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Research on the Export Problem of the Zhejiang Clothing

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Abstract: In recent years, the quantity of the Zhejiang clothing export is more than the Guangdong province has become the first export province in China. This paper mainly analyses the clothing trade present situation in present and the existing problems and solutions.

Key words: garment, export, foreign trade

1 THE STATUS OF ZHE JIANG CLOTHING EXPORT

1.1 Zhejiang area export present condition Analysis on the export status

In 2007, Zhejiang clothing raw constants for 3.89 billion pieces, the national for 19.54 billion pieces, accounted for more than 19%, In 2008, Zhejiang clothing raw constants for 4.04 billion pieces, the national for 20.48 billion pieces, accounted for more than 19%, In 2009, Zhejiang clothing raw constants for 4.29 billion pieces, the national for 23.75 billion pieces, accounted for more than 17%, As can be seen from the graph, the percent of Zhejiang clothing production is declined year by year, but from the data can be concluded that the nation production is rising year by year, visible in the clothing production in other provinces has a trend of increase, especially as textile province Guangzhou, Shandong, Jiangsu and so on, visible in the clothing export, the competition is very fierce. As shown in figure 1-1, the most is the Knitting clothing production, second is the Woven clothing production. ^[10]

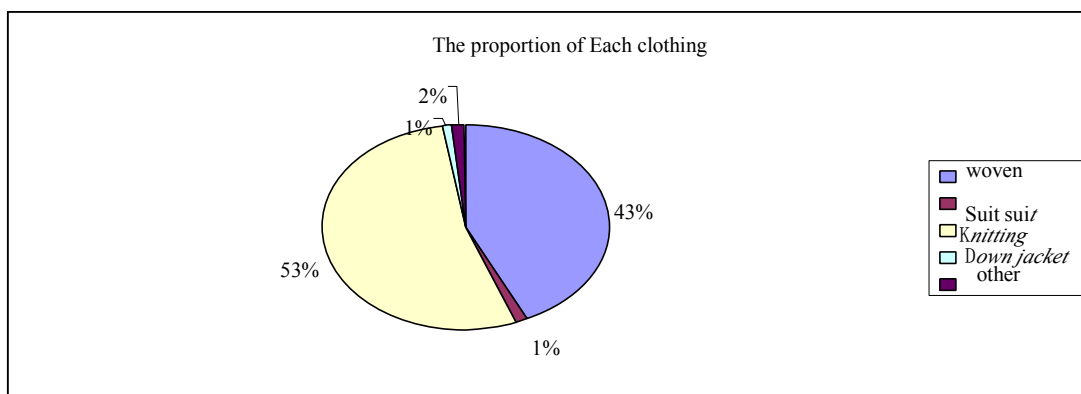


Figure 1. The proportion of Each clothing

1.2 Analysis on the rank of Zhejiang area exports

From the export ranking perspective, such as table 1-1 in Zhejiang province, in the last four years, the export quantity has been maintained at 40 billion dollars, in recent four years the national top five city is Zhejiang, Guangdong, Jiangsu, Shanghai, Shandong. Zhejiang in the clothing exports has been in a leading position, and secondly is Guangdong province, compared with the fifth place of Shandong, Zhejiang's exports is equivalent to its three times, visible Zhejiang clothing exports absolute in a leading position, but the exports of Guangdong province, compared with Zhejiang only has a smaller gap, has been about \$8 billion. As this recent five years, The Gap is increased steadily. ^[1]

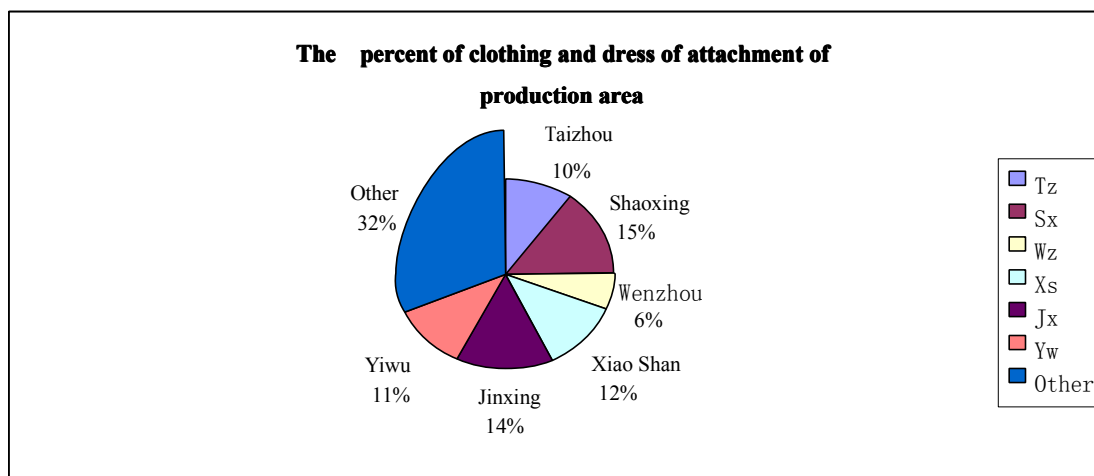
Table 1-1 The national clothing exports the first five city

units: billion \$

2007	export	2008	Export	2009	Export	2010(1-8)	export
Guangdong	423.67	Zhejiang	422.6	Zhejiang	397.7	Zhejiang	414
Zhejiang	370.66	Guangdong	341.3	Guangdong	309.9	Guangdong	334.2
Jiangsu	263.22	Jiangsu	292.1	Jiangsu	267.2	Jiangsu	289.8
Shanghai	156.32	Shanghai	166.2	Shanghai	152.9	Shanghai	166.6
Shandong	142.56	Shandong	155.5	Shandong	142.0	Shandong	146.3

1.3 Analysis on mainly export production and clothing type of Zhejiang area

The production area mainly distributed in shaoxing, jinxing, Hangzhou Xiao Shan, shaoxing, obligation, Wenzhou, etc. Clothing production distribution is uniform, the majority of provinces and cities are accounted for a certain ratio. By data analysis each region accounts for most of the ratio between 6% and 15%, the gap between the provinces and cities is not very big, visible Zhejiang region distribution is more dispersed, did not form large-scale industrial cluster phenomenon. As can be seen from the chart 1-3. [2]

**Figure 2. The proportion of Each clothing production area**

The clothing types are mainly woven clothing, knitting clothing, suit suits, coats, children's clothing and other apparel column. The knitting and tating clothing accounted for most , visible , in change the traditional textile way which have made some achievements, but high-end manufacturing clothing products accounted for less than 10% of the whole a clothing products. Visible its high-end technology industry on innovation should be strengthened.

The famous brand clothing number of Zhejiang province has accounts for the most of the national famous brand , but the amount of export designer clothes compared with the developed countries has a large gap, visible , the famous brand clothing export of Zhejiang province has a lot of problems.

1.4 Analysis on clothing export enterprise of Zhejiang area

The export enterprise of Zhejiang area consists of Private enterprise, foreign invested enterprise (Joint ventures, wholly owned enterprises, cooperative enterprises), Collective enterprises, state-owned enterprise, soho enterprise, and the private enterprises accounted for most. According to customs statistics and statistical

yearbook of Zhejiang province , that private enterprises accounted for 44.58%, 25.78% joint ventures, cooperative enterprises accounted for 19.57%, the sole proprietorship enterprise accounted for 6.02%, cooperative enterprises accounted for 0.19%, collective enterprises accounted for 3.85%. From the percent we can see , private enterprises accounted for the most, so that it do a great contribution.

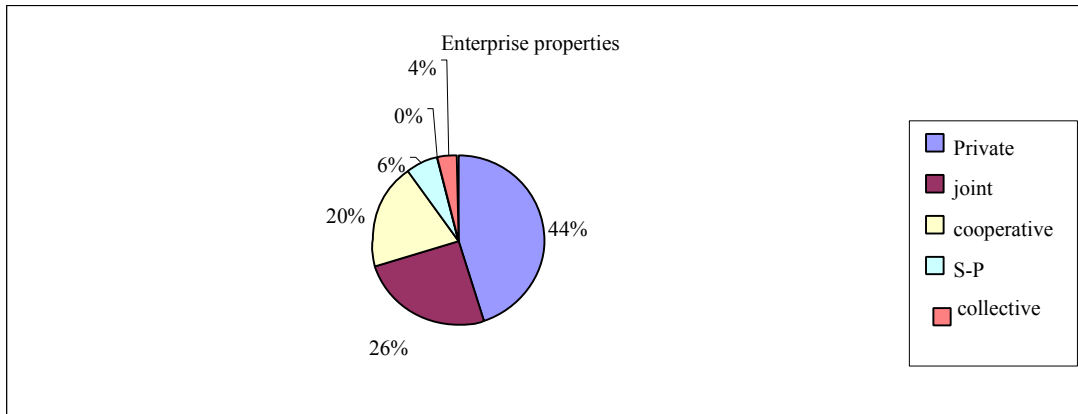


Figure 3. the percent of clothing production area

1.5 Analysis on the main export market of Zhejiang area

There are about forty countries for the Zhejiang to export , According to the comparison of the export quantity, the former of 20 export countries are mainly the United States, Japan, Germany, Britain, Hong Kong, Italy, India, the united Arab emirates, South Korea, the Netherlands, France, Spain, Russia, Australia, Canada, Brazil, Belgium, Turkey, Mexico, Malaysia. The following picture is the main export countries , we can see that the United States is the largest exporter, accounted for the proportion of nearly a third. Visible ,the United States and European countries demand and economic environment change has a direct impact on the Zhejiang province exports and enterprise present survival situation. [9]

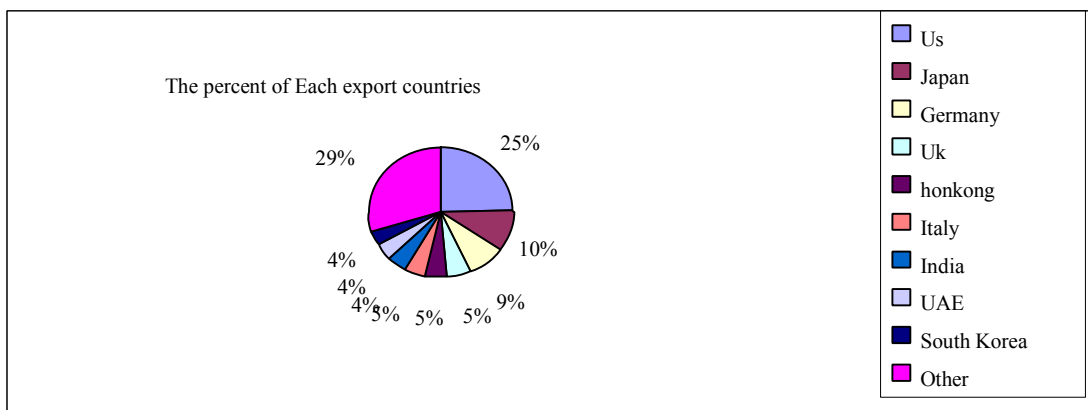


Figure 4. the percent of export market for major countries

2. ZHEJIANG CLOTHING EXPORT PROBLEMS

From the above data, we can know the Zhejiang province not only the textile but also apparel products export and production of quality and quantity are accounted for absolute advantage , but analysis on the overall economic operation data and the whole world of economic operation environment , we can see there is also a

lot of problems, the mainly problems are as follows:

Firstly, the Zhejiang province export enterprise's overall competitiveness is not strong, industry internal malignant competition is very fierce, the reason for this phenomenon is that the most output enterprise are the private enterprises, The private enterprise's weakness is fund shortage, often in order to reduce price way to build market, this causes the entire industry's vicious competition, also led to the enterprise overall profit is not high, long-term interest rates caused by inadequate directly result is unable to enterprise's technical innovation, the expansion of the scale of which was to lead to the causes of deficiency of the overall competitiveness.

second, so much private enterprises also caused the independent brand is very less in Zhejiang, High value-added export products low specific gravity, most of the enterprise is OEM is given priority to, compared to Europe and the United States country's clothing enterprise, the high added value and the proportion of independent brand exports still is very low.

Third, Zhejiang clothing export not form a certain industrial cluster phenomenon, but most to spread form existence, as shown in figure 1-1 shows, Zhejiang province most clothing production distribution in each city, and each city exports are approximately proportional convergence, and we can see its industry dispersion is bigger, no form a series of industrial cluster phenomenon, and then not setting up production-demand-sales chain production mode, but their production and marketing, the export pattern in meet the economic environment changes will produce certain impact to the enterprise, can make some enterprise facing the present situation of the collapse. Even if some enterprises form a cluster model, but in clusters to small and medium-sized enterprises, long-term accumulation in the process of the development of innovation ability of the weak, the industrial level is low, organization form loose, gauge.

Fourth, Zhejiang clothing export to the United States and the European Union countries export dependence is too big, namely for the international market development strength is not strong. From figure 1, 4 can be concluded that the Zhejiang province for the United States, and the European Union countries exports accounted for most, led to the United States, the European Union once appear some technical barriers on the measures will greatly affect the Zhejiang export enterprise's export clothing quantity, will appear on foreign trade impact. It also led to the export of Zhejiang province with the United States and the European Union main national consumer demand change and cause greater volatility.

Fifth, textile garment industry is a high pollution industry, especially Zhejiang jinxing TongXiang sweaters production base, the pollution level caused local residents the body's serious injury, according to the survey, in Zhejiang area range, jailing tongxiang pollution area of concurrent rate of cancer is the first. Visible textile garment industry pollution problem is very serious. [2]

Sixth, the Zhejiang province labor price generally high, although the Zhejiang province contain a large number of migrant workers in Asia, but compared to other developing countries, such as Vietnam, India and other countries, Zhejiang area labor prices are higher than many, this is also lead to Zhejiang province in the clothing production cost competition is one of the key factors.

Seventh, although the number of Zhejiang province exports is more than Jiangsu province, but its create profit margins than Jiangsu province, the main reason is the Zhejiang province be in the production of the low end products, the proportion of high-end products is low, and the Jiangsu province in high-end textile and garment production got the upper hand, both high-end spinning product production quantity is Zhejiang two times, this is also the main reasons, that, the profits will be more than the Zhejiang province although Zhejiang woven clothing accounts for a big part, but its than in Jiangsu province, high-end shuttle loom than the number of Jiangsu province. [3]

3. ZHEJIANG CLOTHING EXPORT COUNTERMEASURES

The above is this paper from the above data analysis of the main problems, aiming at these problems, we can analysis on the three aspects, government, industry association, the enterprises and so on. [4]

First of all from the government's point of view, to formulate related policies, guide enterprises to speed up the renewal of the textile technology, which makes the Zhejiang province from "textile province" into "textile strong province", and guide enterprises to actively develop new markets, especially in developing countries' markets, encourage the export enterprises to realize strategy of market diversification, actively explore emerging market countries, Russia, asean, central Asia, the Middle East, Latin America market, suitable for the development of these countries products. Encourage enterprise with Para investment, merger, form multinational company, achieve sales, research and development, production, every link in the global optimization configuration, Encourage enterprise with Para investment, merger, form multinational company, achieve sales, research and development, production, every link in the global optimization configuration. And to provide enterprise environmental protection technology funding support, turn to clean type production line. Over the past few years in a certain degree of difficulty in financing also hindered enterprise technical innovation and expanding scale, in this enterprise and the government should develop the textile technical renovation , increase the use of special funds proportion, key support r&d high-end clothing enterprise capital credit. At the same time establish a series of energy conservation and emission reduction policy and provide technology updated financial support and policy support. The countermeasures for industrial cluster, the government should actively guide the enterprise of the establishment of the industry chain, and actively guide the merger between enterprises, expand the industrial value end system. Eliminated repeat industrial links, improve the whole efficiency of industrial clusters. And for some manufacture high-end clothing enterprise, the taxes can be a little preferential, so that it would form a benign circulation. And establish a good public service platform, provide inspection, information service, modern logistics, personnel training, talents training, marketing, financing guarantee, etc give priority to, for small and medium-sized enterprises to provide multiple level, deep public service system for the industrial cluster in production, technology, management, brand, the respect such as the talent to provide support and services to promote the small and medium-sized enterprise independent and comprehensive quality of ascension. [7]

Second industry organizations should actively organize clothing enterprises ChuGuoYou exhibition, overseas training, investment inspection, foreign exchange, exhibition and exchange, etc. Support the large enterprise to establish a foreign r&d institutions, registered international brand, development in creating an international market and clothing brand. Industry association also should be actively carry out international conference on province, complementary shortage, make progress together. Industry group also should be combined with the government, to speed up the implementation of the policy of the government put forward, through the international platform to learn from the foreign industrial clusters of experience, and the introduction of reference to the industry cluster operation mode, with the fastest speed and integrate their own industry group, for the enterprise to carry out the guide role, and guide enterprises to develop in the direction of energy saving and emission reduction, industry should play a direct guide, relative to the government's indirect effect, industry organization role played a crucial role, so industry organization should strengthen their own quality construction, strengthen and international interbank communication, to follow up the industry enterprise running state, to know the advantages and difficulties, advocating keep advantage development, help solve enterprise difficulties, and strengthen supervision and enterprise environmental protection link work process. In detail, and the responsibility of the industry organization is big. [6]

Lastly , for the enterprise itself, government and industry is guide, the key lies in the development of enterprise itself, for the situation of low profit the enterprise can appropriate out a batch of old equipment, the

introduction of part of the high-end equipment to produce high-end clothing textiles, and professional personnel of high-end consumer market. For international market development yeast, the enterprise can specific suitable for the development of the emerging market countries and regions need products, study of these countries spending habits and dress habits, strengthen and emerging market exchange of information, timely feedback of market for products repercussions. For no form agglomeration phenomenon, the enterprise internal can take benign combination way, so that enterprise bigger and stronger, and formed a "production and sales for" a dragon pattern. Enterprise at the same time to follow the pace of The Times, want to notice to economic benefits and environmental benefits of combining the sustainable development model, completes the environmental protection measures, the positive response to the party's 1025 planning. For the independent brand construction the matter, the government should formulate our country clothing independent brand development strategy, strengthen the brand construction and independent brand of propaganda, improve consumer brand consumption consciousness, choose a batch of the independent innovation ability of independent brand clothing enterprise key tracking and cultivate, and guide enterprises with independent brands explore international market. [5] Enterprise own positive response the government called on and change as soon as possible processing trade pattern, form their own research and development team, speeds up the export brand construction. Only government, enterprise, industry 3 person perfect union together, Zhejiang's clothing export prospects will become more smooth, more the forefront of keep up with The Times.

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