

## **CISMA Closed with a Satisfactory Result Chinese Sewing Industry Still Active**

CISMA 2009 (China International Sewing Machinery & Accessories Show) was held at Shanghai New International Expo Center for 3 days from September 22 to 24, 2009. From the opening day, CISMA was full of visitors, giving us a strong impression that China is leading the world's sewing industry. Despite the simultaneous depression over the world since last year, China alone has maintained a high economic growth. In such circumstances, in what situation is the Chinese sewing industry now?

At the CISMA site, JSN made an interview with Mr. Naotake Miyashita, director & general manager of Juki (China) Co., Ltd. The contents of this interview are summarized below. "Chinese market has been very sluggish since the latter half of 2008. The greatest factor of this slump is a substantial rise in costs. Therefore, profits cannot be obtained so as to match the previous levels. It can also be pointed out that business achievements of export sewing companies are low due to the global economic crisis since the last year. In such circumstances, big-scale export sewing companies in China have come to be very interested in our company's automatic machines as a means of productivity improvement.

On the other hand, China has a great domestic demand for sewing. Presently in China, manufacture of sportswear can be said to be busy for both export and domestic sales. China is now the world's second largest apparel consumption country next only to the United States. For sewing companies carrying out business in the domestic Chinese market, it is also an urgent task to improve productivity because costs are rising. So, they are in a gradual move to install equipment for high value-added production. This is a favorable wind for our company. We will follow this move surely and spur sales activities. Our company held private shows at 44 sites over China in this July and August alone so that customers could view our leading-edge equipments at easily accessible locations.

Our company has an advantage that all the necessary production equipments can collectively be supplied for the sewing/manufacturing line in a sewing factory and besides, we diagnose the entire factory and aid a productivity-conscious sewing factory in the improvement of production efficiency while making consultations. For providing such supports, our company has 9 IEs (Industrial Engineers) in China (2 Japanese staffers and 7 Chinese staffers). In China, our company has a sales staff of 186 persons and will set up 10 new marketing bases within this year to have 35 bases in total. New bases will be set up not only in the inland region, but also at new sewing locations along the coastal zone. By setting up our bases closer to customers, we will provide better support."