



## connects with new trends in “fast fashion”

The global consumer markets for clothing and upholstery textile products are moving toward the development of functionality and environmental protection. In addition to fashion, functional textiles place stress on ergonomics, function, comfort, safety and health. Environmentally friendly textiles, on the other hand, focus on low pollution and low energy consumption in the production process, and emphasize recycling in the hope of easing the burdens on the Earth. Facing fierce international competition, Taiwan’s textile industry emphasizes innovation, research and development, and design orientation in order to strengthen its abilities in ODM or OBM roles. Therefore, it is moving in the direction of higher economic benefits.

According to data from the WTO, Taiwan was the sixth-largest textile and 29th-largest ready-made garment exporter in 2009. Taiwan was also a major provider of high-quality artificial fiber fabrics. Last year (2010), the export revenue of Taiwan’s textile industry was USD 11,301,000,000, and the import value was USD 2,904,000,000, which created a surplus of USD 8,397,000,000. This led the textile industry to become the fourth-highest trade surplus industry in Taiwan. The fact that the ratio of export revenue to total value of textiles has been over 80% in the last six years indicates that Taiwan’s textile industry is highly export-oriented.

Taiwan’s textile industry has developed a complete production and marketing system, from textile fiber manufacturing, to spinning fiber into yarn, to weaving cloth from yarn, to turning cloth into ready-made garments. In addition,





it integrates natural and chemical fibers to develop products of high quality and value to meet the needs of modern customers. Moreover, to follow environmental protection trends, many textile companies in Taiwan have actively engaged in the production of environmentally friendly textile products, which have been certified by professional organizations such as IMO and Bluesign in Switzerland and Control Union in the Netherlands. Textile fabrics made of environmentally friendly fibers will be an essential export item for Taiwan. The trust being shown by well-known brands as Taiwan enterprises add environmental elements to production processes has provided Taiwan with a golden

opportunity to develop environmentally friendly as well as functional textile fabrics.

Taiwan's textile industry has also benefited from the Economic Cooperation Framework Agreement (ECFA) with China, which took effect on September 12, 2010. The ECFA enables Taiwan to compete fairly with countries from the Association of Southeast Asian Nations in terms of gaining market share in Mainland China.

For the sake of the textile industry in connection with international "fast fashion", Taiwan's government has established a brand-new Fashion

Institute of Taipei as well as four rapid design proofing centers. With input from all the rapid proofing centers—whose service mechanism ranges from the application of new materials to the renewal of equipment, innovative design, rapid proofing, and marketing—plus innovative high-tech equipment imported from overseas, Taiwan's local textile-related industries scattered from the north to the south will be able to connect instantly and thus enhance product competition, creating the highest added value. Eventually it is hoped that inexpensive but high-quality textiles made in Taiwan (MIT) will shine and be a huge success on the international stage.

