





China Population

- ❖ The 1.3 billionth (1,300,000,000th) Chinese citizen was born in Beijing on 6th Jan 2005
- ❖ 1.335 billion (1,334,740,000) in 2009
- ❖ Forecast in 2050 , population in China about 1.48 billion (1,480,000,000)

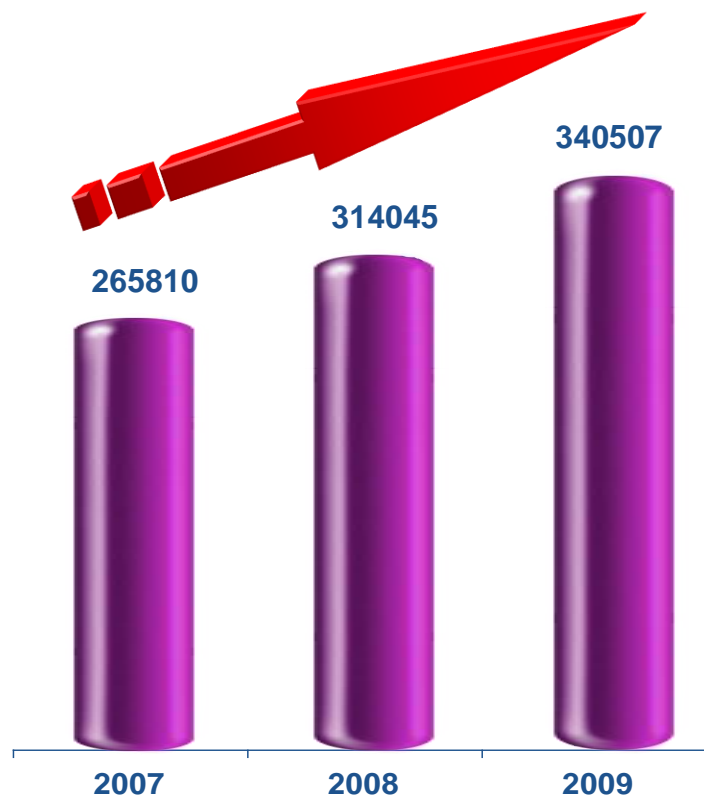


China's GDP has grown 9.1% in 2009

China's gross domestic product (GDP) reached 34.05 trillion Chinese yuan (US \$ 4.98 trillion) in 2009, up 9.1% year on year, revised by the National Bureau of Statistics on 2nd July 2010.

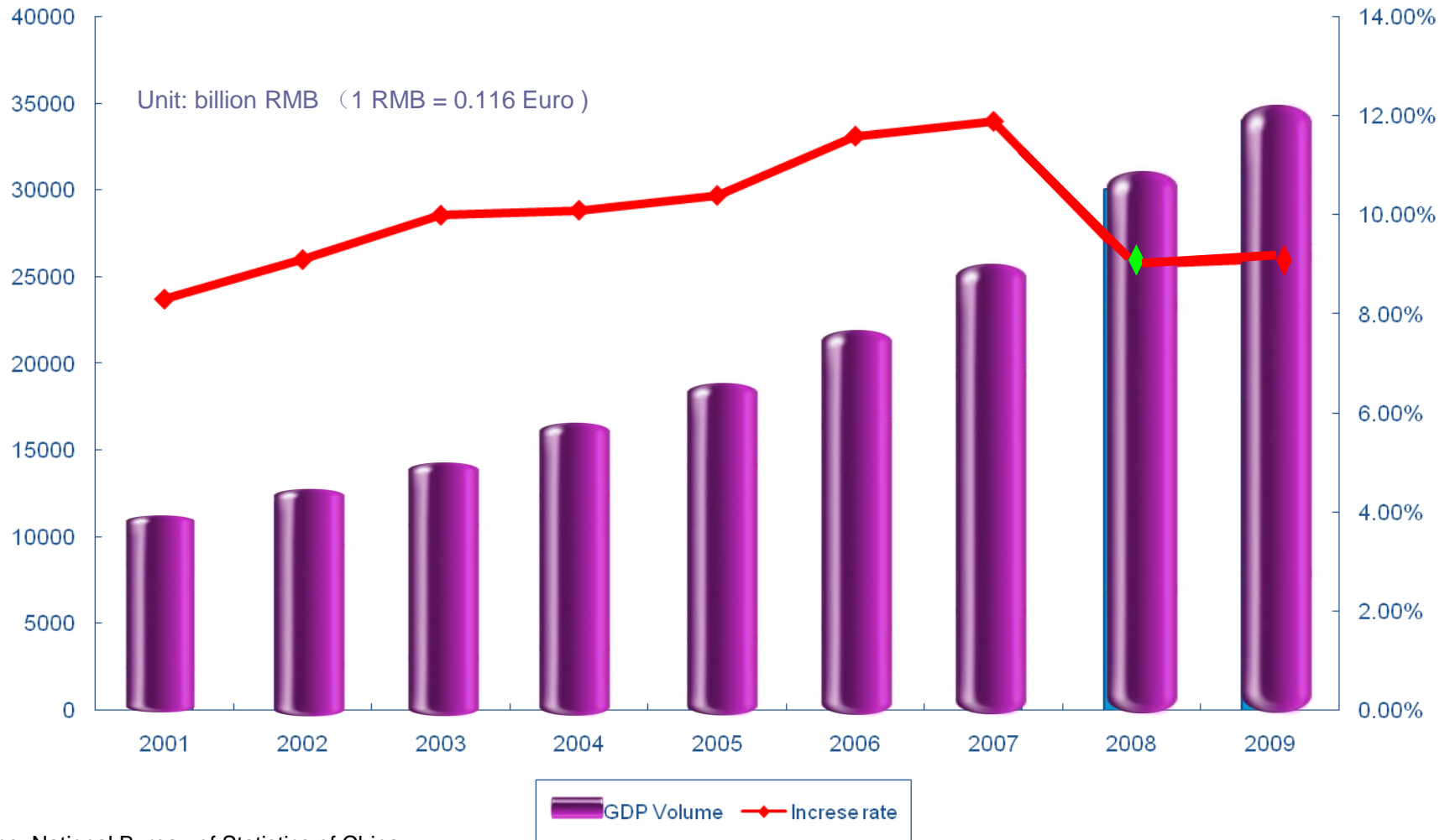
The GDP growth rate for the fourth quarter was revised to 10.7% , from 8.9% in the third quarter and 8.1% for the first three quarters.

The growth was the slowest since 2001, when an annual rate of 8.3% was recorded, and in 2008 the growth was the first time below a double-digit level since 2003.





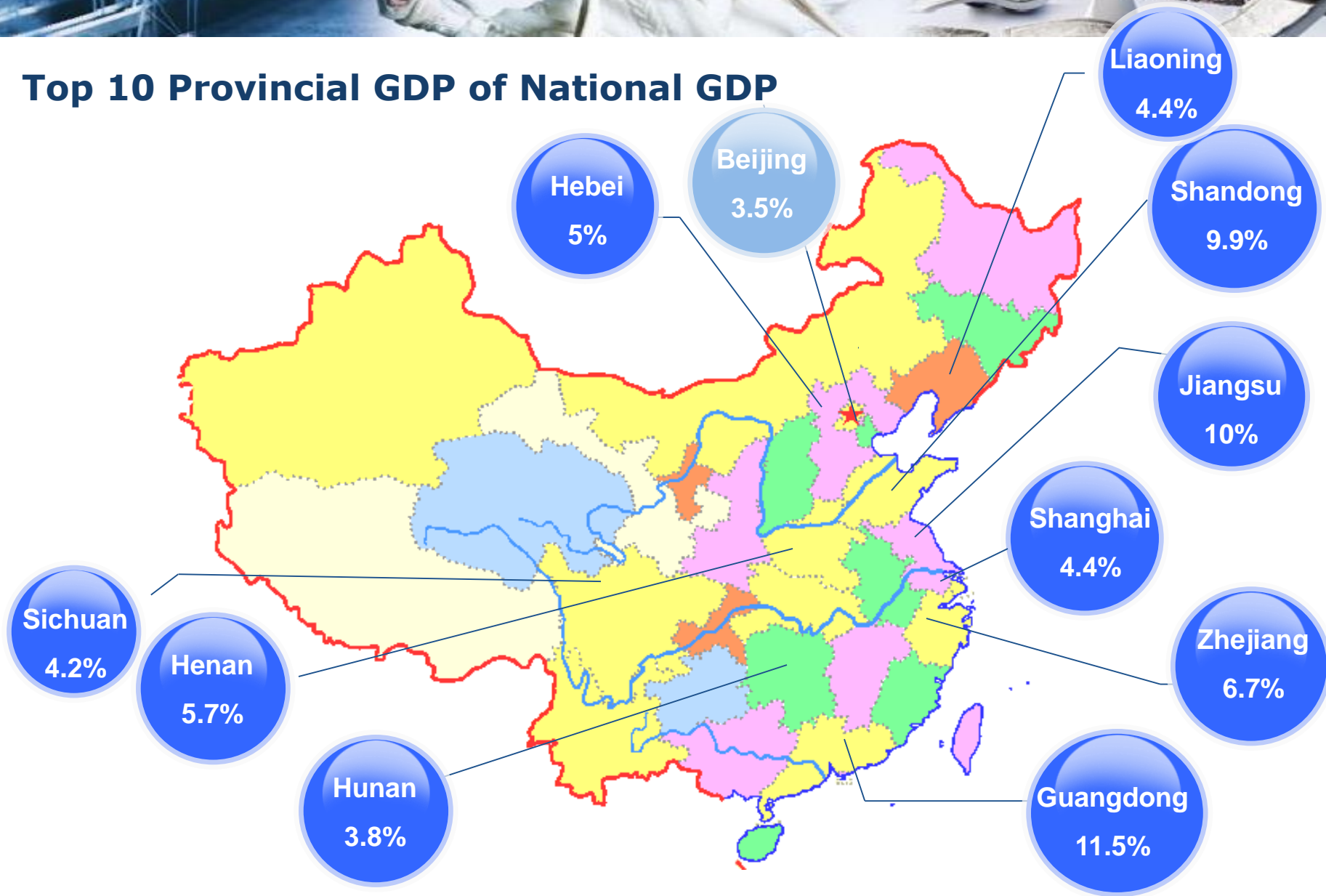
China's GDP Comparison



Source: National Bureau of Statistics of China



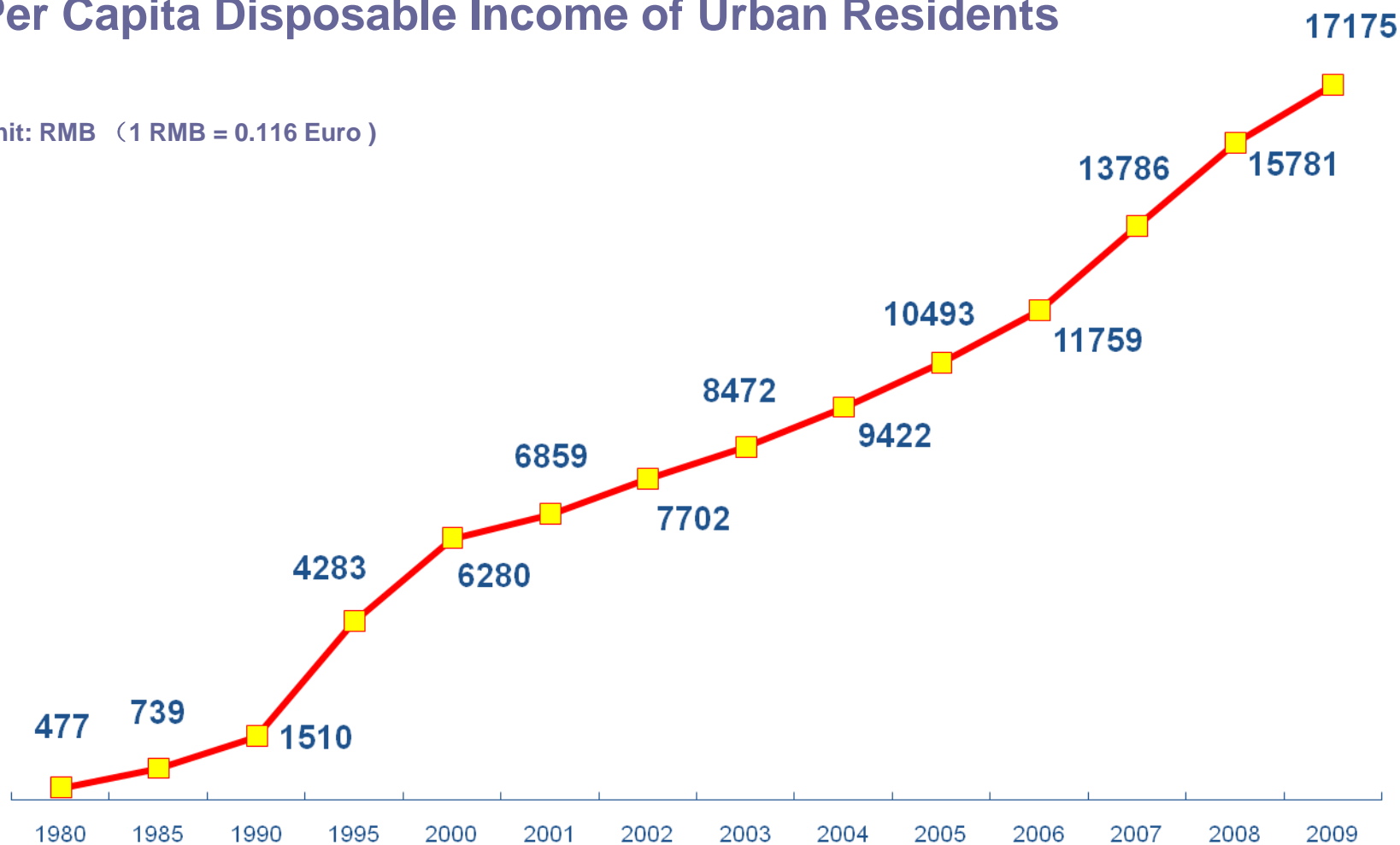
Top 10 Provincial GDP of National GDP





Per Capita Disposable Income of Urban Residents

Unit: RMB (1 RMB = 0.116 Euro)





Top 5 Country of Textile and Apparel Imp. & Exp. to China -- Jan. to July 2010

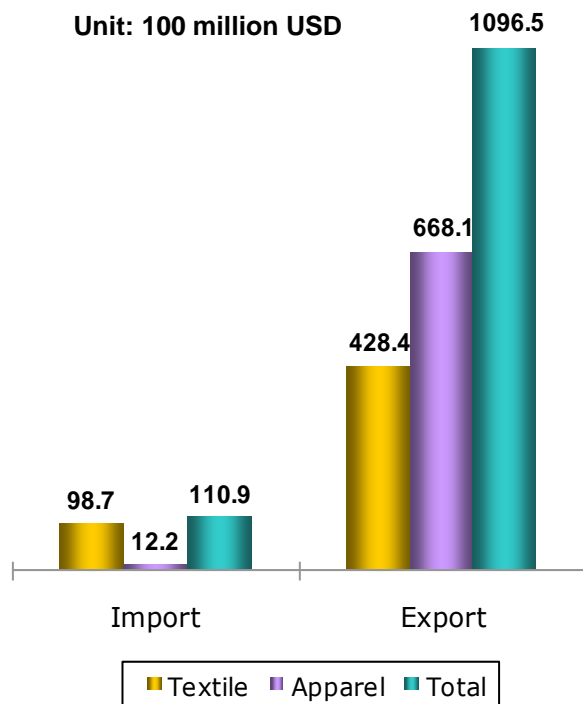




Textile Import & Export Volume Jan.-July 2010

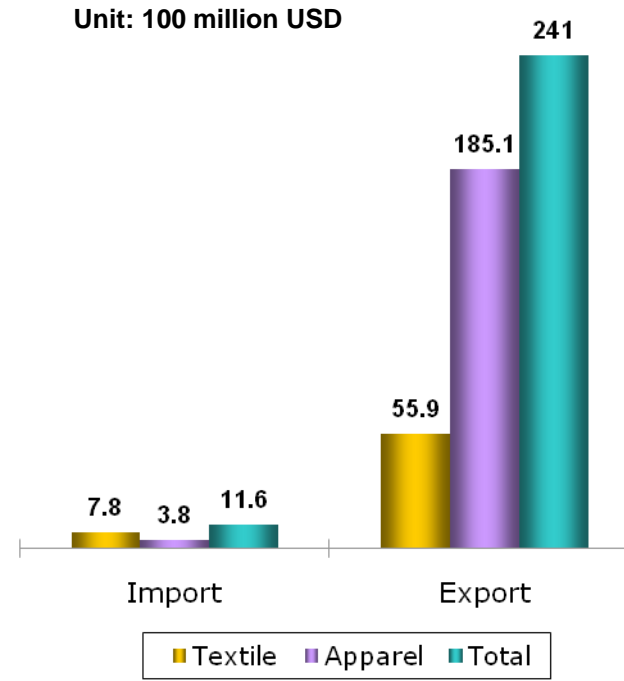
Global market

Unit: 100 million USD



EU market

Unit: 100 million USD





Overview of China Textile Industry

- ❖ **Strong integrative production chains, inclusive all kinds of materials, professionals and skillful workers, around 53,000 textile and clothing companies (annual turnover over 5 million RMB)**
- ❖ **Rapid Growing domestic market on high end merchandise**
- ❖ **Close-down of Chinese high energy consumption and carbon emission enterprises, transferring from low-value added production to high-value added production, i.e. from low-cost processing to R&D production and brands building.**
- ❖ **Increasing labor costs.**
 - **2009 yearly average income: 32,736 CNY**
 - **2009 yearly average income of Beijing, Shanghai, Guangzhou: RMB 48,444, RMB 42,789(+8.3%) and RMB 49,215**

Hainan



《 2010 Hurun Wealth Report 》

- ❖ There are 875,000 people with more than 10million CNY(EUR 1.1million/ USD 1.47million) in China today, an increase of 6.1% from last year.
- ❖ There are 1900 billionaires (EUR 110million) in China today, almost double the number on the *2009 Hurun Rich List*.
- ❖ Beijing is home to more of China's rich than anywhere else, with 151,000 millionaires. Guangdong ranks second, and Shanghai is the third.
- ❖ The average age of China's wealthy owners is 39-year-old.



Report of Luxury Market in China -- by the World Luxury Association

- ❖ **By December 2009, China's total luxury consumption reached 9.4 billion US\$, shared 27.5% of global market, surpassed the United States and ranked second in the world. The target consumer in china, who can actually afford brand-name luxury goods, is around 170 million people, which accounted for 13% of total population and this figure is still growing.**
- ❖ **By 2015, China's luxury consumption will achieve sales turnover 14.6 billion US\$ and account for 32% of the global market share.**
- ❖ **There are great potential for business. Although certain guidance are needed through period of times, however, a wonderful opportunity for everyone!**



- ❖ **Scene: No.1 sales turnover department store (4 billion RMB) in China in 2009**
- ❖ **Venue: Hangzhou Masion**
- ❖ **City: Hangzhou, Zhejiang Province**



Plaza 66 in Shanghai



Oriental Plaza in Beijing









Challenges to EU Brand in China

- ❖ Intense international competition
- ❖ Culture specific preferences and habits (design, beauty taste, etc...)
- ❖ Pressure on prices
- ❖ Strong regional variation in competition
- ❖ Brand loyalty establishment
- ❖ Strong price sensitivity within the most dynamic customer segments
- ❖ Lack of courage to adapt the own brand to the needs of target customers
- ❖ Different point of views with agents or distributors on specific topics



Who are we?

Gesamtverband
Textil + Mode 

SWISS TEXTILES



Textil • Bekleidung • Schuh • Leder

finatex
FINNISH TEXTILE AND CLOTHING INDUSTRIES



- ❖ **Registered in Switzerland**
- ❖ **A joint project established on 1st February 2005 by the Confederation of German Textile and Fashion Industry, the Association of Austrian Textile Industry and the Swiss Textile & Clothing Association, under the roof of German Industry and Commerce Shanghai Branch**
- ❖ **FINATEX joined on 1st October 2007**



What can we do?



Business Network in Sales

Procurement Processes

Market Information & Research

Legal Advice (Law, regulation ...)

Tariff, Tax, Customs

Trade Fair Support

Advice on Investments

Human Resource Consulting

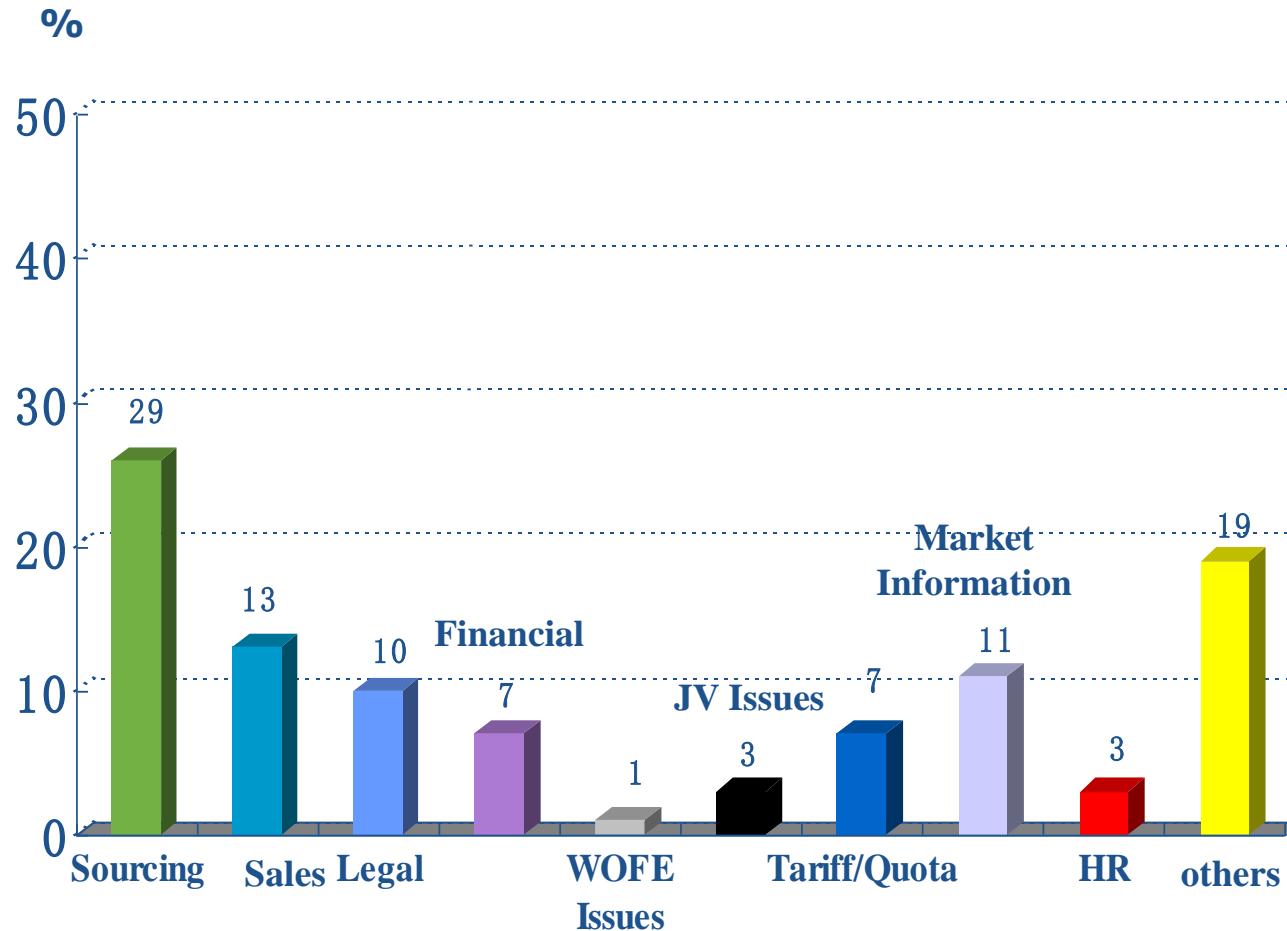
Others (visa,translation,delegation)



- ❖ Feb 1st, 2010 is the **5th** anniversary of C.E.T.A.
- ❖ C.E.T.A. received total 789 inquiries and provided 1064 services to our member companies by the end of June 2010.
- ❖ From Austria, C.E.T.A. received 127 inquiries and provided 160 services by the end of June 2010.



Service Analysis (01/02/2005~30/06/2010)





Mrs Vivian Zhu – Head

many years of professional and management experience in the textile and garments industry, both in China and overseas.



Mrs Stella Sun – Project manager

professional experience in textile industry, especially in cashmere field. overseas education background.

www.c-e-t-a.com



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Services

- Building up the business network
- Procurement processes and supply of samples
- Market information
- Legal advice
- Advice on investments
- Organization of business travel
- Trade fair
- Staff recruitment

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中文版

News

Industry News [more...](#)

- Key Index Indicates Rebound of China's Economy (02/09/2010)
- Clothing Retail Sales of Nationwide 100 Major Retailers Increased 26.9%on Year (01/09/2010)
- China's PMI of manufacturing sector rises to 51.7% in August (01/09/2010)
- Wholesale Prices of Fall and Winter Clothing Expected to Increase 10 -15%(31/08/2010)
- Hugo Boss looks at rivals for faster sales (31/08/2010)
- 547 mainland companies listed on HK bourse (28/08/2010)
- China's Renminbi Goes Slowly Global (28/08/2010)
- Economy faces major challenges(27/08/2010)
- China's industrial profit up 61.1% Jan-July(27/08/2010)
- Chinese economy to stabilize in Q4(26/08/2010)
- Chinese chemical fiber sector estimated to rise 10% (24/08/2010)
- List of Obsolete Companies to Shut Down Published(23/08/2010)
- Professional symposium to draw yarn and fabric makers to Qingdao(23/08/2010)
- Chinese inflation set to peak in August(23/08/2010)
- Latest wetlaid technology to be showcased at CINTe Techtextil 2010(20/08/2010)

Important Events [more...](#)

- Shanghai Home Textiles: Help Exhibitors to Find New Business Opportunities (25/08/2010)
- Shanghai Home Textiles: Home Textiles Underline Chinese Elements (25/08/2010)
- Intertextile Shanghai Home Textiles to attract buyers with new product zones (19/08/2010)
- Textile body to enhance innovation(18/08/2010)
- Golden era of Chinese textile and apparel exports is over (11/08/2010)
- China Textile and Apparel Trade Show...

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Shanghai 1994



Shanghai 2005



Shanghai 2020



Thank You !