The International Textile Manufacturers Federation (ITMF), Switzerland, will hold its 2010 Annual Conference in São Paulo, Brazil, October 17-19. Brazilian Textile and Apparel Industry Association (ABIT) President Aguinaldo Diniz Filho welcomes the readers of Textile World Asia to the congress, which will play a very important role for the Brazilian textile industry.

TW Asia: Mr. Diniz, what do you expect from the ITMF conference, and why should the delegates come to São Paulo?

Diniz: It is a big moment for the Brazilian textile industry because it will be an excellent opportunity to bring Brazilian producers and international producers together. It will be an honor to receive so many representatives of the textile world and to show some of the potential of the Brazilian textile sector. We also expect the conference to be extremely useful for everyone working very hard on the issues together with the ITMF board.
Attending the ITMF Annual Conference is always an opportunity to increase one’s network and stay up-to-date with global issues in the sector. Specifically in São Paulo, delegates will have a conference with a touch of Brazilian DNA. In addition to including issues about retail, sustainability and cases from Brazil and the world, we also hope to imprint the Brazilian style of receiving illustrious visitors and important business partners.

TW Asia: Do you see signs of economic recovery around the world?

Diniz: The USA is slowly beginning to recover, but there is still a lot of unemployment. The EU is still lagging behind, with some countries experiencing a strong recession. But the faster the American recovery takes place, the sooner it will pull others towards a more promising scenario.

TW Asia: What should people not miss when they come to São Paulo?

Diniz: Brazil has tremendous diversity. São Paulo is the largest city in South America. Thus, like the other great cities in the world, São Paulo offers a very great variety of restaurants, bars, museums, parks and neighborhoods characterized by different cultures and economic and artistic segments.
Brazil and Its Textile Industry

Brazil boasts an expanding textile and apparel industry and one of the fastest-growing economies worldwide.

By Jürg Rupp, Executive Editor • 撰文：翟立甫，执行编辑

The Brazilian textile and apparel industry comprises more than 30,000 companies in the textile and apparel sectors, generating some 14 million to 15 million jobs, both direct and indirect. Brazil is among the top 10 textile industry markets worldwide and among the top five as an apparel producer.

The Federative Republic of Brazil is the largest country in South America, and one of the richest countries in terms of natural resources, environment and wildlife. The Federation is formed by the union of the Federal District and 26 states.

Bright Future

Today, the Brazilian economy is the world’s eighth-largest by nominal gross domestic product (GDP) and the 10th-largest by purchasing power.
棉花及纺织品生产大国

巴西是第五大棉生产国，排在中国、印度、美国和巴基斯坦之后（见表1）。巴西的棉花每公顷单产非常高，特别是在Mato Grosso州。

由于购买了现代设备以及将技术发展应用到生产中，巴西纺织产业在不断增长。不过，更不用通过培训项目获得专业人才以及不断增长的生产力的推动。这一发展计划已经投入了超过80亿美元。它的目标是在全球化和市场竞争中将巴西的纺织产业打造得更强大。

巴西有近400万个环锭纺纱锭和33万个气流纺转杯在运行，它生产并消费了全球棉花作物的5%。巴西每年生产大约120万吨的棉花，并向印度尼西亚、巴基斯坦、日本和阿根廷出口近40万吨棉花。

世界棉花消费

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Source: USDA • 资料来源：美国农业部 Table 2 • 表2
and technical development applied to production, and also the promotion of its professionals through training programs and increasing productivity. This development program has already invested more than $8 billion. Its objective is to strengthen Brazil’s textile industry in the globalized and competitive market.

Brazil has around 4 million ring spindles and 330,000 rotors in operation. It produces and consumes 5 percent of the world’s total cotton crop. Producing approximately 1.2 million metric tons of cotton annually, Brazil exports almost 400,000 metric tons to Indonesia, Pakistan, Japan and Argentina.

**ABIT**

The Brazilian Textile and Apparel Industry Association (ABIT) represents the integration of the Brazilian textile chain. Founded in the early 1960s, ABIT sponsors companies in every segment in the textile industry, including cotton growing, synthetic raw materials, textile fibers, spinning, weaving, knitwear, dyeing, printing and apparel. ABIT participates actively in the evolution of the textile sector. A pioneer in the industrialization of Brazil, the textile sector stands out within the domestic economy. ABIT also coordinates relevant initiatives in the social and environmental arenas, besides sponsoring the sustainable growth of the industry.

**TexBrasil**

Created in 2001, the Brazilian Textile Chain Strategic Program (TexBrasil) states its mission is to support and prepare sector companies to present, in an organized way, Brazilian products in international markets. Using various tools and actions, it aims to increase the platform of Brazilian export companies, encouraging their inclusion in the global market.

In 2009, the total turnover for the textile sector was $47 billion, and exports exceeded $1.8 billion. During the same year, the sector generated a deficit of $1.5 billion and created more than 66,000 job openings. In terms of consumption, Brazil holds fifth place after China, India, Pakistan and Turkey.

**Ambitious Targets**

Intensely investing in the excellence of domestic production, the textile sector intends to expand its operations. The domestic Brazilian market comprises 190 million consumers. In addition, the textile sector aims to recover its 1-per cent share of the world market, which is equivalent to increasing the volume of exports to $4 billion per year. In 2010, the Brazilian textile industry expects to grow beyond the GDP and predicts an increase in consumption of textiles on the order of 12 percent.

These are ambitious targets, but by paving the way with adequate planning, such goals are surely compatible with the Brazilian reality. To achieve such aims, new investments in technology will be essential. Moreover, the country relies on the required managerial maturity besides the creativity of its professionals. Within such a context, it is essential for the textile sector to join efforts and multiply convergences and know-how. ABIT supports such missions and offers the Brazilian textile market all the necessary support to meet the above-mentioned goals.

**野心勃勃的目标**

国内生产的出色表现迎来了积极的投资，纺织行业正在不断扩大规模。巴西国内市场是全世界最大的市场之一，有1.9亿个消费者。此外，纺织行业致力于恢复它在全球市场1%的份额，这意味着它的出口额将增长到每年40亿美元。2010年，巴西纺织行业的增长速度预计将超过GDP，纺织品的消费增长率预计为12%。

这些是野心勃勃的目标，但是有充分的计划来铺路，这些目标与巴西的实际情况是完全吻合的，要达到这些目标，技术上的投资非常关键。此外，这个国家需要依靠必要的成熟管理，以及它的专业人才的创造性，因此，对于纺织行业齐心协力，将专业知识最大限度发挥出来非常重要，ABIT支持
Brazilian Cotton Exports
(millions of 480 lb-bales • 百万480 磅)

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Source: Análise das Informações de Comércio Exterior

Fashionable Brazil

But Brazil plays a growing role not only for cotton and apparel. To produce more value-added products, many Brazilian apparel producers are heading toward more fashionable fabrics and products. To support these activities, the second Première Brasil, a major Latin American textile industry event, took place in July 2010 at the Transamérica Expo Center in São Paulo. The show presented Fall/Winter 2011 collections of fabrics, yarns, fibers and accessories. It was supported by TexBrasil, the Brazilian Textile Chain Strategic Program developed by ABIT in partnership with Apex-Brasil, the Brazilian Association of Fashion Designers (ABEST) and Sinditêxtil-SP. The event is a joint venture between Paris-based Première Vision S.A. and Brazil-based Faggo Events.

The second edition gathered 67 exhibitors from eight countries, including Brazil, France, Spain, Italy, Turkey, England, Germany and Uruguay. Compared to the first edition, there was a 49-percent increase in the number of exhibitors.

Jacques Brunel, managing director, Première Vision Paris, said the event provided to Latin American countries an alignment with the international fashion calendar upon presenting one year in advance the range of colors and fabrics for future collections. Brunel also said the first Brazilian version of the event helped reinforce the perception of strengthening the market and the textile sector in Latin America, pointing to Brazil as a starting point for expansion.
执行董事Fernando Pimentel介绍巴西纺织行业以及ABIT在支持该产业发展中扮演的角色。

Executive Director Fernando Pimentel discusses the Brazilian textile industry and ABIT’s role in supporting its development.

撰文：霍立甫，执行编辑：Jürg Rupp, Executive Editor

ABIT's在巴西的责任
Role in Brazil

巴西纺织服装行业协会(ABIT)代表着整个巴西的纺织行业。ABIT成立于上个世纪60年代初，它代表了全国整个纺织产业链上直接或间接关联的近3万家企业。ABIT下属的行业委员会覆盖了以下方面：

- 机械、质量以及产生力/基础设施/标准;
- 财务和统计;
- 市场营销;
- 海外贸易;
- 纤维，包括棉、原毛、毛条及毛纱、长丝纤维;
- 原料，包括棉、人造纤维、粘胶纤维、亚麻、苎麻;
- 合成纤维变形工艺;
- 缝纫;
- 梭织，包括牛仔布;
- 针织;
- 经编;
- 制衣，以及
- 家纺，包括地毯和地毯。

Fernando Pimentel自2005年起成为该协会的执行董事，他从1976年开始就在纺织行业工作。他表示，ABIT的使命是支持巴西纺织行业的可持续发展，在政府层面以及国际组织中代表本行业利益，以及向大众宣传纺织行业。由ABIT赞助的ABIT时尚奖将各行各业中的重量级人物聚集到一起，展示巴西纺织企业所取得的杰出成绩。

推动国内纺织行业发展
《亚洲纺织世界》：Fernando Pimentel先生，你们是怎样推动巴西纺织产业？

Pimentel：2001年，ABIT在Apex-Brasil（巴西贸易及投资促进局）支持下，推出TexBrasil，这项活动的目的是在海外推广巴西的纺织产品。在全球市场推销巴西纺织产品的同时，TexBrasil也针对出口开发出一些战略性项目。通过相关的活动和课程激励巴西的企业扩大它们的出口，由TexBrasil开发的出口战略现在已经成为Apex的一项基准。

《亚洲纺织世界》：针对国内纺织行业ABIT有什么措施？

Pimentel：为了纺织行业能获得卓越表现，ABIT专门开发了

The Brazilian Textile and Apparel Industry Association (ABIT) represents the entire Brazilian textile industry. Founded in the early 1960s, ABIT sponsors some 30,000 companies directly or indirectly working for the whole textile production chain. The following aspects are covered within ABIT's sector committees:

- machinery, quality and productivity/infrastructure/standards;
- finance and statistics;
- marketing;
- foreign trade;
- fibers, including cotton, raw wool, wool tops and yarn, long staple fibers;
- spinning, including cotton, man-made, viscose, linen, ramie;
- texturizing;
- sewing threads;
- weaving, including denim;
- knitting;
- warp knitting;
- apparel; and
Promoting The Domestic Textile Industry

**TW Asia:** Fernando Pimentel, how do you promote Brazilian textiles?

**Pimentel:** In 2001 ABIT, supported by Apex-Brasil [Brazilian Trade and Investment Promotion Agency], launched TexBrasil, the trademark that promotes Brazilian textile products abroad. In parallel with promoting Brazilian textile products in the world market, TexBrasil develops strategic programs for exportation, stimulating Brazilian entrepreneurs through its activities and courses to increase their exports. The export strategies developed by TexBrasil have now become a benchmark for Apex.

**TW Asia:** What are ABIT’s activities for your domestic textile industry?

**Pimentel:** To achieve excellence within the textile sector, ABIT develops special professional training programs and supports social and environmental programs, among other activities.

**TW Asia:** What do you want to achieve as executive director?

**Pimentel:** My job is to promote, organize and propose programs to increase awareness of the Brazilian textile industry. It is important to know that ABIT is backed by 50 leaders from all sectors of the textile industry. The motto of the forthcoming ITMF conference in São Paulo — “Compliance, Sustainability and Profitability” — matches perfectly our own ABIT philosophy. All the small and mostly medium-sized member companies are called to work according to ethical, legal and sustainable standards.

Second-largest Industry

Brazil’s textile industry ranks second in importance behind the food and beverage industry. Seventeen percent of Brazil’s workers are involved in the textile industry, with 7 million working directly in the industry and 7 million to 8 million working indirectly as subcontractors and suppliers.

**TW Asia:** Is Brazil basically a cotton-growing country?

**Pimentel:** Up to now, one can say so. Sixty percent of all textile products are made of cotton. However, man-made fibers are processed more and more in Brazil — basically because of Petrobras, one of the country’s largest companies, producing domestic oil products. Therefore, man-made
Brazil's textile industry employs 17 percent of its workers, including 7 million working directly in the industry and some 7 million to 8 million subcontractors and suppliers.

The market grew 12 percent, with exports at 60 percent, and we have a lot of domestic consumption. The demand for labor is high, and we are investing in new machinery and equipment. The industry is growing rapidly, with new production lines being added. The demand for our products is strong, and we are looking to increase production to meet the growing demand.

**Market Questions**

**TW Asia**: How do you see the current market situation? Was Brazil hurt too by the financial crisis?

**Pimentel**: In the past, Brazil was not affected as much by the financial crisis as other countries. Our market is growing rapidly, and we are investing heavily in new machinery and equipment. The demand for our products is strong, and we are looking to increase production to meet the growing demand.

**TW Asia**: What is the key to your success?

**Pimentel**: The key to our success is our focus on quality and innovation. We are constantly investing in new machinery and equipment, and we are committed to providing our customers with the highest quality products.

**TW Asia**: What are your plans for the future?

**Pimentel**: Our plans for the future include expanding our production capacity, investing in new machinery and equipment, and increasing our market share. We are also looking to expand into new markets, such as the Middle East and Africa.
Pimentel: With other countries, we have a lot of advantages: stable economy, large amounts of raw materials, large labor force, open work environment. Brazil is a country with a large area, a large population, and a diverse culture. We have a unified language, but no conflicts; everyone has a clear understanding of laws and regulations. All these constitute a favorable investment environment.

**ITMF Annual Conference**

The idea to bring the 2010 ITMF Annual Conference to Brazil was developed by ITMF and ABIT to show the world how important the Brazilian textile industry is for the country as such.

**TW Asia: But you cannot only depend on the domestic market.**

Pimentel: Of course not. As mentioned above, if problems occur again, the Brazilian market will be under great pressure from foreign countries.

**Market Position**

**TW Asia: What are the main advantages for Brazil's textile industry?**

Pimentel: From raw material to the finished product, we have all production stages. Our machinery, equipment, and technology are up to date. Our domestic market has big development potential. The population is growing by 2 percent—2 million people—every year. The textile industry is growing, with a strong positive sector.

**TW Asia: Why should an entrepreneur invest in the Brazilian textile industry?**

Pimentel: We have a lot of advantages compared to other countries: a stable economy, a lot of different raw materials available, and a large workforce. Brazil is a democracy and a multi-ethnic society with no problems, and one single language with a clear rule for everybody. All this supports a favorable investment environment.

**TW Asia: What do you expect from the congress?**

Pimentel: On the one hand, this is a very important moment for the country to show the local authorities the importance of the textile industry. On the other hand, it is a platform to be accepted. However, we don't have an open door only for overcapacity production, but also for truly long-term investments. We can only say to the world: Here we are with open arms, but let's work together with equal social and environmental standards.

**TW Asia: And what do you expect from the congress for Brazil's textile industry?**

Pimentel: We expect many visitors to demonstrate the advantages of a production site in Brazil. We do a lot of promotion among young people, to show how attractive the textile industry is. This has to be done in a Brazilian way of life, and I welcome everyone to join us in October 2010 in São Paulo for the ITMF conference.