

# CHINA

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# TEXTILE

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# TITAS 2010: Boosted Up by ECFA

By Tom Xue

The 14th Taipei Innovative Textile Application Show (TITAS), organized by Taiwan Textile Federation (TTF) and supported by the Bureau of Foreign Trade, Ministry of Economic Affairs, Taiwan, took a bow on October 15 at Taipei World Trade Center. The three-day show attracted 22,479 visitors, an increase of 10.8% compared to last year, and generated an estimated order amount of 39 million US dollars, a growth of 8.3% from last year. Benefitted from ECFA (Cross-Strait Economic Cooperation Framework Agreement) effects, TITAS 2010 reached an exhibition scale of 556 booths. More than 100 invited buyers and designers from 66 international brands had 653 one-on-one business meetings with exhibitors. 60% of the brands were from western regions including Germany, the UK, France, Italy, Swiss, Norway, Sweden, Russia, Poland, Austria, the Netherlands and the US, and the rest are from Asia-Pacific region including Japan, South Korea and China mainland.

For the first time, China Textile Magazine, as the only one industrial media from China mainland, was invited to Taipei and witnessed this whole splendid event.

Innovative textiles have all along been the focus products of TITAS. In addition to functional textile for apparel use, high performance industrial textile at TITAS has also enjoyed much attention from visitors. In recent years, low carbon green fibers, energy-saving textile, and recycled nylon/polyester textile for both apparel and industry use have become emerging star products at TITAS.

Taiwan Textile Research Institute

set up a "Textile Man" (T-Man) at the entrance of its booth. The Institutes expected this exhibition to enhance innovative textile application in Taiwan as well as to promote the one-stop service of the Institute. Except for the T-Man, the Institute also showcased their Fabric Garden that the plants grow without soil but from fabric. Additionally, the show highlighted new developments such as the so-called Lotus Fabric, Led Light selection that applied to the pet accessory and umbrella, as well as the digital printing textile products.

As expected, recycled PET bottle textiles was one of the key product trends at the show. Formosa Plastics, Far Eastern, Lealea and DAAI Technology were crowded with interested visitors checking out various recycled PET bottle textile end-products.

DA AI Technology has been innovative with its research and development for eco-friendly products since its establishment. In order to keep the Earth away from going through the dyeing process during the production, and

cause a second pollution, DA AI Technology is enthusiastically progressing in the direction of "no finished dye" production. Retaining the original colors of the bottles, and developing truly dye-free polyester fabrics in the colors of "DA AI White," "DA AI Green," and "DA AI Gray" which is colored with black master-batches. Because sorting the PET bottles into their bottle colors is a process only done by DA AI Technology; therefore, "DA AI White," "DA AI Green," and "DA AI Gray" are colors

that only DA AI Technology possesses. The colors are currently undergoing patent registration, and these "100% eco-friendly polyester fabrics" with patent potentials had been shown in this time.

Formosa Chemicals and Fibre Corporation, Formosa Plastics Corporation, Nan Ya Plastics Corporation, and Formosa Taffeta Co., Ltd., jointly exhibited in the this TITAS as the "Formosa Plastics Group," in five image areas: "LOHAS", "Lightweight Fashion", "Outdoor Function", "Popular Sports"



and "Industrial Materials". The main products of each company were completely shown in the latest yarn and fabrics development combining fashion, sports, outdoor, and industrial materials of each industry. The first corporate image based on eight major product lines, including "Rayon Fiber," "Polyamide Fiber," "Polypropylene Fiber," "Polyester Fiber," "Acrylic Fiber," "Carbon Fiber," "Elastic Fiber," and "Formosa Taffeta Fabric," under the careful planning from the four corporations.





The entire exhibition hall was built on high-tech atmosphere of elegance and style, which showed great environmental awareness and top-level texture of fiber products image for FPG.

Other eye-catching eco textiles included the cooling and energy-saving fabrics Cool Best II® from New Wide, ecological velcro and eco yarn from Taiwan Paiho, and eco-friendly fabric collection from BeBe Cotton.



In addition to functional and eco textiles for apparel use, a noteworthy product trend at TITAS this year was industrial textiles, which included flame-resistant clothing, life jacket, geo textile, tire cord, fishing net, net cage, 3D elastic polyester filament, chimney filter, conveyor belt for precision instrument, airbag fabric, and furnishings fabric.

The demands for functional fashion fabric were growing due to climate change. Enquiries from both outdoor and fashion apparel brands for extra fine denier and extra lightweight functional fabrics are thus very strong. This emerging trend indicated the sensitivity and quick

response of Taiwan textile industry toward market development and competitiveness.

The organizers of TITAS have allocated an extra area for business meetings this year. During the meetings, the orders placed were estimated to reach 10 million US dollars. Buying representatives from various international brands indicated that the rich, advanced and quality product choices and the well and efficiently-planned meetings made TITAS a highly recommendable professional show.

Two designers from American outdoor wear brand EXOFFICIO were surprised by the versatile and fashionable textiles that Taiwan can offer, while product manager from Italian women's outdoor wear brand Wild Roses said that although TITAS was not a very big show but it was certainly a best show to source textile materials for outdoor



gears. The head of production team from the first-timer Swedish brand Mammut Sports expressed their satisfaction at finding many new suppliers and innovative products at TITAS, and the material R&D manager of British swimwear brand Speedo was impressed with the show's planning and the substantial benefits of business meetings, and specifically referred to the excellent quality of Taiwan's textiles as very competitive in the global market.

TITAS this year kicked off just one month after the signing of ECFA and already the effects could be felt. For the first time in TITAS history, 25 booths were engaged by companies from China mainland including the first timers Shandong Ruyi Group, Chinatex Industry & Trading, and China Textile

Tanboocel Industry Federation. The enthusiastic participation of Taiwan local and overseas enterprises illustrated the potential business prospects ECFA could bring.

Mr. Justin Huang, the Secretary General of Taiwan Textile Federation, was confident to the prospective of textile industry in Taiwan. "According to ECFA, 136 items on the early harvested list will enjoy zero tariff in coming years. Items with tariff rates lower than 5 percent will reduce to rate zero immediately in 2011. Those between 5~10 percent will go to zero in the

year 2012, and those higher than 5 percent to rate zero will be finally achieved in 2013."

"136 items, what does it mean? In 2009, Taiwan directly export to China for textile was 2.7 billion US dollars, and of which about 69% was covered by these 136 items. That means such percentage of volume will enjoy duty free after the signature of agreement!" Justin Huang also positively estimated that an increase of 30%-40% of "Made in Taiwan", in the coming two or three years, could be expected.

The textile supply chain between Taiwan and China textile industries has long been linked. Now, according to the ECFA agreement, Taiwan-made textile end-products including apparel, hosiery and towels are qualified to export to Chinese mainland duty free, a big plus to their competitiveness.

Exhibitors from China mainland



Mr. Justin Huang,  
the Secretary General of Taiwan Textile





at TITAS 2010 increased manifestly and most of them were looking for alliance partners to prepare for post-ECFA business. Leading Chinese brands from mainland including Tored, KAILAS, Northland and Shehe all spoke highly of the time- and effort-saving arrangements at TITAS. They referred to the innovative ability of Taiwan's textile manufacturers and confirmed their intention to augment purchase volume in the near future. Three business group meetings for delegations from China Profession Apparel Industry Association, Textile Industry Chamber of Zongda Canton China, and Beijing Textile Holding Co. Ltd. were specially arranged for Chinese industrialists to meet with 13 Taiwan local exhibitors to explore long-termed cooperation. 🇨🇳

