THE OUTSPOKEN DAILY **New Age – The Outspoken Daily**

B'desh can widen its global textile market: ITMF DG

April 27, 2016 12:09

Moinul Haque

Bangladesh right now has a great potential to expand its share in the global textile market by capturing the space being vacated by the China production undergoing a shift in its focus, said International Textile Manufacturers Federation Director General Christian Schindler.

China is focusing more on higher value-added products and less on basic textile due to a rising trend in labour cost, Schindler explained.

He was speaking at a meeting on Sunday between the ITMF and Bangladesh textile manufacturers at the Radisson Blue Water Garden Hotel in Dhaka.

According to the ITMF DG, Bangladesh has to improve its textile manufacturing infrastructure by incorporating cutting edge machinery and introducing the latest technology, and also by ensuring a sustained supply of power, energy, and qualified manpower to tap this marketing opportunity the most.

Citing statistics of textile machinery shipment, Schindler said Bangladesh is one of the five biggest investors in short-staple spindles, shuttle-less looms, circular knitting machines, and electric flat knitting machines.

He said, 'the domestic market of textile in Bangladesh is growing and a strong domestic market is always good, as the market is yours and you know it the best.'

Schindler suggested developing local brands and retail supply chains targeting a bourgeoning middle class in the country that would help ensure a sustainable growth in the textile sector.

The ITMF director general reported that the per capita consumption of textile

products has declined in the developed countries the last decade, but, on the contrary, it has increased in Asia.
'Now the first choices of the consumers in the developed countries are electronic devices, holyday spots, savings and insurance, while textile is a secondary choice, obviously excepting the luxury items,' Schindler told the meeting.

He said the textile production is moving towards manmade filaments of synthetic fibres, as the fibres offers more scope to make improved functional clothing.

Cotton is losing its share everyday in the global textile market, while the demand for polyester filaments has been on the rise due to their easy production process at lower costs, Schindler added.

According to the ITMF statistics, cotton's share in the textile production is only 28 per cent compared to the 72 per cent share grabbed by synthetic filaments.

The world fibre production in 2014 stood at 88.6 million tonnes, of which cotton accounted for only 26.1 million tonnes.

The ITMF director general said it is easy to control the quality and quantity of production any time and therefore offers many advantages to the supply chain management and pricing.

Schindler thought the use of manmade fibres would increase more in China, India and Bangladesh, but the cotton fibre would in no way leave the scene as many efforts have been taken globally to improve fictionalisation of cotton fibre.
He said the domestic markets of the countries are promising and the per capita fibre consumptions would be increasing, as all the emerging countries are appending a new and bigger middle classes.

The ITMF data shows that the import of machinery in the Bangladesh textile sector has increased in the last couple of years, while shipments of such the machinery to China have been going down in some specific areas.

According to the data, shipments of electric flat knitting machines to China and Bangladesh were almost same in 2015. In the year, a total of 35,500 units of electric flat knitting machines were shipped to China compared to 33,000 units to Bangladesh.

The ITMF forecast a strong growth in apparel sales in Asia, and said in terms of retail consumption, the apparel market size of China and India in 2025 will be $740 billion – higher than that of the US and the EU.

Currently, the apparel market size of China and India is $250 billion (retail value).

The ITMF DG thinks there are two factors fuelling consumption – one is the growing global economy and the other is the population growth.