

The Current State of Textile and Clothing Trade in the International Market

by Imtiaz Ahmed Rumeed and Raihana Abedin

THE textile and clothing manufacturers and exporters in the developed countries have been pressing the World Trade Organisation (WTO) to include social clauses in the international trade such as trade union rights, ban on forced labour, child labour, standard working conditions, etc.

raw materials and in labour costs. Compared with other developing countries, China is gradually losing its advantage of cheap labour, thus crippling its competitiveness in the international market.

growth rate of 2 per cent in 1995 over 1994 period when the export value of \$21.40 billion was reached in 1994. In 1994, Hong Kong was the largest exporter of textiles worth 15 billion, China the fourth largest exporter having \$9.35 billion.

The European Observatory for Textiles and Clothing (OETH) is reported to have given emphasis on the overseas competitors, and their domestic markets. The entrepreneurs of rich nations made deals with China, Taiwan, and Hong Kong among Asian countries and later with India in the question of market access.

in the supply chain, says an OETH study. The information feedback from consumers and retail stores will enable the manufacturers, exporters and entrepreneurs in the textile and clothing sector to perceive consumer demand better.

Cosmetic Mask on a Glamorous Killer

Ghislaine Kruit writes from Tokyo

Japan's powerful tobacco industry has been accused of targeting young women by making cigarettes look fashionable. While big-smoking neighbour Beijing has just clamped down by restricting the habit in public, Tokyo is being criticised for doing too little.

THE slender Japanese model winks out of a glossy fashion magazine, advertising cigarettes with the word "slim" in their brand name. "Today I smoke," flashes a giant billboard repeatedly in black-and-red script.

Lighting-up time



Annual cigarette consumption

Table with columns for 1990 and 1994 consumption in billion cigarettes for various regions like Asia, Western Europe, Eastern Europe, North America, Latin America and the Caribbean, Africa, Middle East, and Australasia.

The top six

Table with columns for 1994 consumption in billion cigarettes for top six countries: China (162.4bn), US (49.5bn), Russia (36.5bn), Japan (33.4bn), Indonesia (15.6bn), and Germany (13.3bn).



The garments industry: Prospective as yet

index of 1990 on an average. In particular the growth of Chinese textile exports to the EU was much lower than of Sino-EU bilateral trade. In 1994 bilateral trade increased by 20 per cent over 1993.

The modest growth in the EU market was primarily due to the increased intra-EU trade between eastern and western European countries. China also had to face stiffer competition from South American countries.

The slowdown in the garment sector has also been seen in Hong Kong which earned a

western Europe (i.e. the EU, EFTA and Turkey) and the countries in Asia (including Japan) retains the same share in the world textile exports. In clothing, western Europe's exports accounted about 33 per cent, and Asia 50 per cent of total world exports.

The trend in the international textile and clothing has been poised to take a new shape and would change even more as the impact of new regime grows. For example, intra-developing country clothing trade in 1994 was \$9 billion, or 12 per cent of developing country exports to the developed countries combined.

The competition in the international apparel market between eastern Europe and those in developing countries has been negligible. The manufacturers, exporters of developing countries specially produce the products which the consumers of developed countries use throughout years such as T-shirts, undergarments, pajama or other mass products where the eastern Europe produces more fashionable items like suits.

The large-scale restructuring in the textile and apparel sector along with political stability, free market economy and better working conditions is supposed to shift the production places from developing countries to the former East European regions to produce more mass products, fashionable and the high quality apparel. The European industry, equipped with modern technology has been competing with Asian exporters.

England and Ireland have national legislation on safety measurements in case of children's and ladies' nightwear, which requires the flame retardancy test and the Netherlands introduced legislation on 1 January 1995 for nightwear. The EU has adopted legislation on textile and clothing to protect person's health and safety measurement in terms of design which must be accompanied by relevant information supplied by the manufacturer.

One of the main problems in controlling eco-labelling is that there is still no specific and standard scale regarding environment and labour conditions in the production process where the developed and the developing countries could have a minimum agreement.

The environment issue will continue to play a prime role in the international trade on textile and clothing, whether the producers and exporters of developing countries like the idea or not. Because the volume of trade in clothing was 140 billion US dollars, the developed countries imported 82 per cent of world garment where Hong Kong and Japan are the only Asian importing countries.

They point to Japanese statistics showing that 29 per cent of cancers are linked to smoking. And they accuse Japan Tobacco (JT) the country's cigarette-manufacturing monopoly which spent 23 billion yen on advertising young women to boost sales. JT's own figures suggest that 27 million Japanese men and seven million women smoke, in a population of 124 million.

Neil Collishaw, WHO official for tobacco health issues, believes the number of smoking-related illnesses and deaths are set to climb in Japan because the habit did not really catch on there until after the Second World War.

Dr Edward Fujimoto of the Tokyo Esei Hospital's anti-smoking association accuses the Finance Ministry of placing bureaucratic obstacles in the way of Health Ministry anti-smoking efforts. "Much of the Government's recommendations against smoke pollution take the shape of voluntary measures," says Fujimoto. He points out: "Non-smokers are fighting the dangers of second-hand smoke in court, trying to get legislation passed."

smoking manners" and "Since smoking can damage your health, be careful not to smoke excessively—rather than the stark warnings in many countries that cigarettes can cause lung cancer and heart disease."

Although smoking on public transport is banned, there are no national laws protecting non-smokers in public places. "No adequate steps have been taken in Japan to fight the harm done by non-smokers by cigarette smoke," says Yuji Nozu, an assistant professor at Akita University, who has conducted research into smoking.

However, public dislike of tobacco fumes has translated into the growing popularity of products that overcome the odour, the Japan Times newspaper quotes Nozu as saying.

Curtains, cushions and artificial plants made from a new smoke-absorbing fibre developed by the Asahi Chemical company have been a big hit, netting more than eight billion yen in sales last year.

The fibre's makers believe that the development of clothes made from their product could create a new market worth well over 100 billion yen a year.

Meanwhile, the bit cosmetics firm, Shiseido, sold a million bottles of its new smoke-masking hair freshener—at 2,300 yen a time—in only three months. The Japan Times reported a Shiseido survey indicating that 91 per cent of women were worried about their hair smelling smoke.

Judging from these product developments, though, there is more worry about the smell than the physical harm.

The writer is a Dutch journalist who is currently writing and editing for the Japan Times in Tokyo.

The Daily Star Entertainment Guide

Monday 15th July (All programmes are in local time. We recommend programmes printed in bold. There may be changes in the programmes.)

BTV 3:00 Opening Announcement Al Quran Programme Summary 3:10 Recitation from the Bible 3:15 Cartoon Film: Macron 3:45 Drama series: Reticelcast of Selected Dramas 4:00 News in Bangla 4:45 Rhythm: Children's Dance Programme 5:00 News in Bangla 5:25 Nazri Songs 5:30 Sports Programme 5:00 News in Bangla 6:30 Shikahagan: A variety show with the participation of University Students 7:30 The News 7:05 Open University 7:25 Chanadentay: Programme Based on Recitation 8:00 News in Bangla 8:40 Package Drama 10:00 News in English 10:30 Shasthattha 10:35 Sakher Thikana: Family planning programme 10:55 Comedy series: Coach 11:30 News in Bangla 11:35 Tuesday's programme 11:40 Close down



The Crown of Bruno on Star Plus, Today at 5:00 pm

World Headlines 1:05 The Money Programme 1:50 Earth Report 2:00 BBC World News 2:30 Time Out: Summer Holiday 3:00 BBC World Report inc. World Business Report 24 Hours 5:00 BBC World News 5:10 Newsnight

CHANNEL V 7:00 Rewind VJ Sophia 8:00 Jump Start VJ Tre 9:00 Frame by Frame 12:00noon The Vibe VJ Luke 1:00 By Demand VJ Tre

STAR PLUS 6:30 Voltron 7:00 Teenage Mutant Ninja Turtles 7:30 G.I. Joe 8:00 Saber Rider And The Star Sherif 8:30 The Adventures Of Black Beauty 9:00 Aerobics Or Style 9:30 Nanny and the Professor 10:00 Mr. Ed 10:30 Cooking Secrets Of The CIA 11:00 Videofashion News 11:30 Gabrielle 12:30 Santa Barbara 1:30 The Bold & The Beautiful 2:00 The Oprah Winfrey Show 3:00 Remington Steele 4:00 Cooking Secrets Of The CIA 4:30 Videofashion News 5:00 Special The Crown Of Bruno 6:00 Lost In Space 7:00 Home and Away 7:30 Charles in Charge 8:00 MASH 8:30 Mystery Movies: "Bl. Stryker" 10:30 The Bold & The Beautiful 11:00 Santa Barbara 12:00 The New Twilight Zone 12:30 Hearts Afire 1:00 Grace Under Fire 1:30 Barnaby Rudge 2:30 Videofashion News 3:00 The Oprah Winfrey Show 4:00 Home and Away 5:00 The Sullivans 5:30 Gabrielle

STAR MOVIES 7:30 World Cinema: Les Diddases 'S'en Vont En Guerre (Arabic Subtitles) 8:30 Classic: Mother Wore Tights (Arabic Subtitles) 11:30 Family: Ngiti PG (Hindi Subtitles) 1:30 Comedy: Love At Large (Hindi Subtitles) 3:30 Comedy: Way... Way Out PG? (Hindi Subtitles) 5:30 Family: White Fang (Hindi Dubbed) 7:30 Film Fiction: Tale of Two Cities (Hindi Subtitles) 9:00 20:30 Extreme Close UP 9:30 21:00 This Week That Year 10:00 21:30 Comedy: Mystery Date (Hindi Subtitles) 11:30 Private Eye Week: Farewell My Lovely 18 (Arabic Subtitles) 1:30 World Cinema: World Cinema La Petit Garçon (English Subtitles) 3:30 Thriller: Best Seller 16 (Arabic Subtitles) 5:30 Film Club: Faust 18 (Arabic Subtitles)

STAR Sports 6:00 Inside PGA Tour 6:30 am Bud Pro Surf Tour 7:30 Cricket '96: Sunday League (AXA Equity Worcestershire vs SKY 12:30 Formula One World Championship British Grand Prix Silver Stone Cut to 2 hrs 2:30 World M/Cycle Champs-Germany GP. HIL 3:00 Inside PGA Tour 3:30 The Asian Football Show 4:30 World Rally Champs Season Preview 5:00 World Windsurfing Hill 5:30 Asia Sport Show 6:00 Futbol Mundial 6:30 Trans World Sport 9:30 International Motorsports News 9:30 S.E.A. Touring Cars Rd 5 & 6 9:00 Spark 10:00 The Asian Football Show 11:00 The Euro



The Ride VJ Terry on Channel V, Tonight at 11:30

College Quiz 6:25 Adu Courses (Serial) 9:00 Break for Headlines 7:00 Tarannam (Drama Serial) 7:45 English News 8:00 Pwllack 8:20 Classic Drama Serial: Jangjee Al Baba 8:30 Top Ten Kahan 12:20 Special: TBA 1:00 Khas

SONY ET 8:30am Yaadon Ki Baar 9:00 The Three Stooges 9:30 Dennis The Menace 10:00 I Dream Of Jeannie 10:30 Raja Ranu Aur Joker 11:00 Sunday K. Sunday (Serial) 11:30 Cine Matinee Hindi Feature Film 2:30 Kismet 3:00 Zamn Asman 3:30 Mere Message Meri Geet 4:00 Surf Wheel Of Fortune (Game Show) 4:30 The Raso-Show 5:00 The World Cup Countdown-Cricket 5:30 The Three Stooges 6:00 Dennis The Menace 6:30 I Dream of Jeannie 7:00 Mere Message Meri Geet 7:30

EL TV 06:00am Dance Dance 7:00 Best of the Best 8:00 Tarana Aur Fasane 9:00 Music Time 10:00 Tarannam 10:30 Kal Bh Aaj Bh 11:00 Ter V Chup 11:30 Amar Prem 12:00 Special 1:00 Special 3:00 Shatraaj 3:30 V Three 4:00

ZEE CINEMA 9:30 Hum Se Hai Zamana 12:30 Sunehra 3:45 Pavar Ka Saena 4:30 Kuthe Jithe Shodhi Mr Tulla 10:00 Paravshi 12:30 Kala Dhanadi 4:00 Trivathi

NAVARS 4:30 The Musr: Real Count Down 5:00 Teen Du Paanch 5:30 Special 6:30 Special 7:30 Awar: Nahi Andaz: Wah 08:00 Top of the Tops 8:30. Dance Mania 9:00 Sorry My Lorry 9:30 Karz (Serial) 10:00 Chalo Cinema 10:30 Salsila 11:00 Special 12:30 Cine Chad 1:00 Music Time 2:00 Tarana Aur Fasane



TOM AND JERRY WHAT ARE YOU DOING? HELPING TUFFY TO FLOAT. CAN HE SWIM IF YOU TAKE YOUR HAND AWAY? NO. I ALMOST DROWNED! NO, YOU SWAM STRAIGHT DOWN!



JAMES BOND I'LL NEED A FEW SUPPLIES... WOULD THE WISCO PLANTATION MANAGER HAND OVER SOME ITEMS ON YOUR SAY-SO? YES - HIS NAME'S HUGILL - EX-COMMANDO. OK - COME IN MY OFFICE AND WRITE HIM A NOTE... NICK CAN COVER THE DECK TILL I GET BACK!

BBC 8:00 BBC Newsroom inc. World Business Report/Asia Today/24 Hours 9:00 BBC World Headlines 9:05 The Money Programme 10:00 BBC Newsday 1:00pm BBC World News 1:15 The Money Programme 2:00 BBC World News 2:30 Time Out: Top Gear 3:00 BBC World News 3:30 Time Out: Food And Drink 4:00 BBC Newsdesk 6:00 BBC News Headlines 6:05 Correspondent 7:00 BBC World News 7:15 World Business Report 7:30 BBC Newsnow Asia & Pacific 8:30 Time Out: The Contenders 9:00 BBC World News 9:15 The Money Programme 10:00 BBC World News 10:30 Time Out: Tomorrow's World 11:00 The World Today 1:00 BBC



Sony Mary Lorry on EL TV, Tonight at 9:00