

A Brief Analysis of the 'Fancy' Transformation of Jiangsu Textile Industry

Fangzheng Tong, Liang Li*

Wuhan Textile University

Wuhan, China

*Corresponding author: Liang Li, liliang0728@126.com

Abstract—Entering the post quota era, China's textile industry will participate in economic globalization and international competition in a larger scope and deeper level, and face greater competitive pressure [1]. In recent years, Sino-US trade frictions have been escalating and the growth of the international market has slowed down. The export pressure of the textile industry will increase. Faced with all kinds of challenges, China's textile industry should speed up transformation and adjustment, respond positively to the new "one belt and one road" initiative of the country, and shift its vision and vision from traditional market to a more open world. In the construction of "one belt and one road", Jiangsu textile enterprises play an important role. The 'fancy transformation' of textile enterprises in Jiangsu Province emerged at the historic moment, making the traditional textile industry smarter, greener and more modern under the new situation.

Keywords—'Post quota era' [2]; 'Sino US trade' [3]; 'one belt and one road'; textile and garment industry; 'fancy' transformation [4]

I. INTRODUCTION

Under the changing situation at home and abroad, as a traditional enterprise with a long history in China and a pillar enterprise in Jiangsu Province, how to adapt to the times, transform wisdom and revitalize the vitality of textile enterprises is not only the concern of the state and enterprises, but also closely related to us as a new reserve in the field of textile. This summer vacation, the practice team of 'Fang Bian Qing Chun' of Wuhan Textile University carried out special investigation in Nanjing, Yangzhou, Changzhou, Wuxi and other places by visiting textile enterprises, interviewing employees and distributing questionnaires, and further discussed and analyzed the 'flower' transformation road of Jiangsu textile industry.

II. A BRIEF ANALYSIS OF THE PRESENT SITUATION OF TEXTILE INDUSTRY IN JIANGSU PROVINCE

Domestic situation, in recent years, China's textile industry is still adjusting the high-speed development, especially in

Jiangnan, Henan, Zhejiang, Fujian and other provinces, the momentum is even stronger[5]. At the same time, the development speed of Jiangsu textile industry has lagged behind the national average. The textile and apparel industry occupies an important position in Jiangsu economy in the medium and long term. However, the traditional textile and apparel market has been in a downturn in recent years. The advantages of price and human resources are "squeezed at both ends". There are more migrant workers, high labor costs and the export profit space is gradually shrinking.

The international situation and the escalation of Sino-US trade frictions are not enough to impact the textile industry in an all-round way at present, but the increasing uncertainty of the export environment will have a negative impact on the relevant international purchase orders, the orders of textile enterprises and the purchase of raw materials. Although the growth rate of China's textile and apparel exports to the United States, the European Union and Japan in 2018 is higher than that in the same period last year, the market demand is still on the rise. Expectations weakened. In addition to the deterioration of free trade environment, the overall growth rate of China's textile and apparel industry exports has downside risks.

Facing the tense situation at home and abroad, textile enterprises continue to develop, but they face many difficulties, such as lack of core technology, unreasonable industrial structure and growth mode, rising production costs, difficult capital operation, green trade barriers and textile quota restrictions. In order to get rid of the difficulties, how can Jiangsu textile industry better realize the "fancy" transformation.

III. JIANGSU PROVINCE TEXTILE INDUSTRY HOW TO ACHIEVE THE "FANCY" TRANSFORMATION

A. Adjust the Market Layout

Jiangsu textile, which is based on three export markets, Japan, the European Union, the United States, and the value of exports accounted for 16.8%, 15.4%, 14% of the total exports. Hubei, Shanghai and other places mainly in the domestic market, is still its textile main battleground, but the single market structure directly caused Jiangsu Province textile industry to rely on only one region or country, companies are facing an existential crisis. Therefore, we should actively

1. Philosophy and Social Sciences Research Project of Hubei Provincial Education Department in 2019: Research on Innovation of Practical Education System for Textile Science and Engineering under "Double First-Class" Construction(19G050).

2. The 2018 National Research Project of the Communist Youth League in Schools: Research on the Construction of College Student CYL Cadre Training System and Its Leading Role Based on Role Theory(2018LX164).

3. The achievement of WTU Instructor Studio.

respond to the implementation of the national "Belt and Road" policy, the "Belt and Road" along the national market, we can base on the existing foundation, vigorously explore and deep cultivation of South Asia, Central Asia and Central and Eastern Europe markets, start to focus on the development of ASEAN markets, Latin American markets, Russian markets, etc. , to form a new export market. By balancing the distribution of the global market, the sustainable development of China's textile industry can be achieved.

B. Standardize Production Methods, Environmental Protection and Energy Conservation, Green Development

In modern society more and more focus on green consumption and the country's green trade barriers continue to be severe, Jiangsu textile industry needs to form a green production concept, vigorously research and development of ecological, green textile brands, achieve that the production to sales are "green".

Take Suzhou Taihu chiffon as an example, the production target is set above the national standard, with 100 percent silk as a filler silk was unanimously recognized. In addition, the textile company also obtained the international eco-textile label certification, as well as the European market access certificate, effectively broke the green trade fortress restrictions. The team called 'Fang Bian Qing Chun' visited Jiangsu FeiLin Fiber Technology Company, one of its main raw fiber materials is plastic bottle. The recycling of a series of waste articles, such as mineral water bottles, the development of green printing and dyeing and its industrial water after the independent purification treatment of recycling, and gradually improve the green and efficient production system.

At the same time, with the support of national policies, in July 2017, the 'China Chemical Fiber Industry Green Development Action Plan' was released, the plan proposed that by 2020, the concept of green development has become a universal requirement of the whole process of chemical fiber industry production. Therefore, Jiangsu textile enterprises need to be based on standardized production, green design, green manufacturing, green procurement, green technology, green chemical fiber products, to obtain the certification of importing countries and effectively avoid trade barriers.

C. Strengthen the Construction of Independent Brands and Improve the Competitiveness of Enterprises

In recent years, consumer demand has changed from simple demand to 'technology, fashion, green' as the representative of the deeper consumer demand. Textile competition in Jiangsu Province, the same type of industrial zone concentration, product homogenization degree is more serious. In the enterprise price, products, channels more and more unable to achieve competitive advantage through differentiation, brand building, is to occupy a favorable position in the hearts of international consumers, to create a unique personality image. Export goods have no brand, like the international 'vagrants', neither identity, nor prospects, not to the future. The establishment of a brand, is the enterprise for their products issued an international "pass" and "passport", it protects their products from intellectual property infringement, and in the

competition with similar products made identification, forming a distinct personality, what's more, it represents and reflects the competitive advantage of the product.

Therefore, if the textile and garment industry wants to achieve high-quality development, strengthening brand building is the only way. For example, strengthen brand quality, improve multi-functional ecological fabric design and research and development capabilities, strengthen fashion design and regional characteristics, combined with current popular elements and cultural creativity, to achieve the in-depth integration of traditional culture and contemporary fashion, improve marketing and other high value chain integration, to achieve the overall level of supply chain improvement and balance ...

The team arrived in Jiangsu Yiren Chemical Fiber Company. Although it has been a listed company, covers an area and funds are strong, but the lack of independent brand research and development, causing products are mostly high imitation copies. This trip to a number of textile enterprises, whether it is fiber, denim fabric, or textile machinery enterprises, more for the introduction of raw materials and then processing, the general lack of independent brand construction, lack of products with Jiangsu characteristics.

D. Technological Transformation and Upgrading, the Introduction of Outstanding Talents, Accelerate New Product Development, Improve Product Value-added[6]

In the face of strong external competition, Jiangsu Province textile industry chain enterprises only to carry out transformation and upgrading, to "high-end" manufacturing step, with science and technology-enabled enterprise development, in order to re-emerge. The main factors restricting the development of intelligent manufacturing in the textile industry are the traditional industrial thinking of a large number of textile enterprises, the weak strength of textile science and technology talents and scientific and technological resources, insufficient investment in textile intelligent manufacturing research and development, weak basic capability of textile intelligent manufacturing hardware and software, and insufficient coordination across fields.

Speed up technological transformation and innovation, including the elimination of backward technology and equipment, accelerate the development of high-end textile machinery, to ensure the share of domestic equipment. Appropriate introduction of foreign advanced equipment, speed up the digestion and absorption of new technologies and re-innovation. The transformation and upgrading of textile raw materials is very important, 1.8 billion mu of arable land red line, first of all we need to ensure food, cotton cultivation will not expand will only decrease; There are 30-50 years that may dry up, and chemical fiber is neither green nor environmentally friendly. Therefore, to solve the problem of the transformation and upgrading of textile and sustainable development, considering the solution of raw materials is first. Can Jiangsu Province consider developing plants that do not require arable land and high-quality land, such as hemp and jute, in the wild and northwest of Jiangsu province to obtain a large number of cheap green textile raw materials?

IV. SUMMARY

After we chat with management personnel in-depth exchanges, found that there are the absence of textile professionals, low-educated skilled workers and other migrant workers occupy a larger proportion, Lack of strong professional research and development team and other series of problems, the need to train a certain degree of professional knowledge and research and development capabilities of highly educated personnel, enhance its reserve strength, inject new vitality.

Strengthen functional, differentiated and high-tech fiber materials, industrial textiles and other key technologies of research and development and industrialization, the development of personalized, fashionable, low-carbon green textile consumer goods, improve added value, to the high-end textiles.

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