

# **EXPORT TO JAPANESE MARKET**

## **Fabrics/Garment/Interior Items**

*The Japan Textiles Importers Association*  
**Y. KAMIYAMA**      *Senior Researcher*

1. *First, check the latest statistics of Japan's textiles import (2013)*
2. *Next, check current tendency of Japanese import of mainly garment*
3. *Then, what's necessary for export business for the Japanese market*

# Japanese Textile Import from World/Pakistan

(Please vide distributed paper)

2013

(Value: Million Yen)

	World Over	From Pakistan
• Yarns Total	128,866	3,695(2.9%)
• Fabrics Total	211,107	2,233(1.1%)
• Clothing Total	3,153,331	1,907(0.1%)
• Other Made-Up Goods	509,851	1,509(0.3%)
• Grand Total	4,003,156	<b><u>9,344(0.23%)</u></b>

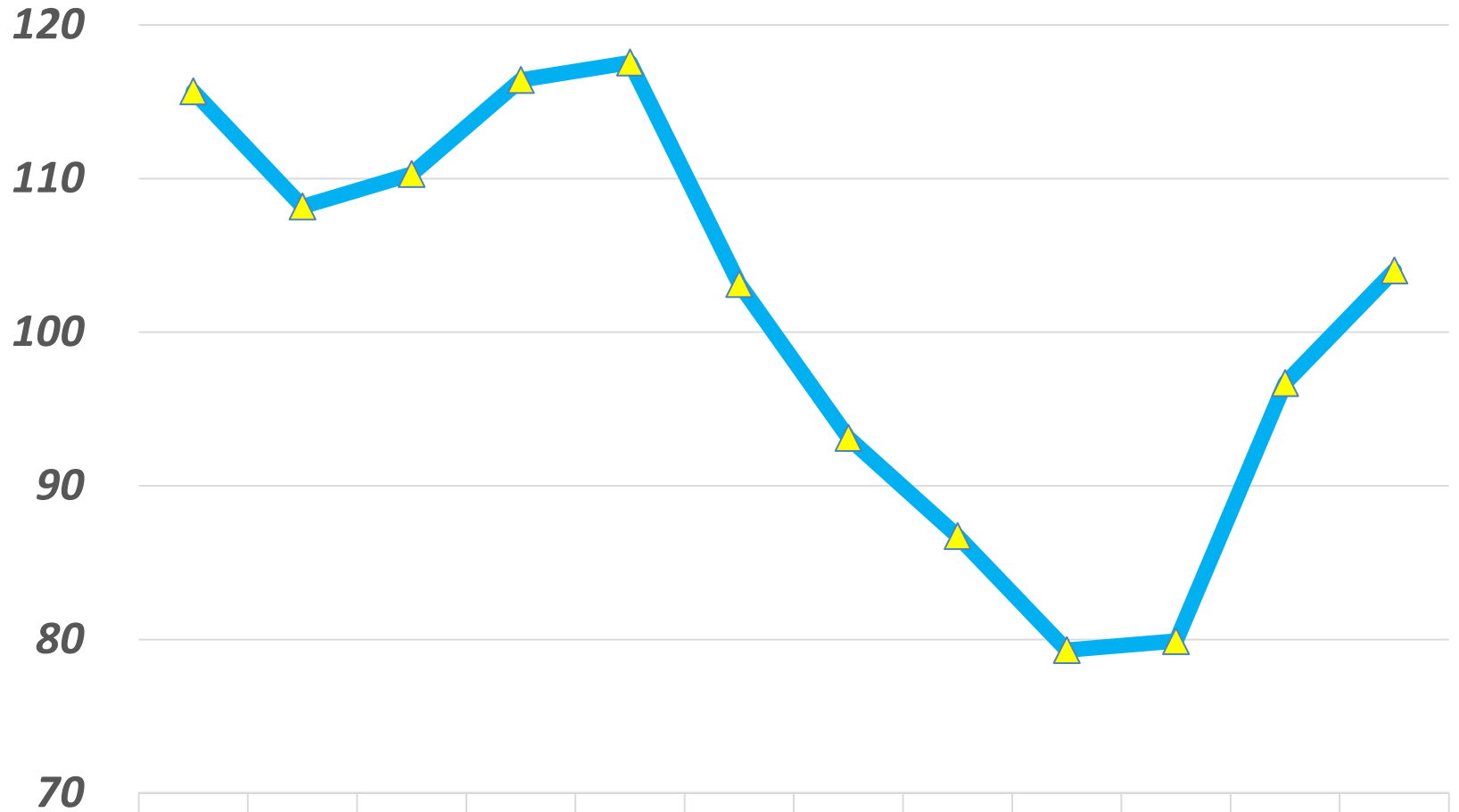
# 10 Biggest import countries of garment in the World

million US\$

Rank	Country	2009	2010
1	USA	72,064	81,942
2	German	30,552	32,622
3	Japan	25,552	26,867
4	England	21,861	23,142
5	France	21,072	21,795
6	Hong Kong	15,508	16,645
7	Italy	15,540	16,257
8	Spain	13,270	13,983
9	Netherlands	8,521	9,079
10	Canada	7,560	8,309

Source: WTO

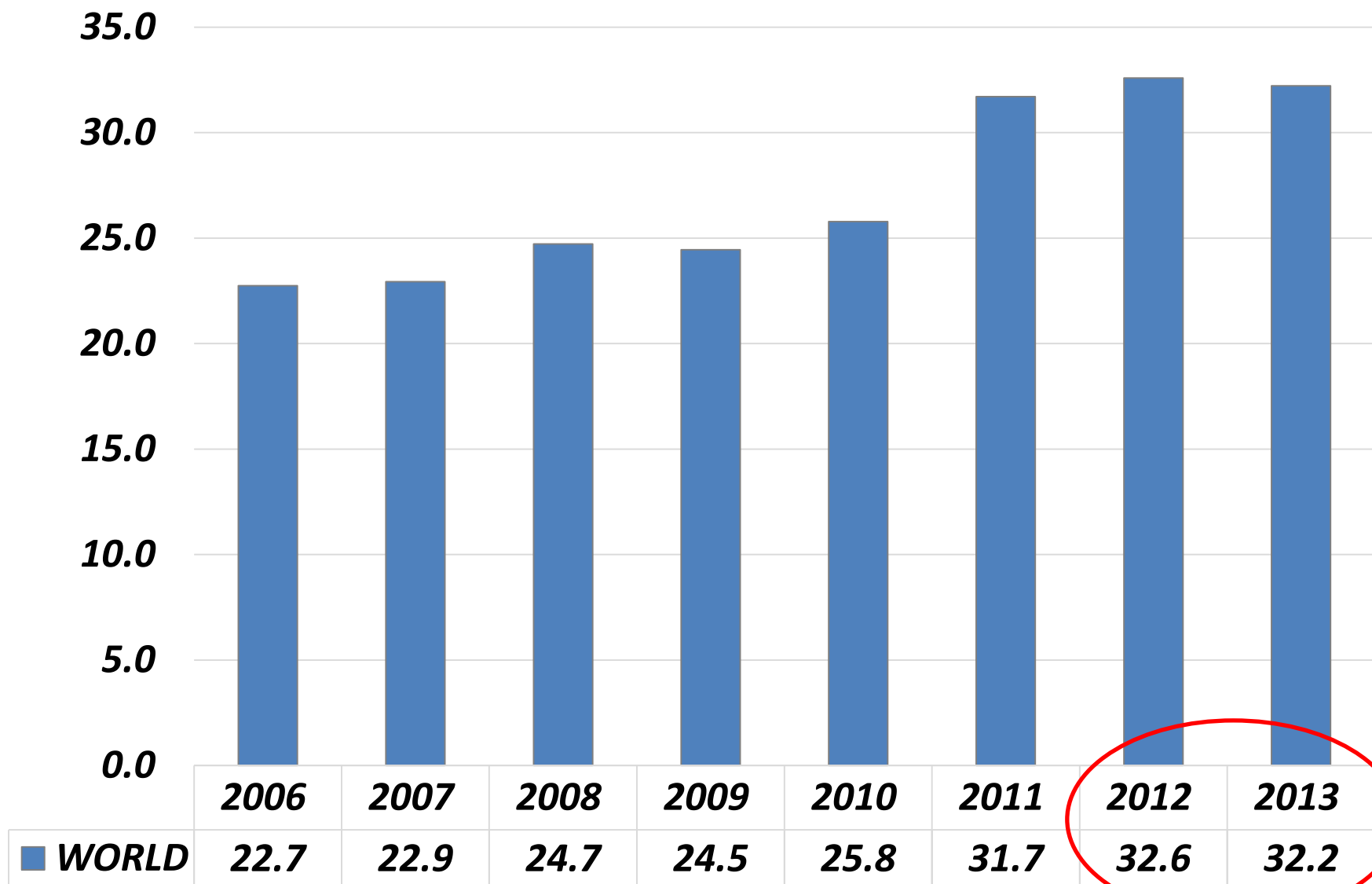
# YEN/US\$



	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
YEN/US\$	116	108	110	116	118	103	93	87	79	80	97	104

# <Japan import> garment

Unit: BLN.US\$

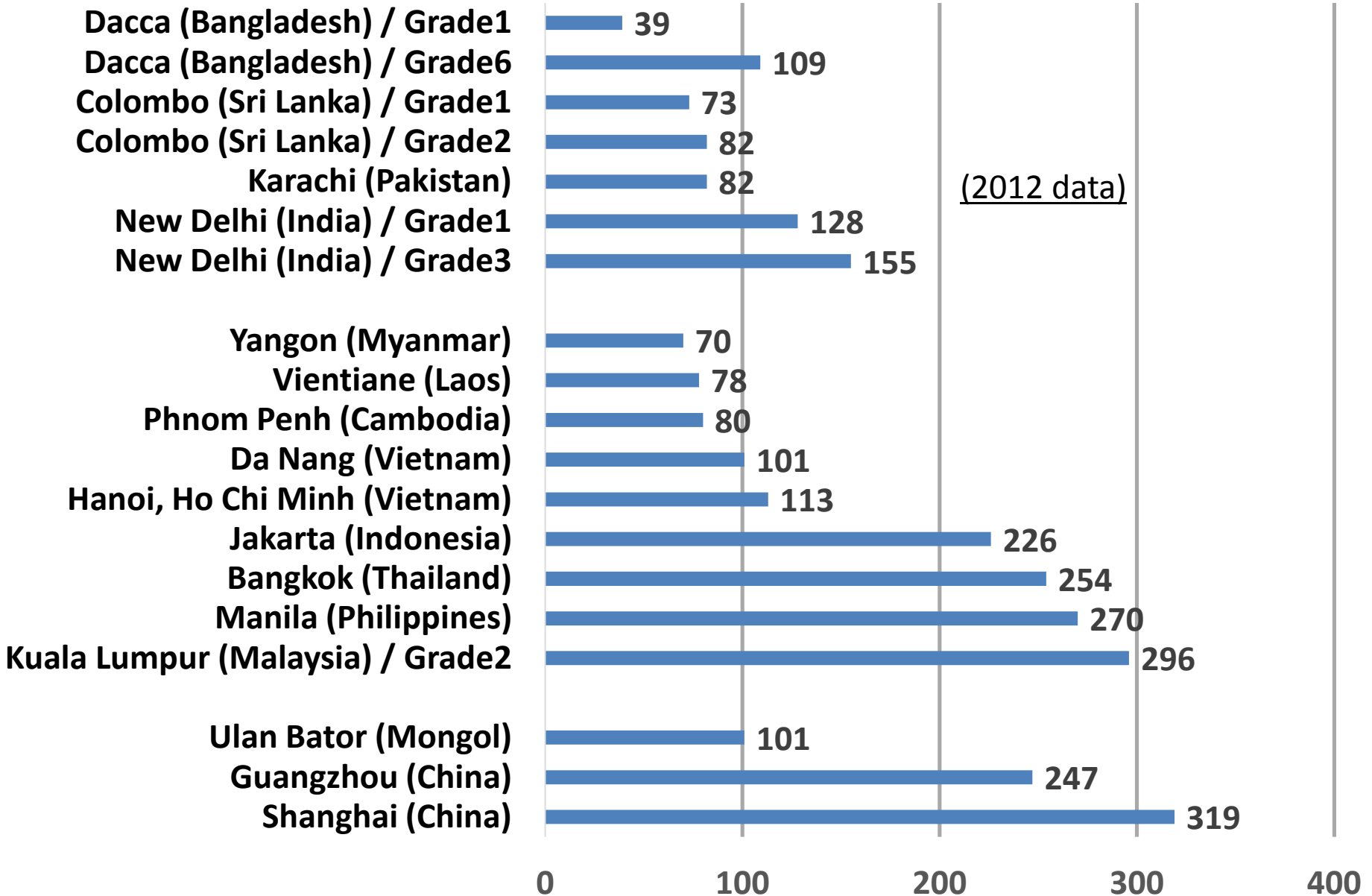


**<Japan import> garment 2013**

<i>@Million Yen</i>	<b>KNIT</b>	<b>WOVEN</b>	<b>A'SSARY</b>	<b>TOTAL</b>	<b>SHARE</b>
<b>1 CHINA</b>	<i>1, 083, 883</i>	<i>1, 009, 936</i>	<i>290, 808</i>	<i>2, 384, 626</i>	<i>75. 6%</i>
<b>2 VIETNAM</b>	<i>91, 893</i>	<i>121, 645</i>	<i>20, 383</i>	<i>233, 920</i>	<i>7. 4%</i>
<b>3 ITALY</b>	<i>23, 537</i>	<i>41, 131</i>	<i>18, 038</i>	<i>82, 706</i>	<i>2. 6%</i>
<b>4 INDONESIA</b>	<i>32, 969</i>	<i>42, 529</i>	<i>5, 394</i>	<i>80, 891</i>	<i>2. 6%</i>
<b>5 BANGLADESH</b>	<i>23,282</i>	<i>31,572</i>	<i>390</i>	<i>55,244</i>	<i>1.8%</i>
<b>6 MYANMAR</b>	<i>1,937</i>	<i>44,817</i>	<i>44</i>	<i>46,798</i>	<i>1.5%</i>
<b>7 THAILAND</b>	<i>22,939</i>	<i>7,352</i>	<i>15,313</i>	<i>45,604</i>	<i>1.4%</i>
<b>8 CAMBODIA</b>	<i>10,509</i>	<i>17,253</i>	<i>1,102</i>	<i>28,864</i>	<i>0.9%</i>
<b>9 INDIA</b>	<i>3,269</i>	<i>18,462</i>	<i>4,773</i>	<i>26,504</i>	<i>0.8%</i>
<b>10 USA</b>	<i>5,282</i>	<i>9,493</i>	<i>3,799</i>	<i>18,574</i>	<i>0.6%</i>
<b>ASEAN</b>	<i>169,068</i>	<i>241,536</i>	<i>51,801</i>	<i>160,169</i>	<i>14.7%</i>
<b>EU</b>	<i>34,530</i>	<i>59,277</i>	<i>27,249</i>	<i>121,056</i>	<i>3.8%</i>
<b>TOTAL</b>	<i>1,349,202</i>	<i>1,412,073</i>	<i>391,143</i>	<i>3,152,418</i>	<i>100.00%</i>

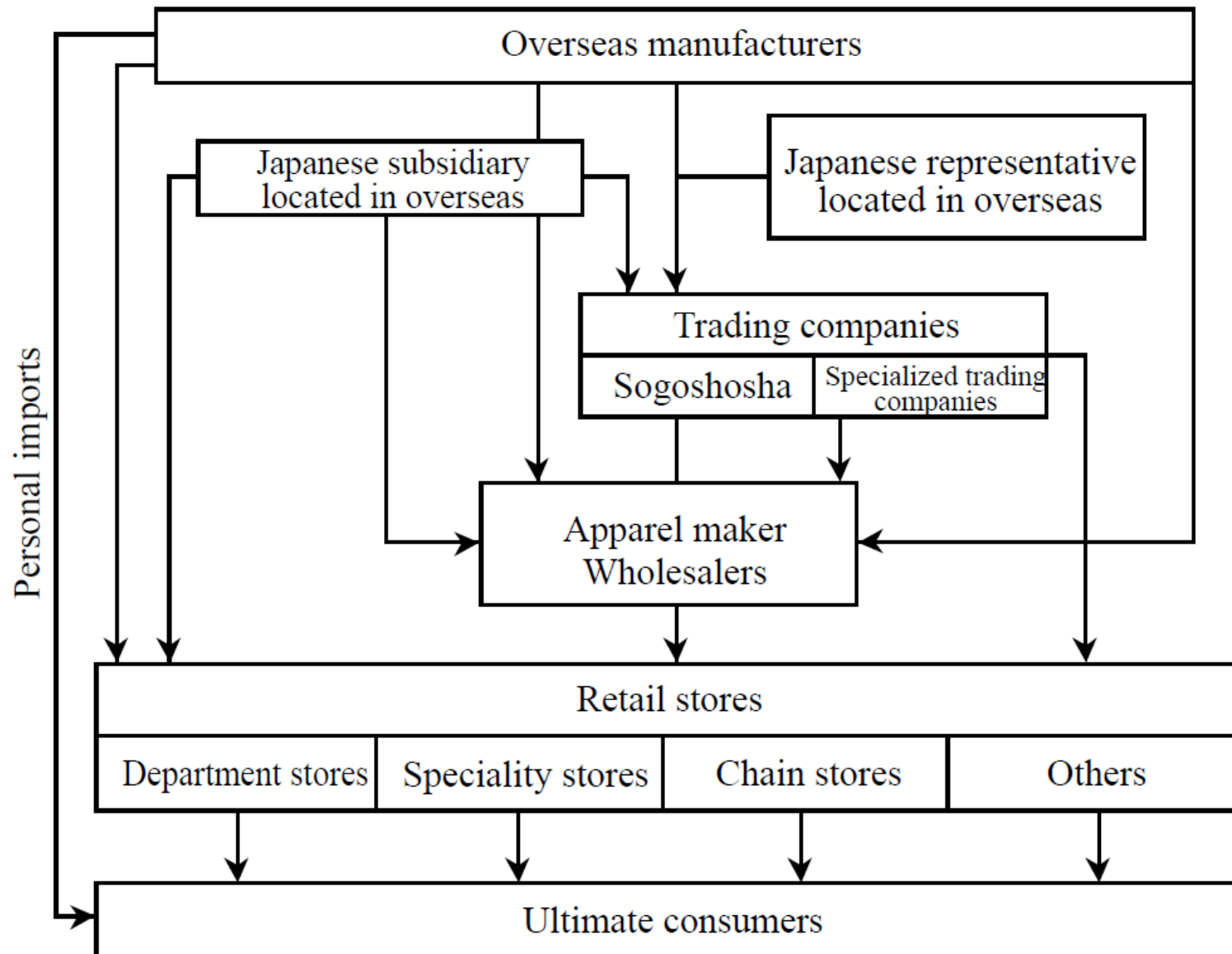
**A'SSARY=SOCKS, STOCKINGS, FOUNDATIONS, HANDKERCHIEFS, SCARVES, NECKTIES, GLOVES, HATS, ETC.)**

# Legal minimum wage in Asia ( US\$/month )



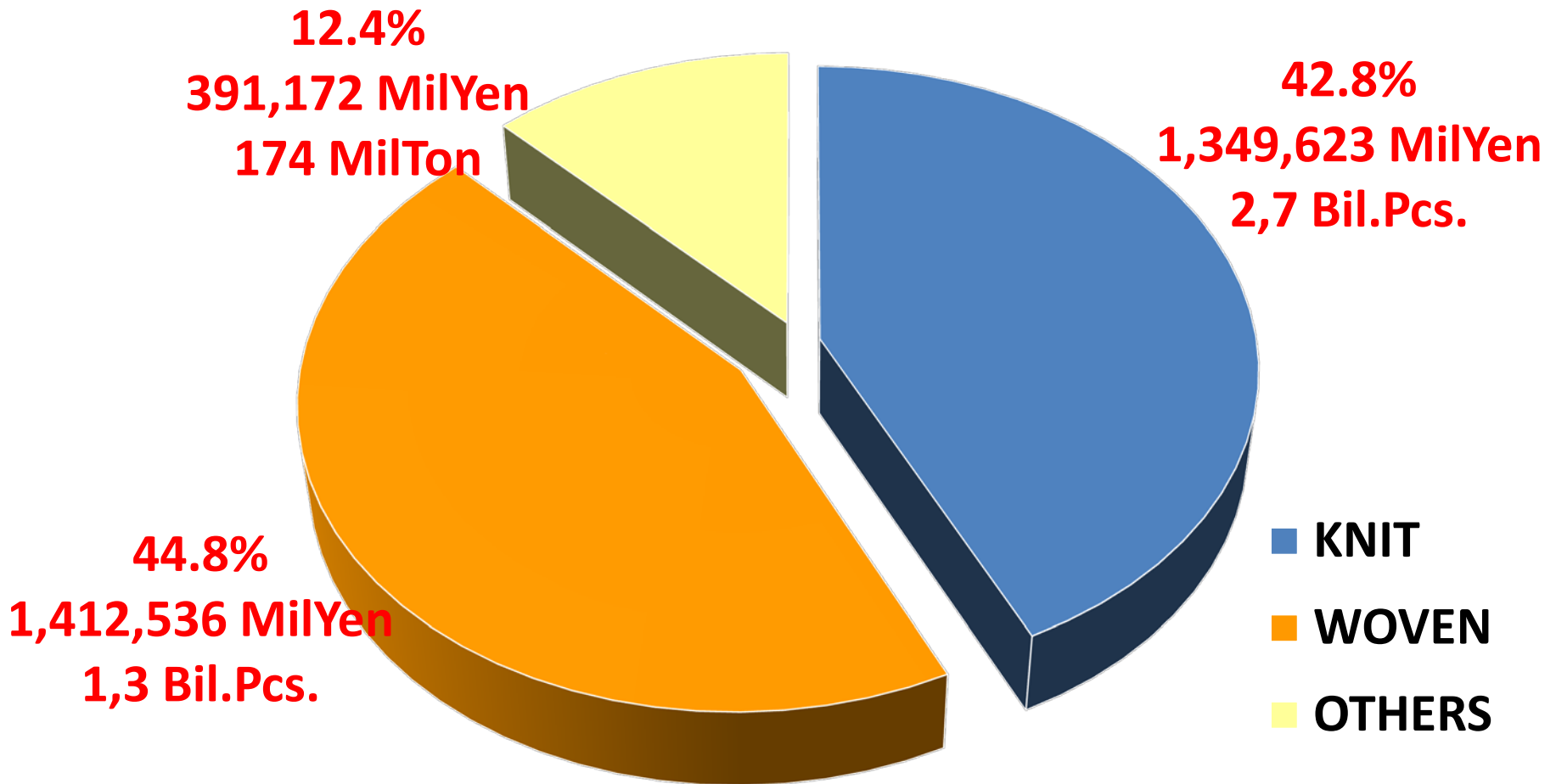


# Distribution Channels of Imported Wear



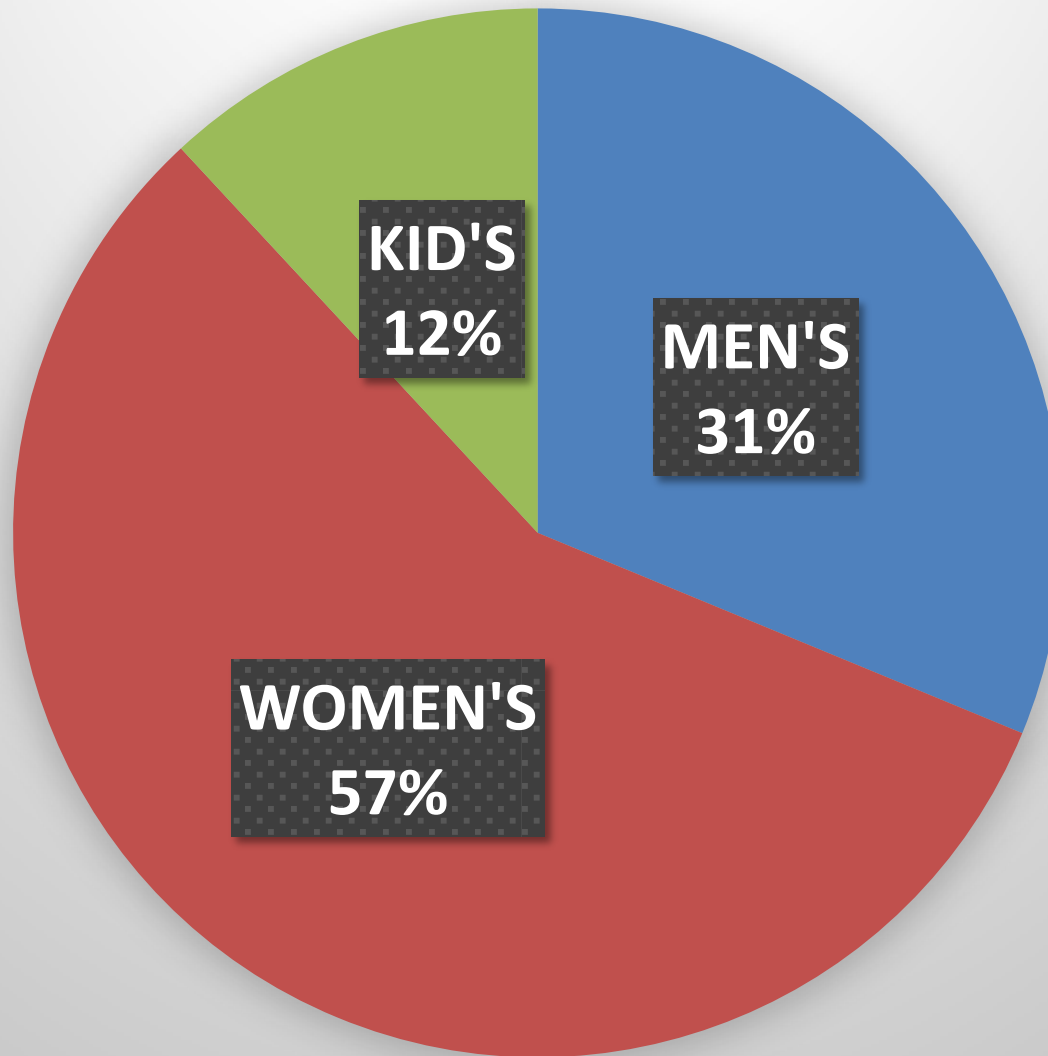
## <Japan import>

### proportion of knitted/woven/others garment import 2013



*other garment : socks, stockings, foundations, handkerchiefs, scarves, neckties, gloves, hats, etc.,*

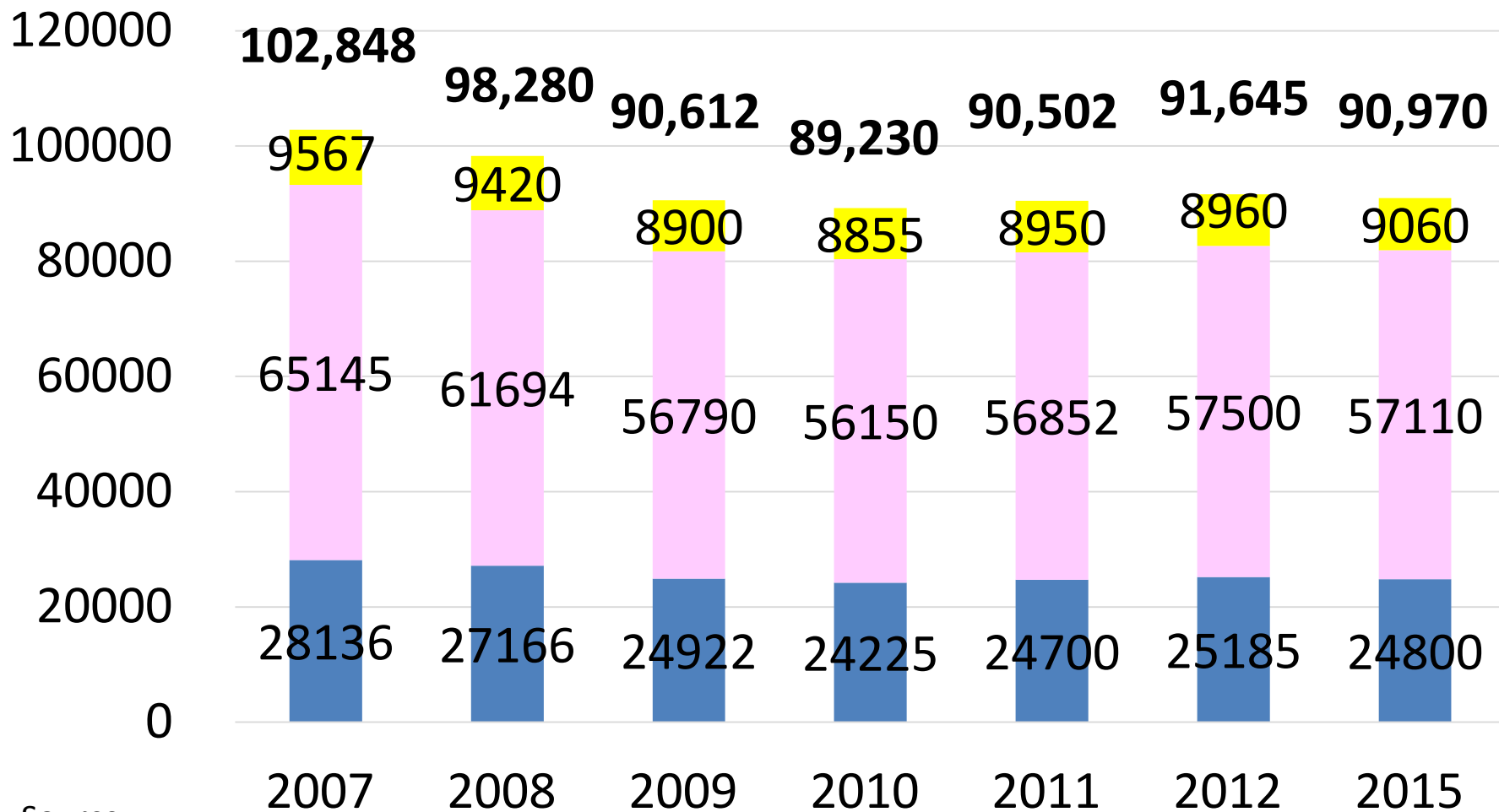
## *Garment sold in Japan*



*\* in terms of monetary amounts*

# Market Volume of Japanese garment

(hundred million YEN)



Source:

Yano Research Institute Ltd.

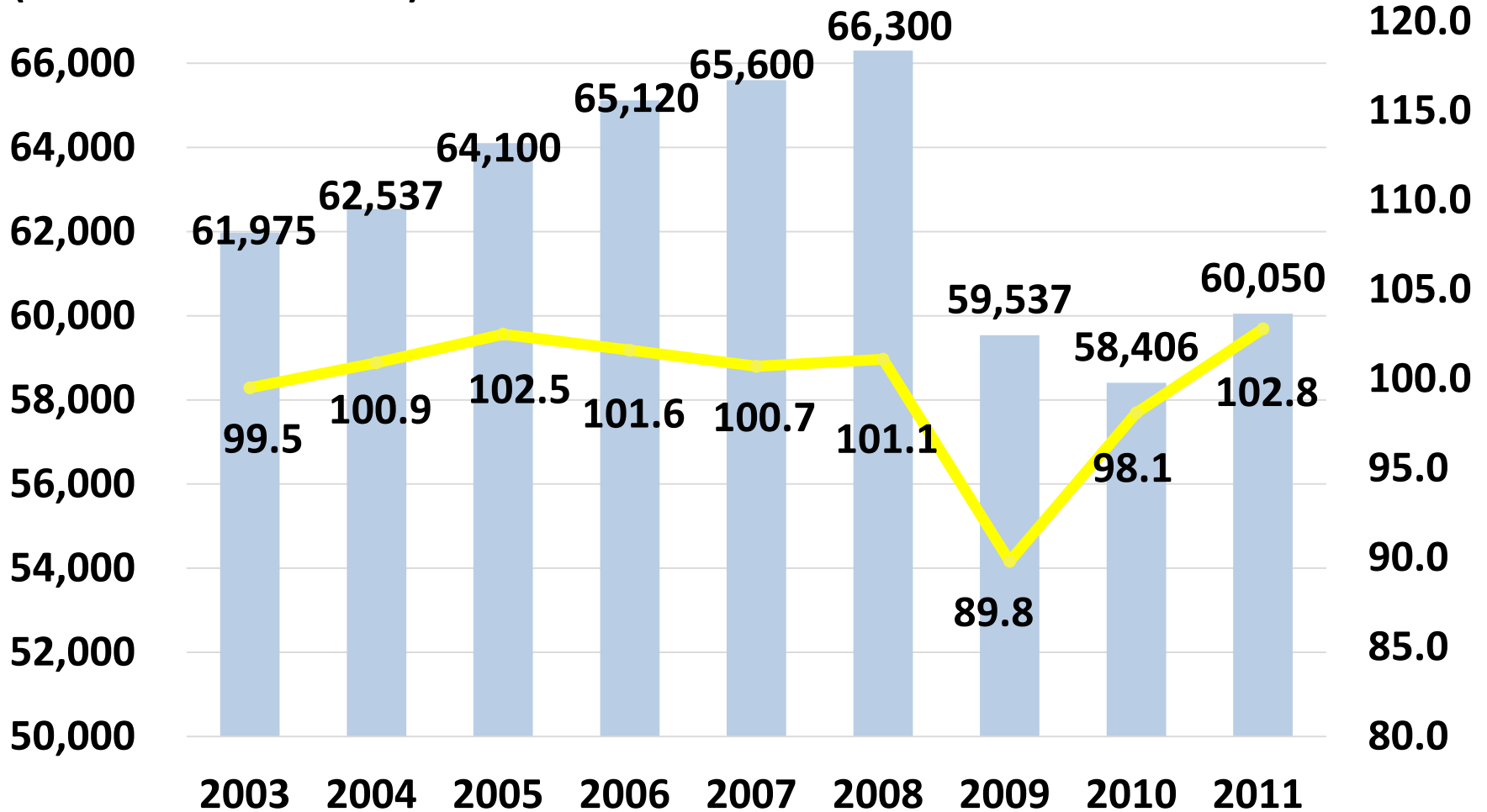
■ Men's & boys'

■ MWomen's & girls'

■ Kids & babies'

# Market Volume of Casual wears in Japan

(hundred million YEN)



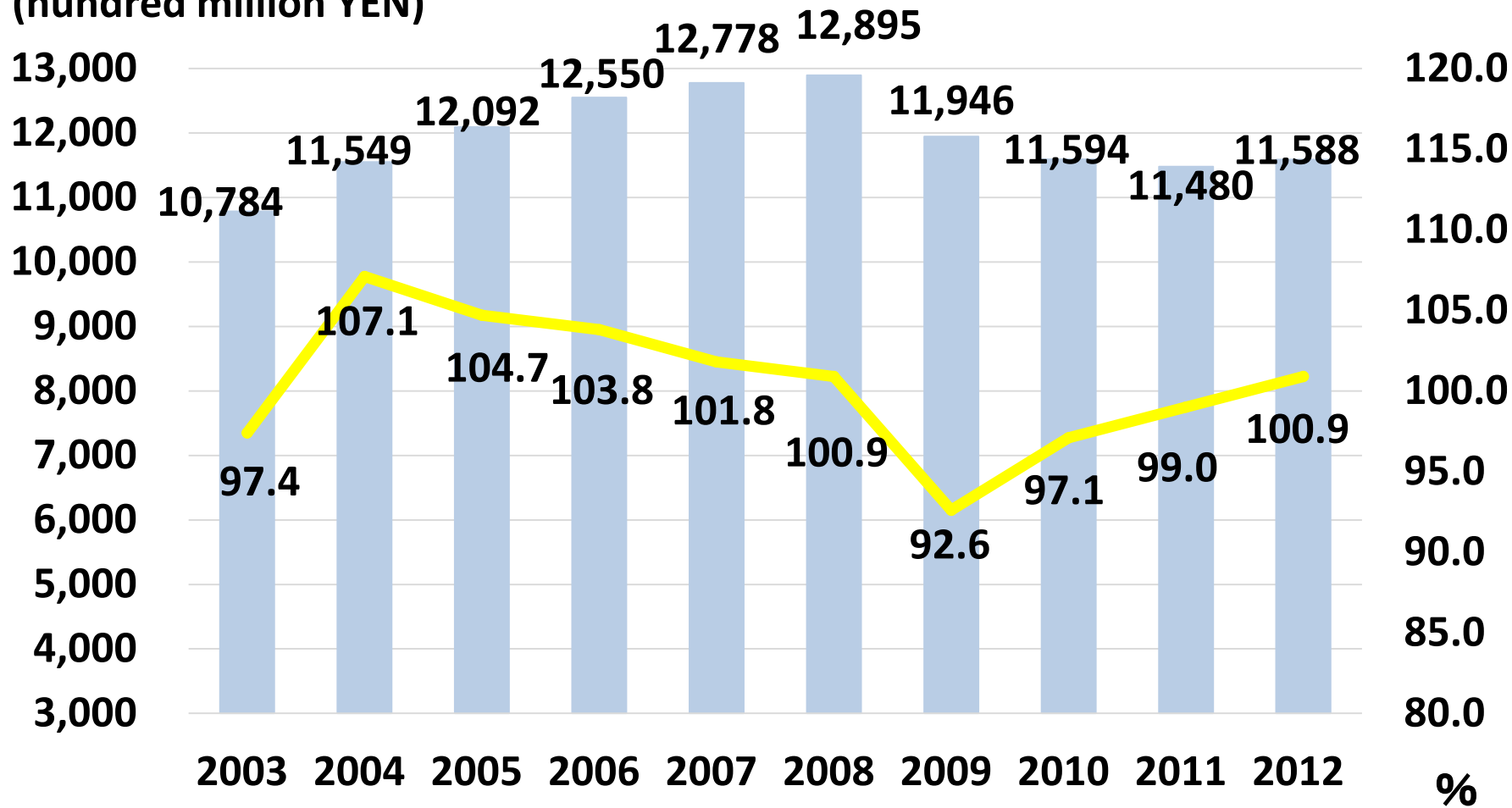
Source:

Yano Research Institute Ltd.

 Comparison

# Market Volume of Japanese Jeans wears

(hundred million YEN)



Source:

Yano Research Institute Ltd.

 Comparison

## **Tendency of CHINESE BUSINESS**

### **1..Labor cost increase**

**wage hike**

**labor shortage**

### **2..reevaluation of RMB**

### **3..materials price hike(dyeing)**

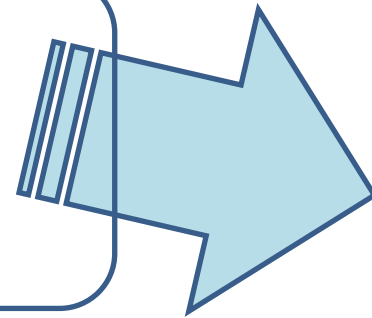
### **4. Frictions**

***Japanese garment buyers are tending to reduce garment import from China taking these reasons into consideration.***

**<Japan import> garment : market share of China**  
**“84.0%” in 2008 → “75.6%” in 2013**

**China**

**-8.4%**

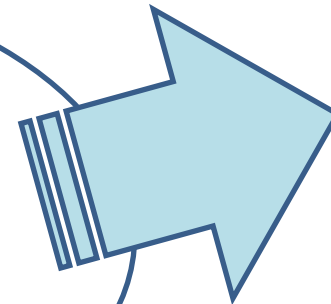


**ASEAN**

**+8.4%**

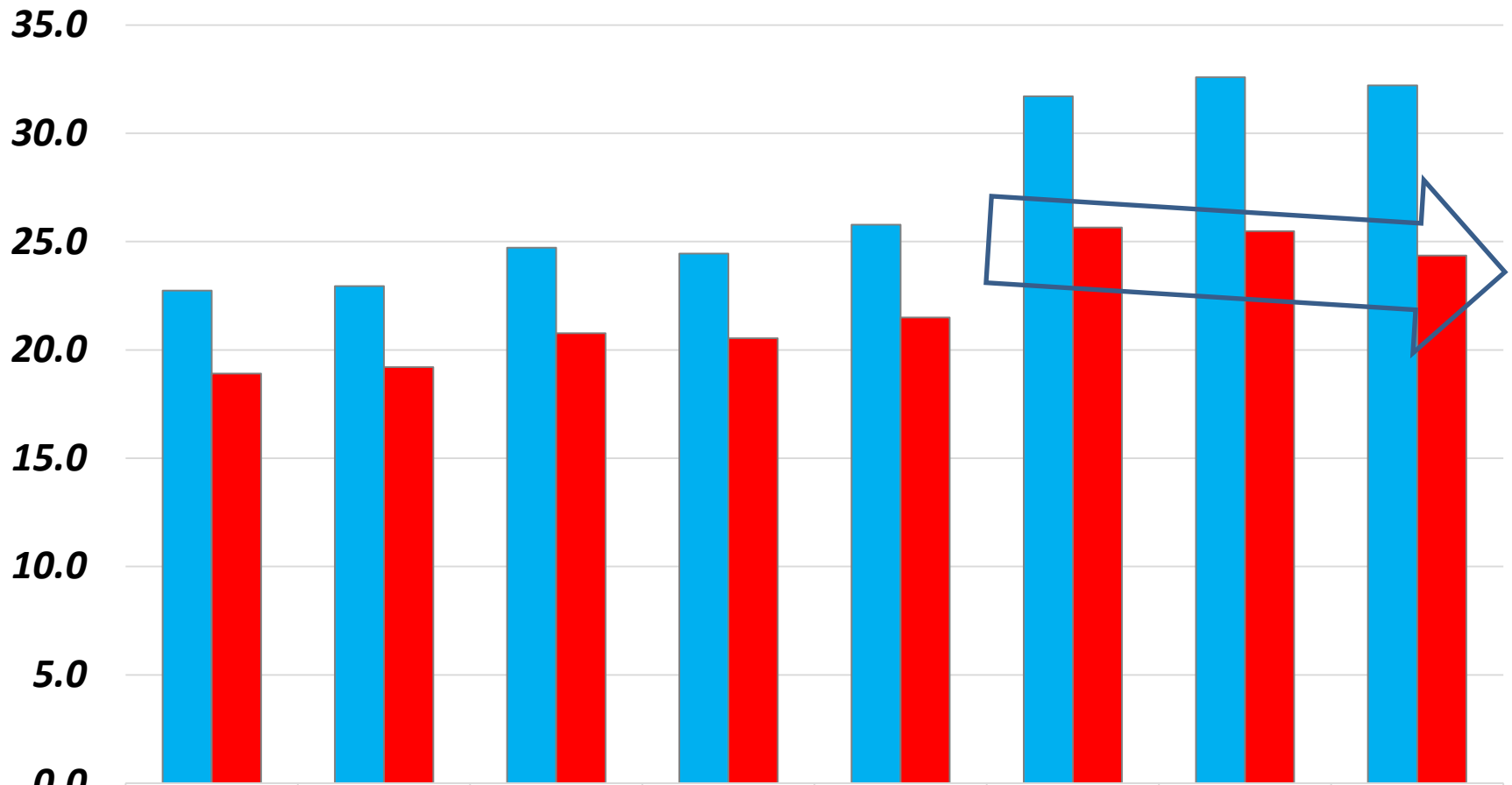
**Bangladesh**

**+1.6%**





**<Japan import> garment from World/China Unit:BLNUS\$**



	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
<b>WORLD</b>	<b>22.7</b>	<b>22.9</b>	<b>24.7</b>	<b>24.5</b>	<b>25.8</b>	<b>31.7</b>	<b>32.6</b>	<b>32.2</b>
<b>CHINA</b>	<b>18.9</b>	<b>19.2</b>	<b>20.8</b>	<b>20.5</b>	<b>21.5</b>	<b>25.7</b>	<b>25.5</b>	<b>24.4</b>

**Peak**

**-0.2**

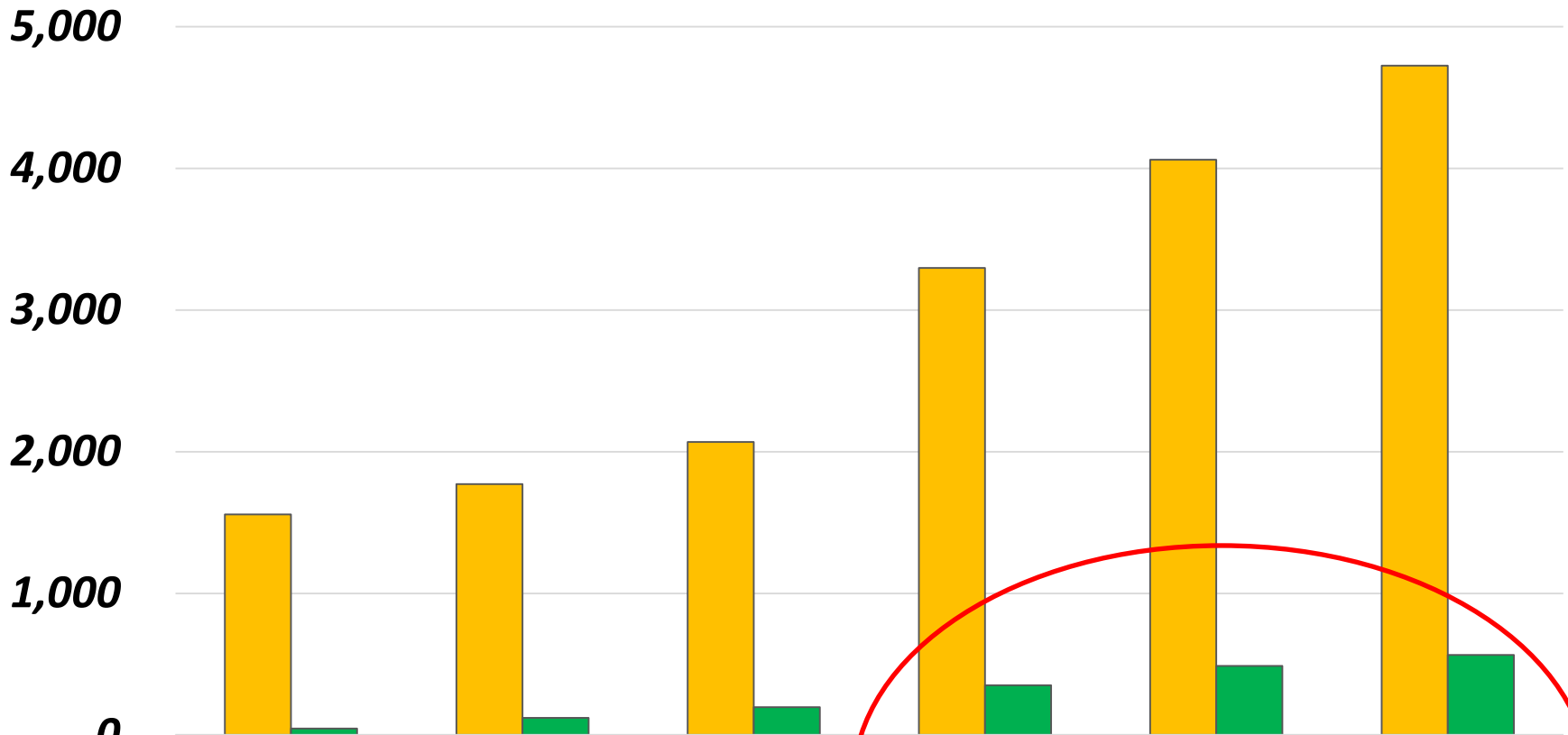
**-1.1**

## <Japan import> garment share of China



	2006	2007	2008	2009	2010	2011	2012	2013
▲ SHARE	83.1%	83.7%	84.0%	84.0%	83.4%	80.9%	78.2%	75.6%
			<b>Peak</b>	<b>-0.0</b>	<b>-0.6</b>	<b>-2.5</b>	<b>-2.7</b>	<b>-2.6</b>

**<Japan import> garment from ASEAN Countries**  
**Unit:MIL US\$**



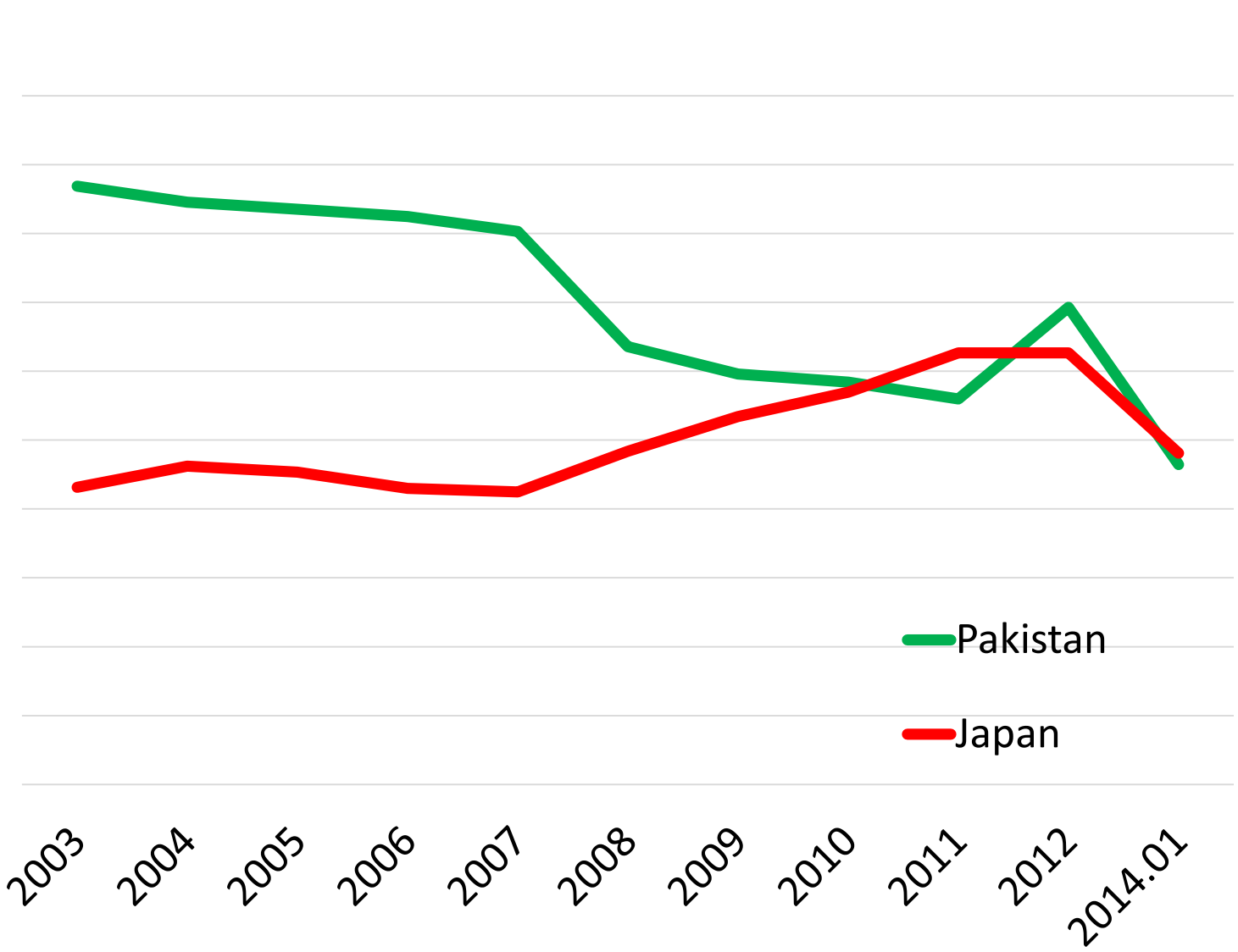
	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
<b>ASEAN</b>	<b>1,558</b>	<b>1,772</b>	<b>2,070</b>	<b>3,297</b>	<b>4,061</b>	<b>4,726</b>
<b>B'desh</b>	<b>46</b>	<b>121</b>	<b>196</b>	<b>351</b>	<b>487</b>	<b>565</b>

# « exchange rate » US\$ / PRs ▪ JYEN

US\$  
0.0200  
0.0180  
0.0160  
0.0140  
0.0120  
0.0100  
0.0080  
0.0060  
0.0040  
0.0020  
0.0000

2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2014.01

— Pakistan  
— Japan

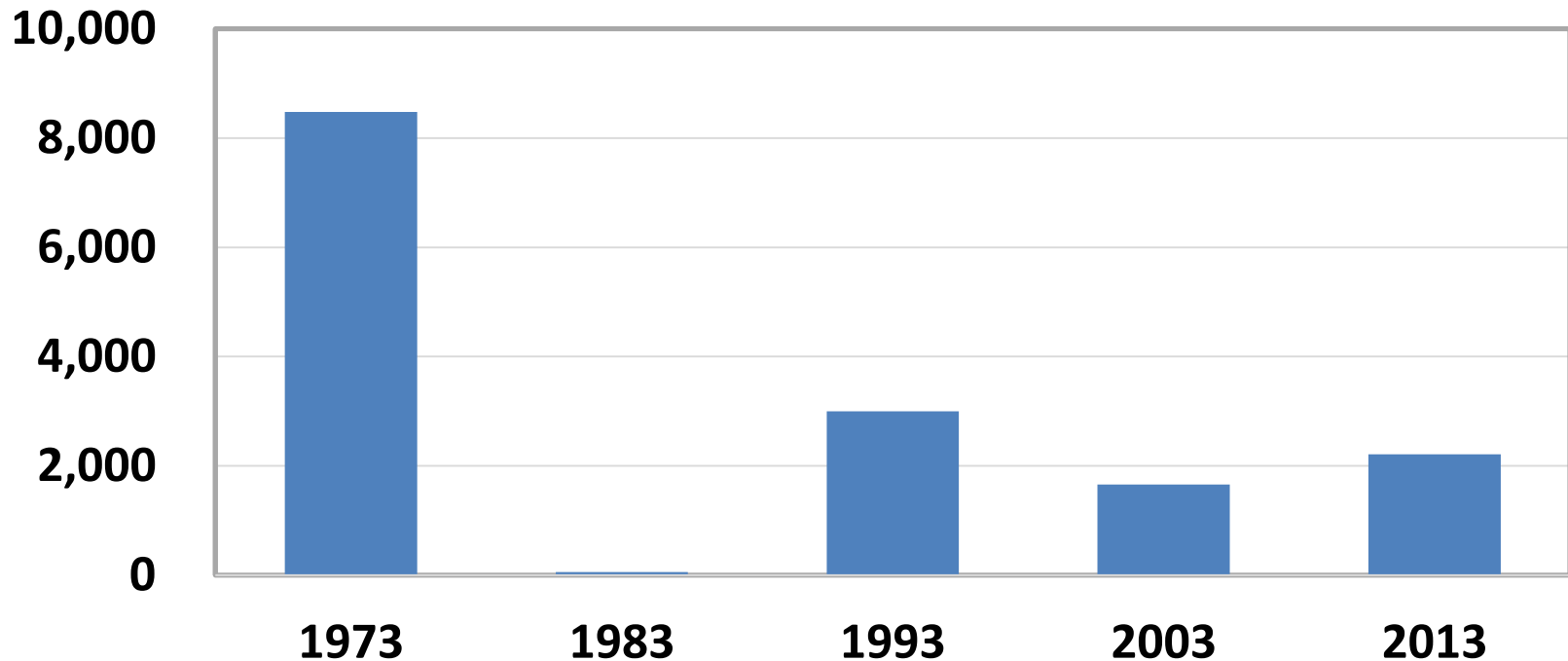


# Japan Import From Pakistan

## 《 Cotton Fabrics 》

(Million Yen)

Japan Import From Pakistan 《 Cotton Fabrics 》



	1973	1983	1993	2003	2013
Pakistan	8,477	61	2,998	1,660	2,213
World	79,006	42,146	44,999	42,089	34,063

**<Japan import>  
knit garment from Pakistan**

**: 1000pcs.**

	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>13/11</b>	<b>13/12</b>
<b>pieces</b>	<b>656</b>	<b>815</b>	<b>800</b>	<b>122%</b>	<b>98%</b>
<b>YEN/PCE</b>	<b>474</b>	<b>577</b>	<b>623</b>	<b>131%</b>	<b>108%</b>
<b>Share</b>			<b>(0.297%)</b>		

**<Japan import>  
Woven garment from Pakistan**

**: 1000pcs.**

	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>13/11</b>	<b>13/12</b>
<b>pieces</b>	<b>475</b>	<b>692</b>	<b>1,125</b>	<b>237%</b>	<b>195%</b>
<b>YEN/PCE</b>	<b>1,000</b>	<b>860</b>	<b>964</b>	<b>96%</b>	<b>112%</b>
<b>Share</b>			<b>(0.086%)</b>		

**<Japan import>  
men's & women's woven Trousers from Pakistan**

**: 1000pcs.**

	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>13/11</b>	<b>13/12</b>
<b>pieces</b>	<b>265</b>	<b>522</b>	<b>926</b>	<b>349%</b>	<b>177%</b>
<b>YEN/PCE</b>	<b>955</b>	<b>776</b>	<b>917</b>	<b>96%</b>	<b>118%</b>
<b>Share</b>			<b>(0.228%)</b>		



**<Japan import>**  
**men's & women's woven Trousers of Cotton from Pakistan**  
: 1000pcs.

	<i>2011</i>	<i>2012</i>	<i>2013</i>	<i>13/11</i>	<i>13/12</i>
<b>pieces</b>	<b>260</b>	<b>519</b>	<b>911</b>	<b>350%</b>	<b>176%</b>
<b>YEN/PCE</b>	<b>946</b>	<b>773</b>	<b>906</b>	<b>96%</b>	<b>117%</b>
			<b>(0.245%)</b>		

# Import Data of Interior Items

(Value: Million Yen, Quantity: 1000 DOZ)

**Commodity: 6302, Bed Linen, Table Linen, Toilet Linen And Kitchen Linen**

Rank 2013	Partner Country	2011		2012		2013					
		Value	Quantity	Value	Quantity	Value	Quantity	share (%)		'13/'12(%)	
								V	Q	V	Q
-	World	107,589	126037	105,159	125716	124,193	126892	100.0	100.0	118.1	100.9
7	Pakistan	498	327	787	832	848	726	0.7	0.6	107.7	87.3

**Commodity: 6303, Curtains (Including Drapes) And Interior Blinds; Curtain Or Bed Valances**

Rank 2013	Partner Country	2011		2012		2013					
		Value	Quantity	Value	Quantity	Value	Quantity	share (%)		'13/'12(%)	
								V	Q	V	Q
-	World	20,003	4,312	20,261	3,983	22,881	4,044	100.0	100.0	112.9	101.5
15	Pakistan	3	1	3	1	26	6	0.1	0.1	943.4	600.0

**Commodity: 6304, Other furnishing Articles Of Textile Materials (Bedspreads, etc)**

Rank 2013	Partner Country	2011		2012		2013					
		Value	Quantity	Value	Quantity	Value	Quantity	share (%)		'13/'12(%)	
								V	Q	V	Q
-	World	12,810	8,506	13,158	7,789	16,842	8,722	100.0	100.0	128.0	101.5
29	Pakistan	1	0	1	0	3	0				

## ***upgrade company's ability***

***\*provide good services to resolve buyers' inconvenience and enrich value of garment***

***improve proposition ability on fabric, accessory, pattern, design, sewing technique, interlining, thread***

***advanced OEM***

***ODM/OBM***

***primitive OEM***

***very important :***  
***human resources development***  
***\* pattern maker***  
***\* designer***

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***OEM Original Equipment Manufacturing,***  
***ODM Original Design Manufacturing,***  
***OBM Original Brand Manufacturing***

***hints to upgrade quality level  
approach to higher zone***

***minimize causes  
to depress  
value of garment***

***DUST***

***WRINKLE***

***OIL STAIN***

***SOIL & STAIN***

***FINGER PRINT***

***IRREGULAR SEAM***

***SEAM PUCKLING***

***looks neat and clean***

# ***Countermeasures to cope with wage hike realize high efficiency and quality***

## ***1. installation of new machines***

***visit exhibition for textile machineries to study advanced machines***

- CAD/CAM, fabric cutting machine***
- high speed sewing machine with dry head***
- special sewing machine***
- needle detector***

***test word : labor saving, high speed, high accuracy***

***⇒ Higher Productivity***

## ***2. adequate allocation of operators and machines based on skill evaluation and process analysis***

# Japanese Business

## *Quality*

*Quality Standard of Japanese garment is the most severe in the world. Size/Color fastness/Shrinkage/ Needle deducting/ Prohibited to use Azo dye(Law)  
For interior goods complete Whiteness is necessary (Japanese do not like yellowish color)  
Inspection must be done by third party*

## *Delivery*

*Quick response required/delivery punctual(many seasons in Japan)*

## *Order*

*Small(300-500pcs. per design)*

## *Prices*

*Always compared with Chinese cost*

## *Payment*

*No unreasonable cancelation(Adv.)*

## *Contract*

*Long term business possible(Adv.)*

## *Technic*

*Assistance is possible(Adv.)*

**Total Competitiveness is Necessary**

# What's Necessary for Suppliers

## ----More Mutual Communication----

1. To understand Japanese business rule and circumstances.
2. To understand needs of Japanese market Quality/Price/Design etc.
3. To exhibit Fairs  
IFF(International Fashion Fair  
(Every Jan. & Jul.)  
Interiorlifestyle Tokyo (Jun.)
4. More PR of Pakistan cotton  
(e.g. **Indus Cotton** etc.)

5. To have good reliable buyers .  
First check their financial situation  
and business manners
  - Trading Company
  - Wholesaler   ▪ Apparel makers
  - Retailer
6. To supply special items which no other cannot make.
7. To find suitable items which can be competitive with other countries.
8. To understand Japanese CMT business.



**9. To concentrate on basic items instead of Fashion Items:**

**e.g.**

**Interior linen items/jeans/**

**T-shirts/Under wear**

**/Towels/Leather**

**/Uniform wear/leather items  
etc.**

**10. To have famous Brand**

**European or American**

**Team by Pakistan members**

**11. To hold Pakistan (basic) Fair**

**12. Lastly : PR of Safety and Clean  
Pakistan**

## As a Conclusion

- Each country must select export items according to their structure of domestic production (yarn/fabrics).
- Seller's effort is more necessary, important and effective.
- Please come to Japan more often to see changing Japan.
- PR with the State and private sector acting together. **Image Change of Pakistan**

***Thanks for your kind attention.  
I believe we can expand mutual textile business in future by  
good long term relation and partnership.***