



The 9th China (Qingdao) International Textile Machinery Fair

Introduction of Shandong Textile Industry

A) Status of Textile Industry Development in Shandong:



1. Shandong locates at the Eastern coastal of PR China, with land area of 1,570,000 km sq., and population of 92.48 million. Shandong possesses rich natural resources, comprehensive industrial system and outstanding investment environment.
2. In 2006, Shandong textile output amount is 12% of the total output amount of PR China. Shandong ranks the 5th position of apparel export, which is an important apparel production base. The textile production in Shandong is highly comprehensive and the structural industrial systems of chemical fiber, cotton textile, color weave, printing and dyeing, woolen knitting, knitting, hemp spinning and textile machinery production. Meanwhile, the capacity of the cotton-spinning machine, air spinning machine and Calico loom production is the highest in China. Moreover, The total textile output ranks the third, apparel ranks the forth, knitting apparel ranks the third and the consumption of yarn ranks the first in China.
3. 26th October 2007, Statistic Department of Shandong announced: Shandong has realized 1856 billion GDP, a 14.6% growth, in the first three quarters of the year. Meanwhile, secondary industry experienced a growth of 16.8%, and became the key factor of rapid economic growth. Moreover, for textile industry, it also experienced a remarkable growth of output amount and export amount.
4. After the cancellation of export quota, according to the statistic from Qingdao Custom, Shandong textile product exports has grown gently in the first 7 months of the year. The export to America and Europe reached 1.24 billion USD and 1.12 billion USD, 23.3% growth and 25.4% growth respectively.



5. Government of Shandong is enthusiastically developing the textile industry, constructing textile industrial cluster:
 - Leading by city of Qingdao, Weihai, and Yantai, transforms the Jiaodong Peninsular into a modern textile design, sales and marketing base, which can compete with developed countries and speed up the textile development of China.
 - To maximize the natural resource advantages and strong ability of primary manufacturing in middle-west cities of Shandong, such as, Weifang, Binzhou, Dezhou, Heze and Liaocheng, establishes centers of resources application study, manufacturing of textile and special textile products.
6. Besides constructing the industry cluster, textile quality control becomes a key topic of Shandong. Textile enterprises have to establish 25 or more China famous brand that largely increases the demand of scientific production technology.
7. Moreover, Shandong is a strong consumption province with population of nearly a hundred million, and it implies a huge demand for the different kinds of textile products, domestic and imported apparels. Rapid development of textile industry stimulates the demand for raw materials such as, yarn and spare parts etc., which with a 20% growth annually, and it highly contributes to the development of yarn and spare part industries.

B) Significant Textile Bases of Textile Industry In Shandong



Location of Significant Bases of Textile Industry In Shandong



1) Qingdao City

Qingdao possesses a good foundation of apparel enterprises and brand development environment. In recent years, an outstanding lineup, including 3 exporting groups (Yi Li, Qing Fang Lian, Yi Jia) and 78 sole proprietorship of trading, is established. China's Brands such as Ji Fa, Xue Chi, Brands of high market competitive power such as Hong Ling, Yi Li, Hua Jin, Hai Shan, Le Hao, Ba Long, Hao Shi Zhong, San Mei Shi, Xi Ying Men, form brand cluster effect. By 2005, apparel textile industry of Qingdao realized 33 billion RMB, 10.5 billion RMB of industrial increased-value, and 16 billion RMB of export value. Qingdao is a well-known trading port, serving international traders consecutively. Meanwhile, the major export markets for textile and apparel products of Qingdao are Japan and Korea.

Textile and apparel industry is highly supported and developed by Qingdao government. The government encourages those leading brands to lead and guides the planning and development of the whole industry, in order to bring life to this traditional industry.

2) Jimo City (Qingdao Region)

Holding the fame of "China's Famous City of Knitting", 926 knitting apparel and accessories projects are running in Jimo in 2006, with 7.3 billion RMB of investment. Meanwhile, foreign investment reached 350 units, contracted-usage of foreign fund 1.35 billion US dollars, and actual-usage of foreign fund 405 million US dollars; domestic projects reached 235 units, with actual-usage of domestic fund 2.8 billion RMB; local enterprises reached 341 units, with 820 million RMB investment.

In 2005, the total output value of knitting apparel and accessories was 22.4 billion RMB, equivalent to 46% of the city's total industrial output value, and export value reached 630 million USD, equaled to 52.5% of the city's total export value. On the other hand, the industries annually produced 500 million units of knitting products, including knitted underwear, outer garment, flannelette, bedding, embroidery and knitted children's garment are the major production category.

An enterprises' brand Jifa, achieved the "Famous Brand of China", and its product are exported to over 20 countries and region, such as Japan, US and Korea. Jifa installed 26,000 units of machinery and 40% of them meet with international technical level. 73 knitting enterprises established development centers and 72 enterprises passed ISO9000. A 100,000 sq m Qingdao Apparel market was built and 7.5 billion RMB trade value was realized annually.



3) Haiyang City (Yantai Region)

Haiyang is “China’s Famous City of Woolen Knitwear”, there are 650 enterprises, 4,000 sole proprietorships for further processing, and 80,000 workers involving in woolen knitwear industry of Haiyang nowadays. The government intends to speed up the development and fight for the target of 1200 woolen knitwear enterprises with 0.2 million workers and 10 billion RMB revenue in 2010.

Facing the difficulties such as, the upsurge of RMB value and trade protectionism, this year, Haiyang understands that building their own brand is the only way out for obtaining larger profit. In order to provide instructions and services upon brand establishment to enterprises more efficiently, Haiyang International Knitting & Sweater Trade Center cooperate with NOW Brand Study Center (College of Textile and Fashion, Qingdao University) to establish a brand development center, and which will become the largest woolen knitwear brand development center in the Northern part of China.

4) Wendeng City (Weihai Region)

Wendeng has the fame of “Shandong’s Home Town of Embroidery”, and it is an only city enabled to achieve the name of “China’s Famous City of Craft Home Textile”. Wendeng possesses 3 “China’s Famous Brand Goods”, 2 “Exempting from Inspection Trademarks”, 1 “China’s Famous Trademark”, and 9 “Shandong’s Famous Brand Goods” and “Shandong’s Famous Trademarks”.

Enterprises of home textile production determined to go for the direction of brand building and profit maximizing. Until the first 8 months of this year, the self-management export amount reached more than 50 million US dollars, domestic sales broke the level of 0.1 billion.

Under the leadership of the famous brands, Wendeng is even more worthy to the reputation of “China’s Famous City of Craft Home Textile”, and its industry becomes much more bigger and stronger. Meanwhile, the enterprises in Wendeng form a team of development, leading by 5 manufacturing group, involving 2000 small to mid-size enterprises and 100,000 workers. The product develops to 4 big series, more than 4,000 color and pattern varieties, exporting to over 60 countries and region including UK, France, and US. The sales amount break through 13 billion and it becomes the national important drawnwork product production export base, and the industry had become the Shandong’s Ten Best Industrial Cluster.



5) Zhucheng City (Weifang Region)

Zhucheng City takes the Apparel Industry as the leading industry and maintains the vigorous development tendency in recent years. The whole city altogether has 306 textile clothing enterprises, which 53 of them above average scale, 253 of them below the average scale, possessing total property of 3.36 billion RMB.

The industry mainly produces male suits, shirts, and knitting inner and outer garment. It forms the annual productivity of 100 million units, which includes 4 million suits, 2.6 million shirts and 80 million units of knitwear. In 2002, the system produced 30,000 tons of yarn, 140 million meters of cloth and 90 million units of apparel. Xin Lang, Sang sha, Lan Feng, Hao Bao, Shuai Ling, Lu Yi, are the international well known brands established in Zhucheng City.

Zhucheng's apparel industry will further increase its competitive ability from now on and take the superior enterprise backbone product as the key point, reform the whole industry with suitable step and technology, focus on the development of precision work, deep processing, high-value and high-tech product, tighten the connection of the industry's upper and lower stream.

6) Changyi City (Weifang Region)

Changyi is one of the "China's Famous City of Dyeing". Textile industry is the pillar industry while the dyeing industry is the traditional industry of the city. The city possesses over 2000 textile enterprises, with 4 billion RMB fixed capital. The production capacity is 400,000 spindles of yarn and 1.28 billion meters of weaving output. In addition, the annual dyeing and printing capacity is 1.3 billion meters.

2,000 dyeing and printing enterprises compose a work chain from spinning, beaming, weaving, printing and dyeing, to apparel material and home textile production, apparel further processing. It has been developed into an "industry integrated circuit".



7) Zouping Country (Binzhou Region)

In recent years, Zouping Country, “China’s Famous Cotton Spinning City”, revolved around the aim of “becoming the international base of home textile”, and actively developed textile industry. Basically, it had already form a chain of production from deep processing of cotton, cotton spinning, and cotton fabric weaving to cotton garment and home textile product making.

Until 2003, there are 110 textile enterprises locate in the country, equal to 21% of the total number of industrial enterprise, which 35 enterprises are above the average scale. Moreover, there are 3 enterprises can generate revenue over 10 million RMB annually. Wei Qiao, Bei Yang, Huang Wang, Gao Sheng, Ye Niu, and Jin Xia, a series of local brand have become famous internationally, and realized 4.02 billion RMB export value, sole proprietorship export created 0.4267 billion USD, which equal to 95% and 92% of the country’s total export value respectively. The textile industry is the most important pillar industry of the country.

8) Gaoqing Country (Zibo Region)

Gaoqing Country of Zibo City won the reputation of “China’s Cotton Spinning city” in 2007.

Gaoqing has a long history of cotton agriculture, it is one of the 100 national’s formidable countries and one of the six Shandong’s experiment site of cotton industry. In recent years, Gaoqing concentrated on attracting investment and reforming the traditional textile enterprises, speeded up the development of cotton spinning enterprises, and from the comprehensive chain of production from further processing upon the cotton plantation, grease extraction, deep processing of cotton seed protein, to spinning, printing, dyeing, and apparel production. In 2006, Gaoqing was granted the reputation of “Shandong’s Apparel Production Base”.

A comprehensive production chain speeded up the formation of industrial cluster. As a lot of powerful domestic apparel enterprises continuously enter Gaoqing, the industrial cluster grew remarkably fast. Until the end of 2006, there are over 200 cotton spinning enterprises had been established, 50 of them above average scale, and 11 of them generate over 100 million RMB revenue annually.



9) Wangtai Town (Jiaonan Region)

Wangtai has persisted the strategy of being an industry strong town, and focus on textile machinery production. Large-scale enterprises such as, Dong Jia Group, Xing Huo Group, Hai Jia and Tong Chun etc., lead the small home-based factories to form a pyramid shaped industrial cluster. In 2003, Wangtai was granted the reputation of “China’s Famous Town of Textile Machinery” by China Textile Industry Association. This reputation is so unique that Wangtai is the only town possessing this.

The town has 6000 units of production equipment now, and 374 of them are imported, over 100 of digital machinery with international high-tech CNC further processing unit. There are 5 enterprises achieve ISO9000. Eight famous brands such as, Yin Chun and Dong Jia, producing 8 categories and 100 different types of machinery, covering wide range of market, selling to over 30 provinces and cities. The output of Cotton Opener equals to 3/4 of the total national sales, hydraulic loom output equal to 1/2 of the national sales, and it is the largest base of the non-shuttle loom production. In 2006, Wangtai achieved gross value of industrial output 3.7 billion RMB from textile machinery production, which equal to 70% of the town; and sales revenue of 296 million RMB, which is equal to 72% of the town.

C) Shandong’s Famous Enterprises and Reputation:

2006-2007 First 20 China’s Competitive Cotton Spinning Enterprises:

- San Yang Textile Co., Ltd
- Shandong Huale Textile Co., Ltd
- Shandong Demian Group Co., Ltd
- Shandong Weiqiao Pioneering Group Co., Ltd.
- Dongying Tansins Textile Co., Ltd
- Taifeng Textile Group Co., Ltd
- Lanyan Group Co., Ltd
- Yinshilai Textile Co., Ltd.
- Luthai Textile Co., Ltd

2006-2007 China’s Competitive Woolen Knitting Enterprises

- Shandong Ruyi Group
- Nanshan Group



China's 10 Best Chemical Fabric Enterprises

- Shandong Helon Co., Ltd
- Yantai Spandex Co., Ltd

China's 10 Competitive Printing & Dyeing Enterprise

- Shandong Dahai Group
- Huafang Joint Stock Co., Ltd

China's 10 Competitive Knitting Enterprises

- Qingdao Jifa Group

China's 10 Competitive Apparel Enterprises

- Yeliya Group

China's 10 Competitive Hemp Spinning Enterprises

- Zhucheng Deliyuan Textile Co.,Ltd

Information sources:

China Textile Industry Association,

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Haiyang Sweater Industry Association Website

Hui Chong Net

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