

REPORT ON TEXTILE SECTOR OF FRANCE



- ⇒ Textile Machinery
- ⇒ Home Textile
- ⇒ Ethnic wears
- ⇒ Fabrics
- ⇒ Garments
- ⇒ Fibre

TEXTILE SECTOR OF FRANCE



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OVERVIEW OF FRENCH TEXTILE SECTOR

France is the known for its high quality cloth and garments across the globe. In year 2017 the Textile production of France was \$18 billion which accounted for almost to 1.0 % of the total GDP of (\$ 2,225,260 Million). Total exports of textiles products stood at \$ 11 billion which accounted for 3.5 % of total French exports of US \$ 522.8 billion against 21 billion dollars for imports in 2017.

2. The contribution of the textile sector to the country's GDP is almost 1.1 %. Some key statistics are as follow: -

- Approximately 548 companies averaging 20 employees, employees a total workforce of 58,240 persons.
- The majority of the active textile companies in France are located in the regions of Alsace , Champagne-Ardenne , Lorraine , Midi-Pyrenees , Nord-Pas-de-Calais , Normandy, Rhône-Alpes.
- The French textiles market remains a highly-developed, mature market with many domestic and international players. It is mainly divided into:
 - Apparel accounts for 43.9% of the market's total value,
 - fabrics represent about 30%.
- The industry in France, although large, is dominated by several small, niche companies selling a small quantity of highly technical and high value products.
- Mainly textiles products are distributed through:
 - specialized chains (23%),
 - independent sellers (13%),
 - and super/hypermarkets (14%).
- Major textile suppliers to France are:
 - China,
 - Italy,
 - Bangladesh,
 - Turkey,
 - India,
 - Germany,
 - Tunisia,
 - Belgium,
 - Portugal,
 - Pakistan.

3. FRANCE TEXTILE SECTOR'S OVERVIEW:

Figures in US \$ Billion

	2015	2016	2017	2018 (Estimated)
Total Local Production	18,230	18,590	18,600	18,700
Total Exports	11,950	11,600	11,700	11,700
Total Imports	20,970	21,390	21,420	21,800
Total Market Size	27,250	28,380	28,320	28800
Exchange Rate 1 Euro	USD 1.1095	USD1.1069	USD1.1297	USD1.230

(total market size = (total local production + imports) - exports)
 Source: The French trade Association for the Textile Industry ,UIT
 Statistical import figures including French customs classification
 NO. 61- 62 - 63.

4. EXPORTS:

The value of exported Textile products amounts to €14 billion in year 2017 accounting for 3 % of total French exports. Demand is strong in the Italy, Spain Belgium and the United Kingdom.

France Total Textiles Exports			
Category of product	2016 Billion \$	2017 Billion \$	% Change
Total Textile Exports	13.92	14.32	2.87 %
Total Exports	453.30	473.59	4.47 %
% of total French Exports	3.07 %	3.02 %	

France Exports of Textiles to EU countries			France Exports of Textiles to non-EU countries		
2016 Billion \$	2017 Billion \$	% Change	2016 Billion \$	2017 Billion \$	% Change
9.08	9.44	3.96 %	4.83	4.87	0.82 %

Exports of Textiles, Clothing, Leather and Footwear in France decreased to 1992 EUR Million in January from 2009 EUR Million in December of 2017. Exports of Textiles, Clothing, Leather and Footwear in France averaged 1485.10 EUR Million from year 2000 till 2017.

5. IMPORTS:

Imports of Textiles, Clothing, Leather and Footwear in France increased to 3348 EUR Million in January from 3112 EUR Million in December of 2017. Imports of Textiles, Clothing, Leather and Footwear in France averaged 2362.84 EUR Million from year 2000 until 2017.

Category of product	France Total Textiles Imports		
	2016 Billion \$	2017 Billion \$	% Change
Total Textile Imports	26.45	27.05	2.27 %
Total Imports	516.96	552.77	6.92 %
% of total French Imports	5.12 %	4.89 %	

France Imports of Textiles from EU countries			France Imports of Textiles to non-EU countries		
2016	2017	% change	2016	2017	% Change
Billion \$	Billion \$		Billion \$	Billion \$	
14.91	15.11	1.34 %	11.53	14.91	29.31 %

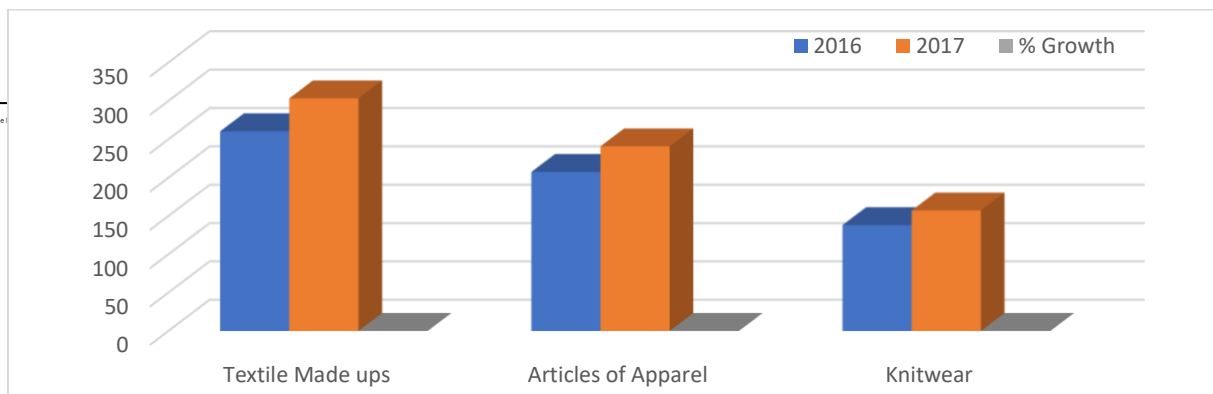
6. PAKISTAN-FRANCE TRADE OF TEXTILE PRODUCTS:

Pakistan's Textiles industry is well known in the EU and France for the quality of its products. Pakistani textile products are imported by many well-known French companies like Galleries Lafayette, Carrefour, L3C textiles, Elis, Orchestra and Auchan etc. However, there is a lot of room for enhancing the market share of Pakistan's Textile Industry in France especially by focusing on readymade apparel and garments which are value added products. Pakistan is already exporting ready-made garments to some famous French Brands like Celio, Orchestra, Kaibi, Okaidi etc. however, a huge potential exists in French garments market for Pakistani readymade garments.

7. PAKISTANI TEXTILES EXPORTS TO FRANCE:

(In Million US \$ by French Customs)

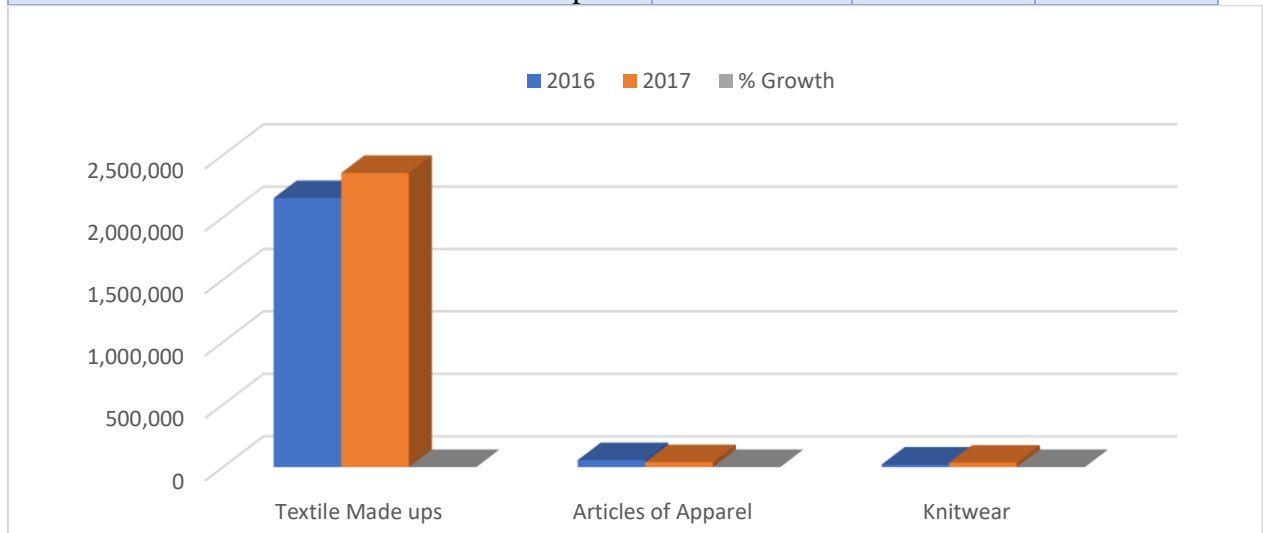
Sr. No	HS2	Sector/Product	2016	2017	% Growth
Pakistan's Total Exports to France			854.54	964.94	13.50 %
1	63	Textile Made ups	260.47	303.42	16.48 %
2	62	Articles of Apparel	207.53	240.90	16.07 %
3	61	Knitwear	138.26	157.30	13.77 %
Total			606.26	701.62	15.72 %



8. PAKISTANI TEXTILE IMPORTS FROM FRANCE:

(In US \$ by French Customs)

Sr. No	HS2	Sector/Product	2016	2017	% Growth
Pakistan's Total Imports from France			611.94	607.48	-0.74 %
1	63	Textile Made ups	2 154 822	2 356 272	9.34 %
2	62	Articles of Apparel	55 535	39 745	-28.43 %
3	61	Knitwear	20 424	35 585	74.23 %
Total textiles Imports			2 230 787	2 431 602	9 %



9. Major French Companies Doing Business With Pakistan in Textiles Sector:

There are hundreds of Textile companies and individual importers that are doing business with Pakistan, however, following are some of important companies doing business with Pakistan:

Name	Nature of Business
ELIS	European leader in Textile for health & hotel industry
TEDDY SMITH	Clothing store
CELIO INTERNATIONAL SA,	Garments Importer/ retail chain
LA HALLE	Textiles/Garments Importer/ retail chain
LA BLANCHE PORTE	Garments/ Home Textiles Importer
CARREFOUR	Retail Store
SOLO INVEST	Garments Importer / Clothing store
ORCHESTRA PREMAMAN	Garments Importer / retail chain
L3C SAS	Home Textile Importers
STOKOMANI	Retail Store
DOUBLE D IMPORT	Textiles/Garments
AUCHAN	Retail Store
ALSICO MEDICAL (HALBOUT SAS)	Work wear
SARL KAIBI	Garments & clothing store



10. TRADE FAIRS:

France is not only the most visited tourist destination in the world, it is also Europe's hub for b2b events/exhibitions each year over 1,600 fairs are organized in France, including more than 450 international trade shows open to the general public. These trade fairs present an excellent opportunity to our exporters to introduce Pakistani products. Thus, visiting and

especially participating in trade fairs is highly recommended as it is one of the most effective methods for testing market receptivity, obtaining market information and finding prospective business partners. The most relevant trade fairs in Textile Sector are:

- Texworld - Paris, France
- Premier Vision - Paris, France
- ~~Maison & Objet - Paris, France~~
- Who's Next Prêt-à-Porter - Paris, France
-

11. FUTURE COOPERATION:

Similarly, Pakistan needs cooperation in areas including;

- Pakistan needs to have access to new technologies developed/employed in textile sector in France.
- Work & seek assistance from French Textile Sector to develop new technologies to gain the competitive edge and learn the process value addition as per the market requirements.

12. REQUIREMENTS AND REGULATIONS FOR TEXTILE EXPORT TO FRANCE:

Pakistan enjoys preferential access to the European market since 2013, In December of 2013, Pakistan acquired the GSP plus status from the European Union, granting member states duty-free access to 96 percent of Pakistani exports to the EU. Pakistan was the second country in all of South and Southeast Asia to receive the trade advantage, giving it a 10 to 14 percent duty advantage over major regional competitors including China, India, Vietnam, Thailand, and Indonesia.


General Product Safety: The General Product Safety Directive (GPSD) states that all products marketed in the European Union must be safe to use, so that it forms a network for all legislation established for specific products and issues. Even if no specific legal requirements have been established for your product and its uses, the General Product Safety Directive still applies. If there are specific requirements applicable to bedspreads, the General Product Safety Directive applies in addition, covering all other safety aspects that may not have been described exclusively in the product's specific legal requirements.

Chemicals-Restricted Substances: The European Union has restricted a great number of chemicals in products that are marketed in Europe. These are listed in the REACH regulation. If you are dyeing fabrics, make sure to not use any of the azo dyes that release any of the 22 prohibited aromatic amines. The legislation lists the aromatic amines, not the azo dyes that release them. The vast majority of azo dyes are, therefore, legally acceptable.

Especially for professional use, for example in the hospitality sector, fabric need to be fireproof. However, several flame-retardants have been restricted by the European Union. The flame-retardants that have been restricted include Tris (2,3 dibromopropyl) phosphate (TRIS); Tris (aziridinyl) phosphineoxide (TEPA) and Polybromobiphenyles (PBB), which have been prohibited in products intended to come into contact with the skin.

Labelling - specific rules for textiles: Textiles should be labelled or marked, indicating their fibre composition. Textile labels should also be durable, tear resistant, easily legible, visible and accessible. The main purpose of the European Union's Textile Regulation is to ensure that

consumers, when purchasing textile products, are given an accurate indication of their fibre composition. There is no European Union-wide legislation on the use of symbols for washing instructions and other care aspects of textile articles, despite the importance given to that information by European consumers. Pakistani exporters are advised therefore to follow ISO standards in this matter.

 To export textiles to France, Pakistani companies need to have an agent / distributor or set up a subsidiary. There are no quotas for importing Pakistani textile, however, Pakistani companies need to be able to provide the certificate of origin of goods to customs.

13. EFFORTS FOR INCREASING TRADE IN TEXTILE SECTOR:

The mission has been making endeavours efforts to market Pakistani textiles products. In this regard, contact has been established with some of the largest importers of textile products in France.

A cursory look at the French market reveals that despite being a developed country, the local buying houses and chain stores prefer to do business with the local trading houses and brokers and avoid importing directly. This situation provides leverage to the middle men and subsequently the profits of Pakistani exporters are limited. With this in view, business communities from China and India made best use of this arrangement by opening up ware houses and multiple trade offices in France. Pakistani exporters should also consider opening ware houses and buying houses in France.

It has been observed that despite France being an important trading partner, very few trade delegations from the textile sector have visited through TDAP and other chambers. It is, therefore, suggested that at least 2 to 3 trade delegations should visit France every year. During these visits, meetings can be arranged with their French counterparts to explore possibilities of trade between them. Individual businessmen do visit France, a trade delegation would have greater impact.

France in general and Paris in particular is one of Europe's trading hubs. Each year many exhibitions in the field of Textiles are organized in Paris, some events on a bi-annual basis, some on annual and others held once in two years: Not only local buyers participate in these exhibitions but buyers from across Europe attend these exhibitions. Pakistan only participates in Texworld and limited participation in Premier vision(only in leather section). It is necessary that Pakistan should increase its presence in exhibitions held in to explore the potential of goods and services that Pakistan can offer in the field of Textile. The Commercial Section from time to time recommends participation of Pakistani businessmen in various trade fairs where Pakistan can participate at an official level, however, if the same is not feasible through TDAP, exporters should participate on their own. Textile exhibitions held in France are as follow;

The Mission in Paris is working on participation of Pakistan in one of the France largest and Europe's 2nd largest generalised exhibition "Foire de Paris" to promote and market "Made in Pakistan" goods and services to French people and businesses. The concept is to showcase a wide variety goods and services, including textile sector, to potential importers under one roof.

14. CONCLUSION:

There is a lot of scope of enhancing trade relations with France in the Textile sector.

There should be active participation in trade delegations comprising of businessmen from textile sector. Similarly, there should be more active and robust presence from Pakistan side in the textile Expos held in France.

Moreover, there is need to have more active collaboration with France as it has a very robust and advanced textile sector.



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One of the most effective ways of doing this is to promote our fashion industry in France since Paris is considered the hub of Fashion. Parys organized a fashion show at the Embassy of Pakistan, Paris to introduce Pakistani designers and fashion wear to French buyers. Commercial Section also facilitated a joint venture between a Pakistani textile company and a French company working in the fashion sector could result in developing a 'Made in Pakistan' Fashion brand in France which could give a tremendous boost to our exports.

The best opportunities in the textile sector are open to those Pakistani companies that can produce value added products especially in Garments and Denim.



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