Audits. This indicates importers worldwide are less concerned with social responsibility.

Exporting countries, putting the world back in business

Though consumer discretionary spending was hit hard during the global economic recession, ProductInspections for electronic goods were up 21% in Q3, indicating the economy is on the mend. Eastern Europe continues to be deeply impacted by the recession; Inspection services were down 54% in the quarter, while neighboring Western Europe saw a healthy rebound with 29% growth. The United States finally stabilized and recorded a slight increase of 1.8% from Q3 2008 to Q3 2009. Emerging markets in Asia and the Middle East continue to lead with 81% and 123% Inspection growth in the quarter.

Source: *AsiaInspection* via CNTEX

The State of Sustainability in 'The World's Workshop'

DATE: 2009-10-27

China holds an undeniably important role in the global discussion about the environment, as well as the role that business can play in addressing global warming. Not only does the country have the world's largest population and fastest-growing economy, but it is also the source of a huge number of multinational companies' supply chains – and the largest source of global greenhouse gas emissions. At the 2009 Business for Social Responsibility conference, an hour-long session was devoted to the topic of sustainability in China. I sat down with Wei Dong Zhou, BSR's China director, to find out more details.

"With Deng Xiaoping, no one was talking about [sustainability]," Zhou said, with government leaders instead following the mantra that "development is the only way for growth in China." That has been changing for the past few years, especially since 2007, Zhou explained. "In the early 2000s, people talked about CSR as mostly being pushed through multinational companies' codes of conduct," Zhou said. "At that time there was a lot of debate and argument about whether CSR is good for China or bad for China." Zhou said that the Chinese government even considered filing claims against supplier codes of conduct as possible barriers to trade. But as of now, the country has definitely begun embracing environmental, social and labor best practices, although of course there is still plenty of room for improvement. One example Zhou offered was the Chinese National Textile Council's CSC-9000 standard, a set of guidelines for following social, labor, and environmental best practices in the country's textile industries.

Other signposts of note on China's way to sustainability include the development of a DJSI-like sustainability index for the Shanghai and Shenzhen stock exchanges – in Shanghai all 100 companies that make the list are required to publish their CSR activities every year; in 2008, there were 290 sustainability reports filed in China. Which is not to say, obviously, that all is well and good in China. Zhou laid out a handful of challenges that the country currently faces in its sustainability goals:

- 1) Population. Having 1.3 billion people poses any number of problems. Zhou paraphrased the Chinese Prime Minister Wen Jiabao's statement in a 2003 interview with the Washington Post thusly: "Any small problem, if you multiply it by 1.3 billion, it becomes a huge problem. Any big achievement you have in China, if divided by 1.3 billion people, it's so small as to be nothing."
- 2) Urbanization and its use of resources. Much of the Chinese population is moving to cities, which creates any number of social and health problems, as well as concentrates resource use in a country whose supply already falls short of its demand for resources: Zhou said that 70 percent of the country's rivers are polluted, and only one-fourth of the population currently has access to safe drinking water.
- 3) Pollution. The country's fast growth – its average GDP increase was 9 percent per year in the last 20 years (compared with 1 to 4 percent growth in the U.S. over the last seven years) – is highly resource intensive, and the rise of a Chinese middle class and its increased consumption will be one of the world's biggest challenges in the coming years.

The Chinese government has been one of the guiding forces in the push toward sustainable operations, and having an authoritarian government in place can be both a good thing and a bad thing. Zhou compared Chinese progress on environmental issues in the last few years to India's – the world's second largest country by population, and a democracy – as an example of the good side of the Chinese government. "Why is China growing so differently? It's because the system is different," Zhou said. "China can make big changes over two years, pass lots of laws, build fast trains or airports – big huge projects can be done. In India it takes 5 years to debate," he added with

Source: China Textile Network Company

a laugh. But there is still an overarching challenge with governing a country so large – one that cropped up in another panel at BSR 2009, covering supply chains. Zhou said that environmental and CSR regulations can feel like they're being delivered by helicopter – that the government passes these mandates, but there is very little transparency and at times and in some regions very little follow through.

BSR's Chinese operations – the group now has three offices in China, in Shanghai, Guangzhou, and Hong Kong – conduct regular trainings with Chinese firms to help spread the word about the benefits of CSR initiatives, whether from cost savings through energy efficiency and waste reduction initiatives to productivity boosts through good labor practices. But what can businesses with supply chains in China do to make sure their own suppliers are living up to the company's CSR goals, and how can companies help promote CSR practices in general to Chinese partners? Although Zhou believes that many companies now believe the CSR has positive benefits for their bottom lines, he still tells companies that codes of conduct are primarily a good tool for pushing the bad companies more so than encouraging good companies. "Companies having a code of conduct [for supplier contracts] is a good idea," Zhou said, "but companies can't rely on that as the sole solution."

Source: Greener World Media via CNTEX

Shanghai luxury hotel market heats up

DATE: 2009-10-27



The world's leading luxury hotels are rushing to expand in Shanghai ahead of next year's World Expo, with hopes high for the upscale travel sector in the Chinese financial hub despite the global downturn. The opulent Peninsula, the only new building on the main part of Shanghai's historic Bund in 60 years, just opened, embracing the city's Jazz Age heyday with a chauffeur-driven 1934 Rolls Royce Phantom and a Great Gatsby-esque pool. The Peninsula's owner, Hongkong and Shanghai Hotels Limited, is making a return to the "Paris of the East" where it was founded after a 60-year absence, but

it is facing stiff competition. Ritz Carlton is building a second hotel here, Hyatt already has three landmark properties and Shangri-La is expanding from one to four hotels.

Conrad, Jumeirah, Waldorf Astoria and the legendary Peace Hotel – managed by Fairmont – are all also preparing to enter the fray, with work done or nearly completed on each property. "Is it madness?" asked Graham Kiy, general manager of the two-hotel Zendai complex designed by star Japanese architect Arata Isozaki. A member of the Leading Hotels of the World, the complex is due to open in September 2010. "The luxury travel sector itself has always been less affected by economic downturns. Luxury travel is a little bit down, but not as depressed as the three-star and four-star sectors," Kiy said. He said occupancy at five star hotels was currently at 50-55 percent overall, rising to 60-65 percent at hotels with better locations.

The surge in luxury hotel openings – which will add nearly 3,900 five-star rooms – is linked to Expo 2010, which Shanghai will host next year. Seven million visitors, most of them Chinese, are expected to flood into the city. "We're sure Expo will bring benefits to Shanghai in terms of visitors and media attention, but 2011 will be tough because there will be an oversupply of luxury hotels," Kiy said. China has weathered the economic crisis better than any other travel market, said Philip Ho, Asia Pacific vice president for Leading Hotels of the World, whose latest property, the PuLi Hotel and Spa, just opened in Shanghai. He points to research his company conducted earlier this year indicating that while globally more than 40 percent of people had cancelled vacations due to economic constraints, only 15 percent had done so in China and Hong Kong. Fifty percent of

Source: China Textile Network Company

Chinese and Hong Kong respondents to the luxury firm's survey said they would not change their travel habits due to the downturn and nearly 80 percent said they would not downgrade from five-star hotels.

"While the world has gone into a recession, China has not gone into a recession," Ho said.

The number of high net worth individuals in China surpassed the number in Britain last year to become the fourth largest in the world, according to research published by Merrill Lynch this month. China passed France in 2007. China now has more than 364,000 people with more than one million dollars in liquid assets, the investment bank said. That is a key figure for the luxury hotel sector, executives say – and one that puts them at ease. "China's a very big market and there's a place for everybody and everything," said the Peninsula's general manager Paul Tchen. "With our arrival, we're providing another option ... Choice itself is a luxury."

Source: www.independent.co.uk via CNTEX

Apparel makers eye China for low cost fabrics

DATE: 2009-10-27

The Chinese Yuan seemingly pegged to the falling US dollar, it is helping Indian apparel companies find inputs for the products at bargain prices. With order books looking up this year, apparel companies were confident of increased their profit margins for the upcoming season. However, the steady rise of the rupee during the last few months has led them to think about saving input cost by importing fabric from China. "At the moment, exporters are holding orders, but negotiating price for new orders to be executed in the next few months will become difficult," said J N Hinduja, chairman of Gokaldas Images. "While the rupee was weakening, Indian textiles became cheaper so we could source fabrics from within the country. But in the present situation, exporters are exploring the option of sourcing fabrics from China which is 5-10 per cent lower than the Indian rates," he said.

For the apparel industry, nearly 60 per cent of its selling price is cost of the fabric. Industry estimates show that close to 60 per cent of the apparel trade sourcing consists of cotton whereas rest comprises of synthetic fibres of which polyester takes a sizeable share. While cotton remains a cost-friendly purchase in India, other fabrics like polyester knit fabric and mixed blend fabrics are lower when imported from China, say exporters. "All Indian fabrics cannot be substituted. Indian cotton has always been low priced. But for other fabrics, there is a thought process coming in of whether we could look at China," said SS Goenka, Chairman of Go Go International which supplies to brands like VF Corporation, Lee and Marks & Spencer.

Industry players feel that the strengthening rupee has delivered a setback to the textile industry which is the country's second largest employer after agriculture and is expected to reach \$110 billion by 2015, including \$45 billion of exports. "Those who import fabrics are probably better off as cost does come down. The big export houses cannot jump into the domestic segment just because of the market scenario. They will have work on newer strategies to remain competitive in the international market," said P R Roy, president of the Textiles Association of India (TAI). While companies think of making the shift to China, few industry players are voicing concern over such moves. K P Pradeep, CFO of Himatsingka Seide, Bangalore-based woven silk and home furnishings manufacturer and exporter said that companies shouldn't base their decisions on volatility. "We are reacting too fast on the strengthening of the rupee. One can't be moved by a change of 50 paise," he said, adding that that on the long term view of business, it was best to have a risk management policy in place to counter volatility in exchange rates.

Source: business-standard via CNTEX

CNTAC & ITMF to convene for Annual Conference in Shanghai

DATE: 2009-10-26



By invitation of the China National Textile & Apparel Council (CNTAC) the International Textile Manufacturers Federation (ITMF) will convene for its Annual Conference in Shanghai, China from October 23 to 25, 2009. The general theme of this year's ITMF Annual Conference "Structural Adjustments in

the World Textile Industry" indicates that during the Conference delegates will have the opportunity to discuss ongoing structural changes and to exchange views on important topics along the entire value chain in the light of the biggest global financial and economic crisis in decades.

The keynote speaker of the Conference is Gerhard Schröder, former Chancellor of Germany (1998-2005). The following topics are on the Conference's agenda: - Fibers: Outlook for Cotton and Man-made Fibers with Special Focus on China

- The Impact of the Global Financial and Economic Crisis on the Global Textile Industry
- Interdependence between the Textile and Retail Industry
- Adjustments and Revitalization of the Chinese Textile Industry
- Technical Textiles: Growth Segment of the Future?
- Ways to Innovation (Workshops)

Various renowned international speakers will present their views in the respective topics thus preparing the ground for interactive exchange with the Conference's delegates. The speakers are: - Terry Townsend, ICAC, Washington/USA

- Fang Gao, China Cotton Association, Beijing/China
- Friedrich Weninger, Lenzing Group, Lenzing/Austria
- Karen Jones, CMAI, Houston/USA
- Stephen Green, Standard Chartered Bank, Shanghai/China
- David Yuen Hoi Lee, UNIDO, Vienna/Austria
- Giuliano Noci, Dep. of Economics and Industrial Engineering, Politecnico di Milan, Milan/Italy
- Chien Chen, Walt-Mart, Shenzhen/China
- Badis Kouidrat, Devanlay Lacoste, Shanghai/China
- Arvind Singhal, Technopak, Gurgaon/India
- Peter Kreitals, Kreitals Consulting, Balwyn VIC/Australia
- Thomas Fischer, Center for Management Research, DITF, Denkdorf/Germany
- Jiri Militky, Technical University of Liberec, Liberec/Czech Republic
- Kunjuan Xu, CNTAC, Beijing/China
- Dekang Gao, Bosiden International Holdings, Jiangsu/China
- Shiping Xi, Shangtex Holding, Shanghai/China
- Hendrik van Delden, Gherzi van Delden, Krefeld/Germany
- Shunnian Shen, Haining China Warp Knitting, Zhejiang/China
- Loek de Vries, Royal Ten Cate, Almelo/Netherlands
- Pang Fengjian, Shangdong Helon, Shandong/China

Prof. Edmund S. Phelps, Nobel Laureate for Economics (2006), has also been invited as a keynote speaker (to be confirmed). The delegates will also have the chance to visit the Intertextile Shanghai Apparel Fabrics Fair on Oct. 22 as well as different Chinese textile mills on Oct. 26.

Source: ITMF via CNTEX

Cotton acreage shrinks in Xinjiang in 2009

Source: China Textile Network Company

DATE: 2009-10-19

Cotton acreage in Xinjiang Uygur Autonomous Region, a key cotton production base in northwestern China, shrank to 20.16 million Mu (1.34 million hectares) in 2009, down 19.4 percent from 2008. Cotton output in 2009 is expected to top 2.37 million tonnes, down 21.3 percent from 2008, according to Xinjiang Uygur Autonomous Regional Bureau of Statistics. Xinjiang usually took about one third of the total cotton output in China in the past years, according to the bureau.

The cotton acreage dived this year mainly because China's textile exports slumped last year and demand for cotton was sluggish, according to the bureau. Meanwhile, the cotton acreage slump also resulted from droughts and hails in many areas in the region this summer. Xinjiang planned to cut cotton acreage to below 20 million Mu (1.33 million hectares) in five years beginning in 2008 and then to 16 million Mu (1.07 million hectares) in another five years, according to Xinjiang Uygur Autonomous Regional Bureau of Agriculture. Meanwhile cotton output would be maintained between 2 million tonnes and 2.5 million tonnes through promoting high technology, according to the bureau.

Source: Xinhua via CNTEX