

Project n° 598347-EPP-1-2018-1-ES-EPPKA2-CBHE-JP

FOSTEX - "Fostering innovation in the Jordan and Moroccan textile industry"

Field Survey Results

Garment & Textile Manufacturing Sector

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Department

Partner

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About the Survey

**Number of
Answered Surveys**

41

**Number of
Survey Questions**

16



About The Survey

Methods to Get Answers

(28) Surveys by Field Visits
(13) Surveys by E-mails & Phone Calls

Survey Main Parts

(5) Main Parts

- 1.General Information.**
- 2.Competitiveness, local sales & export.**
- 3.Needs & development activities.**
- 4.Collaboration with universities & scientific research centers.**
- 5. Mesicellenous & training needs.**

Team Members

Industrial Development Department - ACI

No.	Name
1	Eng. Fadel Al Labadi
2	Eng. Razan Al Khaza'aleh
3	Eng. Bashar Qteashat
4	Eng. Mohammad Abu Sailik
5	Mr. Amin Alasoufi

Indicator	Value
Number of Factories	1145 Manufacturing Enterprises Divided to: <ul style="list-style-type: none"> • 75 Medium & Large Enterprises/ Exporters • 1070 Small & Medium Enterprises
Number of Workers	73,148 Workers Divided to: <ul style="list-style-type: none"> • 19,500 Jordanians (7,7%) of Total Number of Workers (11%) of Total Number of Jordanian Workers • 53,648 Foreign Workers
Total Export	<ul style="list-style-type: none"> • 1,812 Billion US\$ • 27,5% of Total National Export
Registered Capital Volume	203 Million US\$

Main Products Categories

Men Wear , Women Wear

Special Garments, Sport Wear

Under Wear , Socks

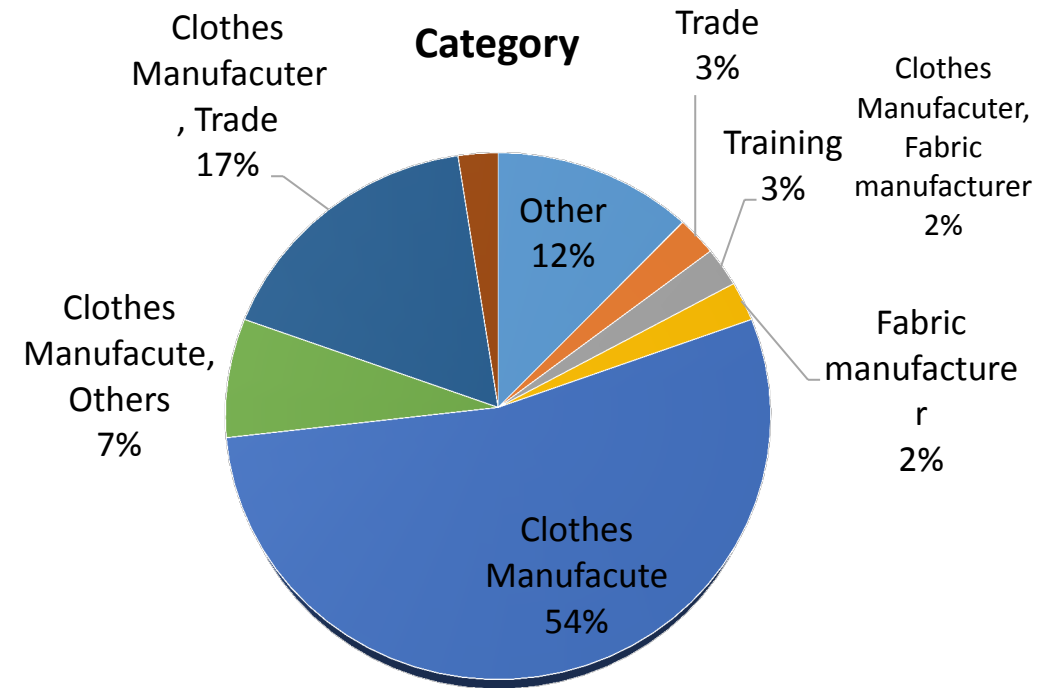
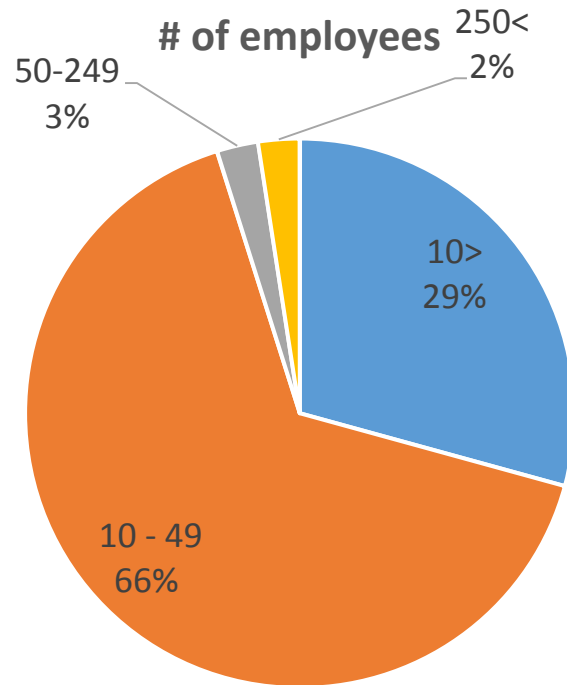
Bed Linen, Blankets & Curtains

Fabric (Limited Production)

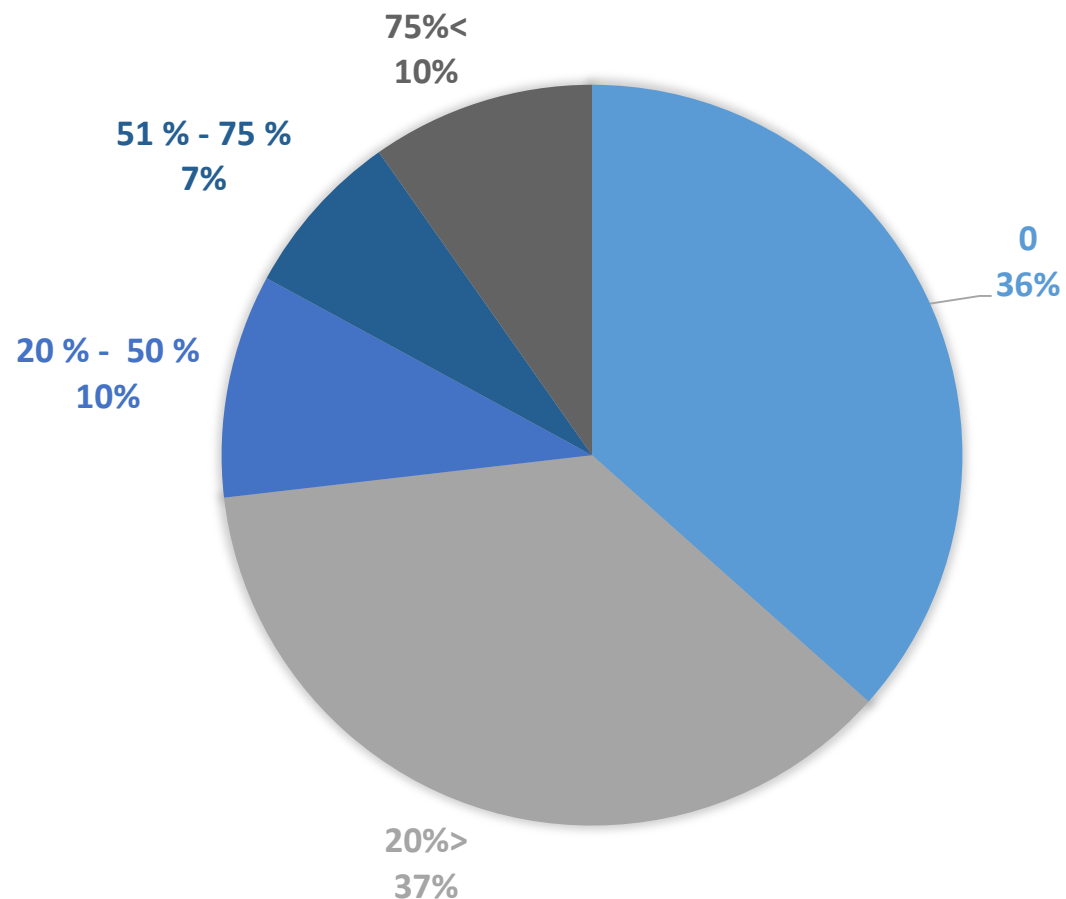
SURVEY RESULTS



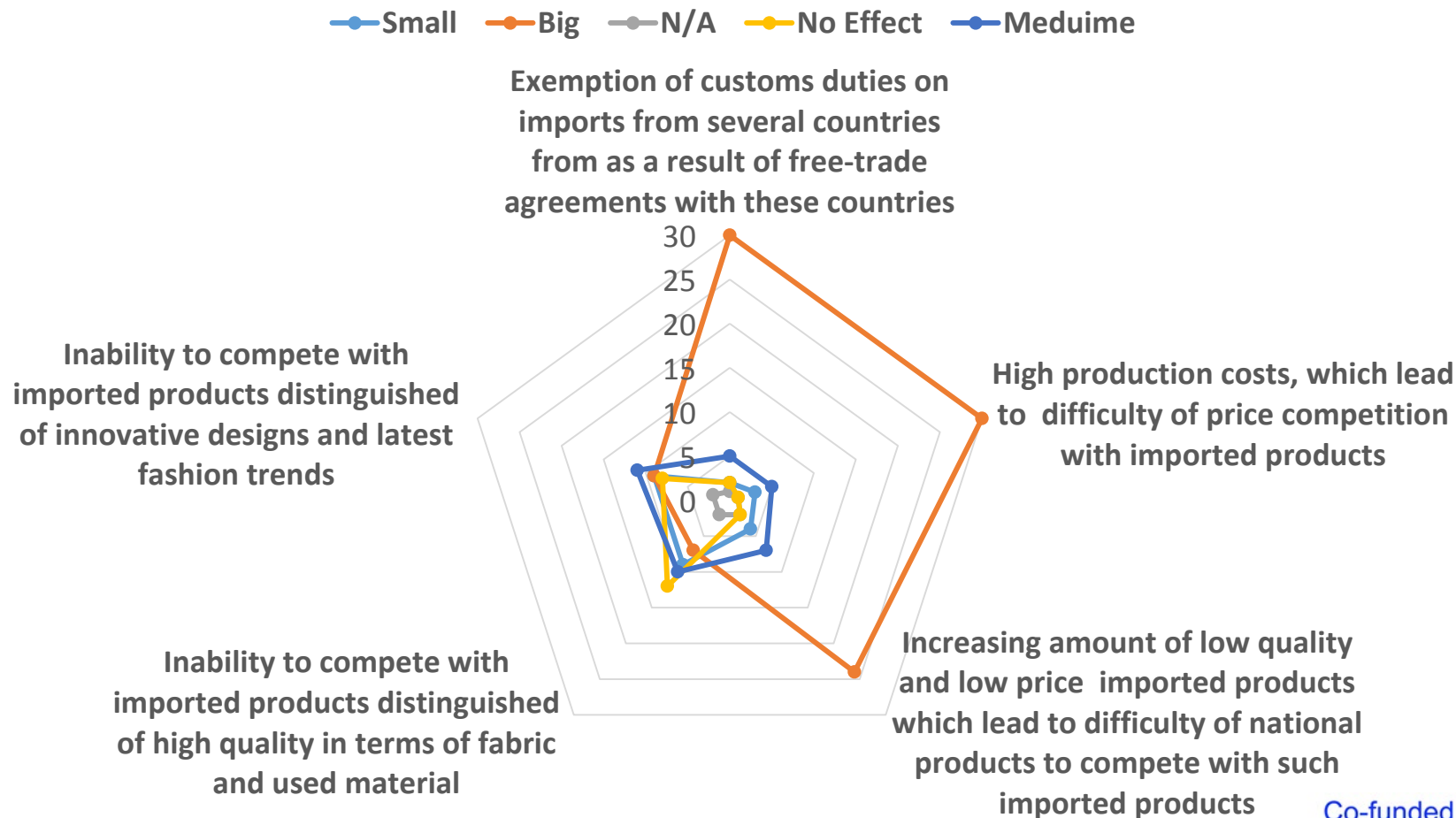
Categories of Enterprises



Export % to Total Sales



Factors Affecting on Competition and Local Sales



Top Factors Affecting on Competition and Local Sales

No.	Factor	Percentage of Replies
1	High production costs, which lead to difficulty of price competition with imported products	73%
2	Exemption of customs duties on imports from several countries as a result of free-trade agreements with these countries	73%
3	Increasing amount of low quality and low price imported products which lead to difficulty of national products to compete with such imported products	59%

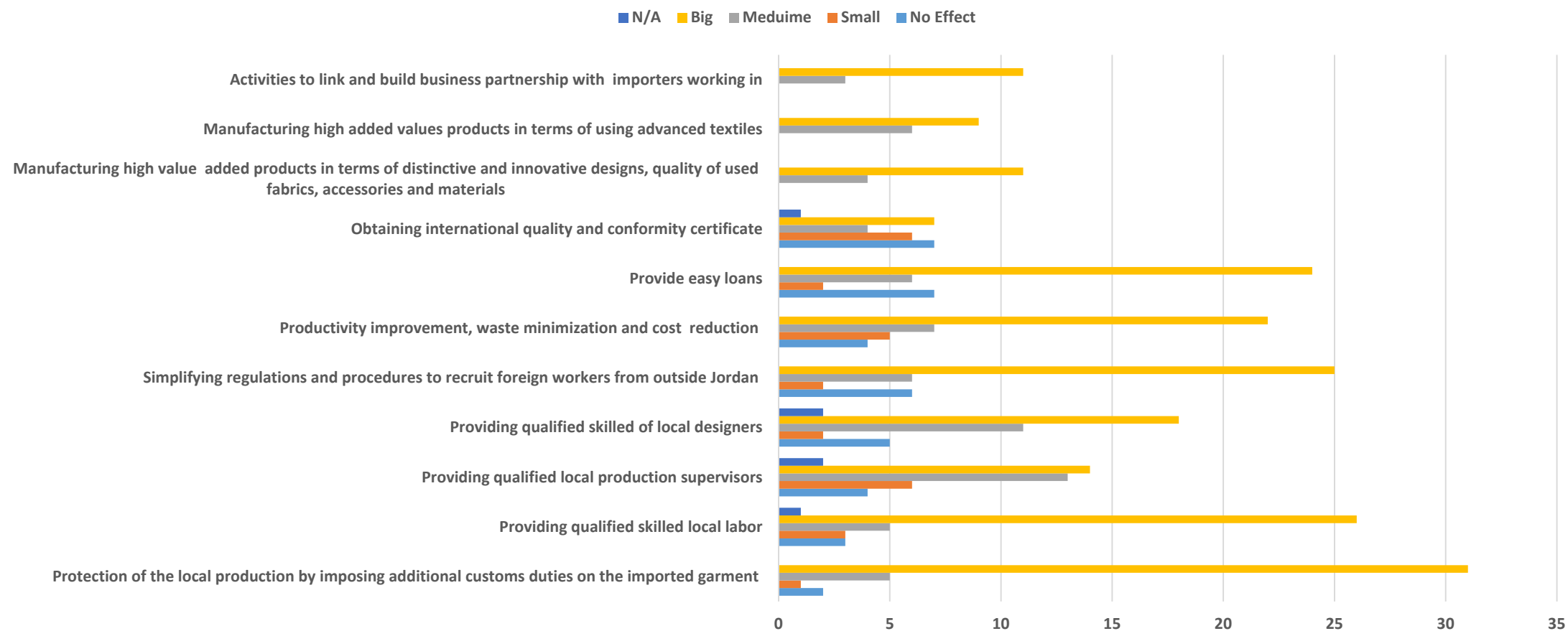
Factors Affecting on Export Competitiveness and Ability to Export to International Markets



Top Factors Affecting on Export Competitiveness and Ability to Export to International Markets

No.	Factor	Percentage of Replies
1	Prices of Products	68%
2	Availability of specialized information on export markets regarding competition status, export opportunities and distribution channels	54%
3	Promotion and marketing tools (participation in exhibitions, trade delegations or direct contacts with importers, ...etc.)	46%
4	The existence of free trade agreements between Jordan and the target export countries	44%

Needs to Develop Competitiveness in Local and International Markets



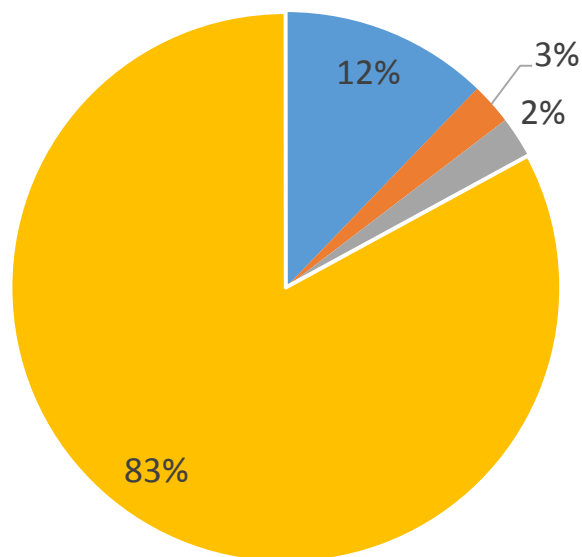
Priority Needs to Develop Competitiveness in Local and International Markets

No.	Factor	Percentage of Replies
1	Protection of the local production by imposing additional customs duties on the imported garment	%76
2	Providing qualified skilled local labor	%63
3	Simplifying regulations and procedures to recruit foreign workers from outside Jordan	%61
4	The existence of free trade agreements between Jordan and the target export countries	%59
5	Dealing with Arab importers working in the target export markets	%54

Summary of Collaboration with Universities and Scientific Research Centers

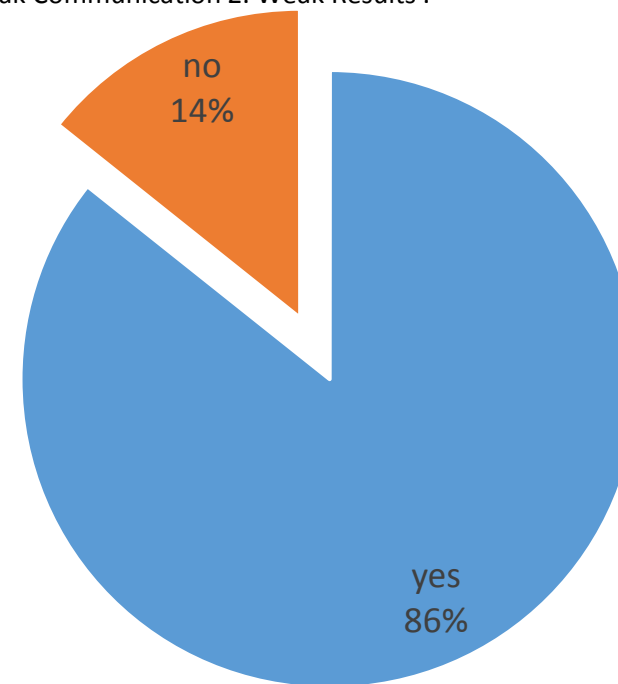
Only 7 replies on Collaboration

■ Only once ■ Limited ■ regularly ■ Non



Satisfaction

Reasons of Non Satisfaction
1. Weak Communication 2. Weak Results .



Summary of Collaboration with Universities and Scientific Research Centers

Fields of collaborations

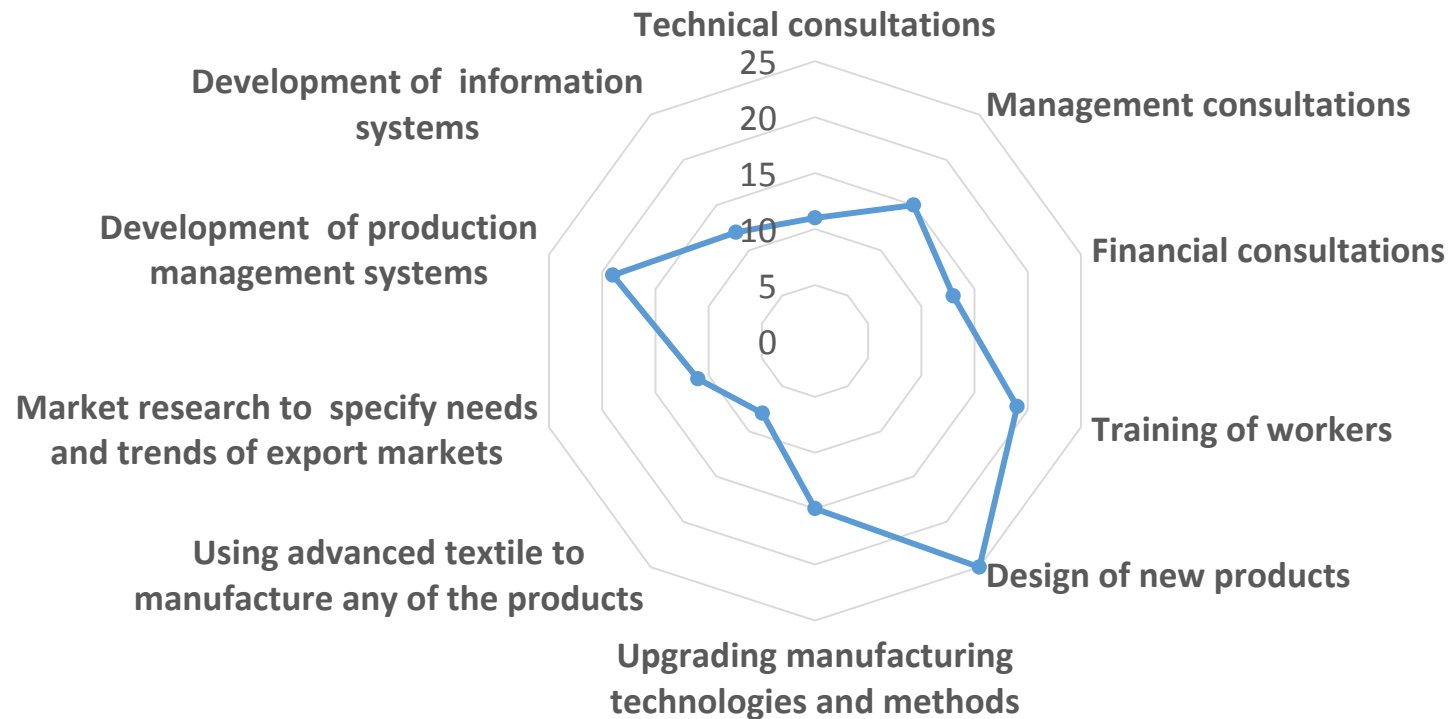
- Design and development of new products
- improving the existing products
- Productivity improvement, waste minimization and cost reduction
- Training of students

Funding:

- Self-funding
- National fund



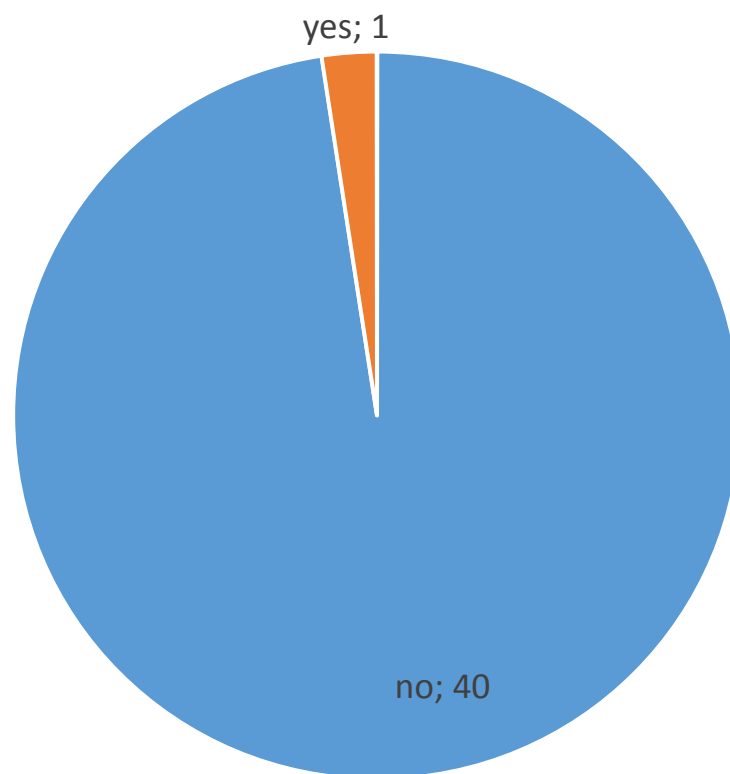
Activities Implemented to Improve Competitiveness During the Last (5) Years



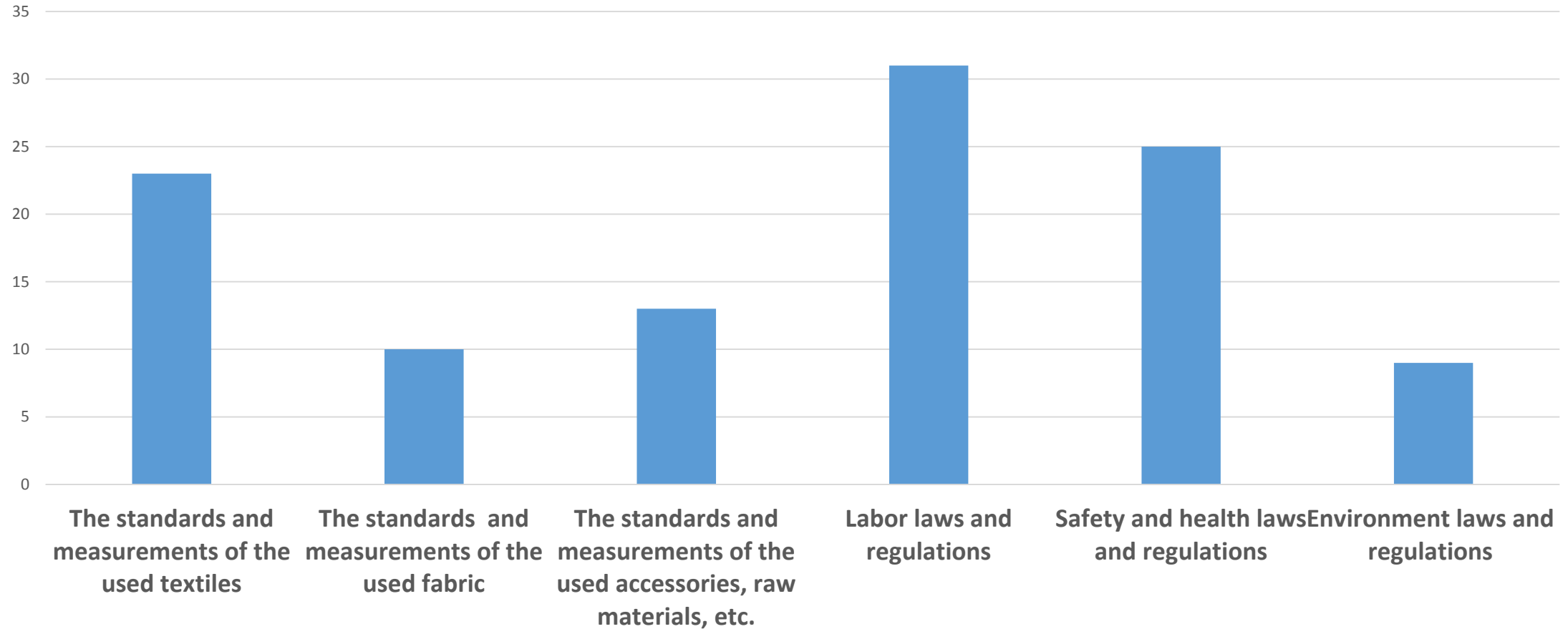
Top Activities Implemented to Improve Competitiveness During the Last (5) Years

No.	Factor	Percentage of Replies
1	Design of new products	61%
2	Development of production management systems	46%
3	Training of workers	46%
4	Upgrading manufacturing technologies and methods	37%
5	Management consultations	37%

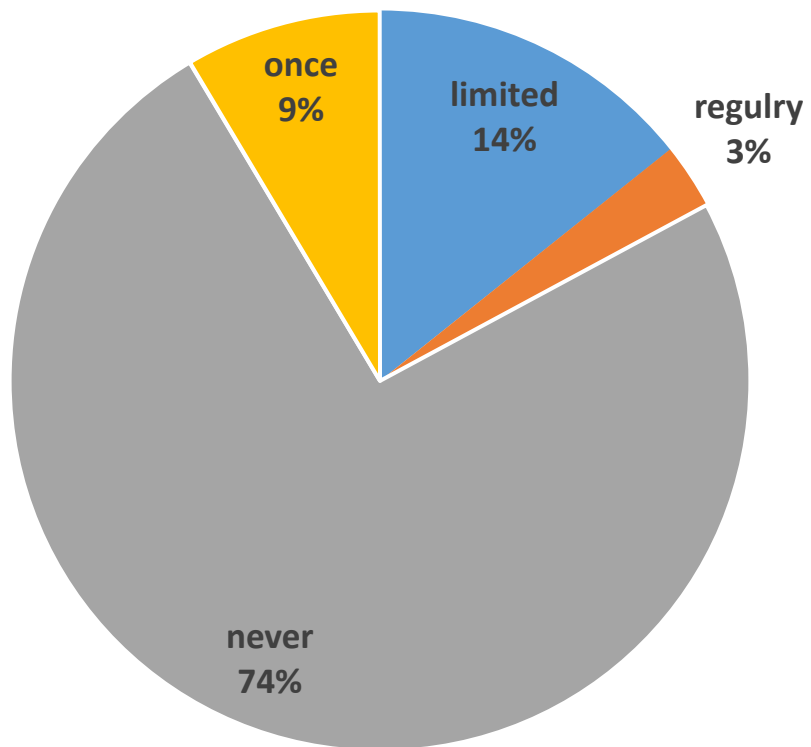
Please specify which Quality or Conformity Certificate did you Obtain?



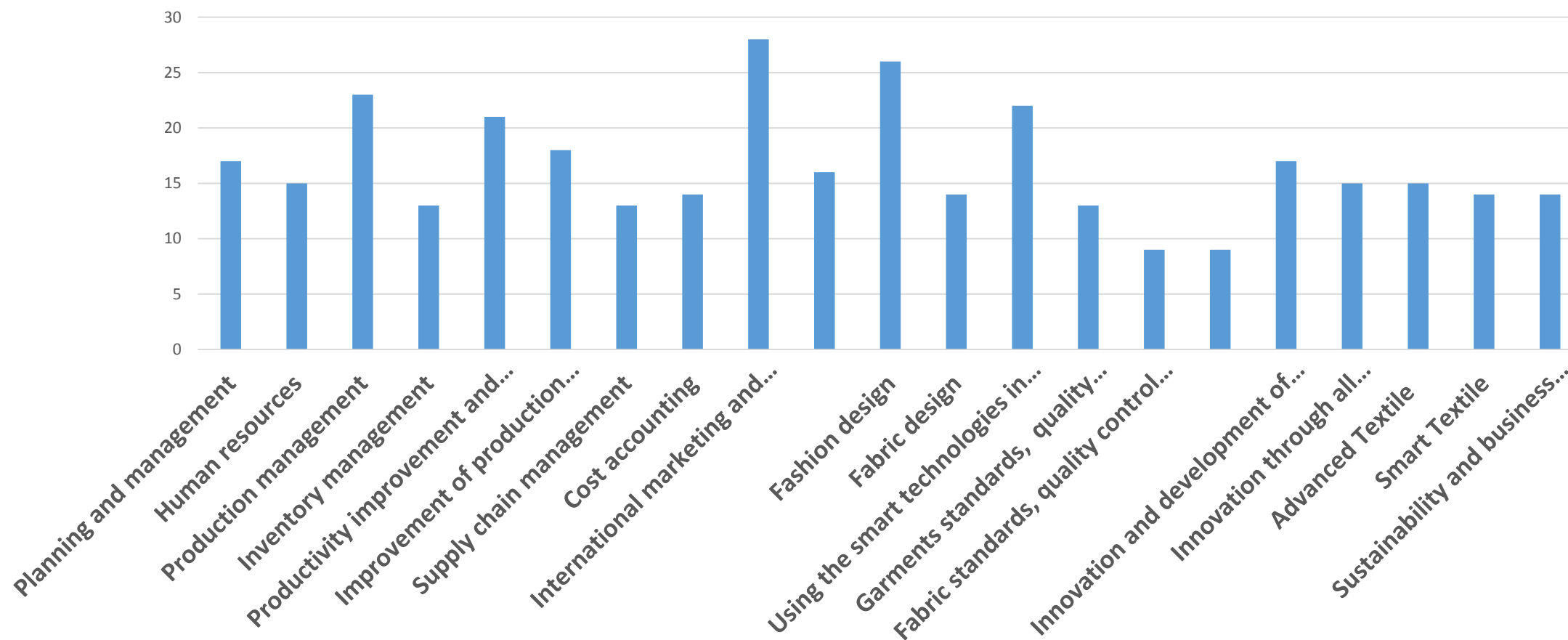
Awareness and Implementation of Regulations & Standards



Number of Laboratory Tests Applied on Fabric or any Production Inputs During the Year



Training Needs



Priority Training Needs

No.	Factor	Percentage of Replies
1	International marketing and business development	68%
2	Fashion design	63%
3	Production management	56%
4	Using the smart technologies in design (computers, machines, etc.)	54%
5	Productivity improvement and waste minimization	51%

Required Technical Tests

- Color fastness
- Composition
- Thread tension
- Dimension change
- Unti pilling

- Dye inspection
- Existence of defects
- Existence of external threads
- Existence of holes
- Sizes



CONCLUSIONS

- **MAIN CHALLENGES**
- **THE WAY FORWARD**



Main Challenges

Price Competition

- Critical Competition with Imported products due to:**
- Import to of low price and low quality products
 - Weak quality control on imports
 - High production cost

Labor

- High need for skilled local labor
- High need to recruit foreign labor

International Marketing & Export

1. Critical price competition
2. Lack of experience and knowledge in international markets
3. Lack of promotion activities

Main Challenges

Quality Control

- Low level of conducting laboratory tests
- Low level of international quality and conformity certification

Cooperation with Universities

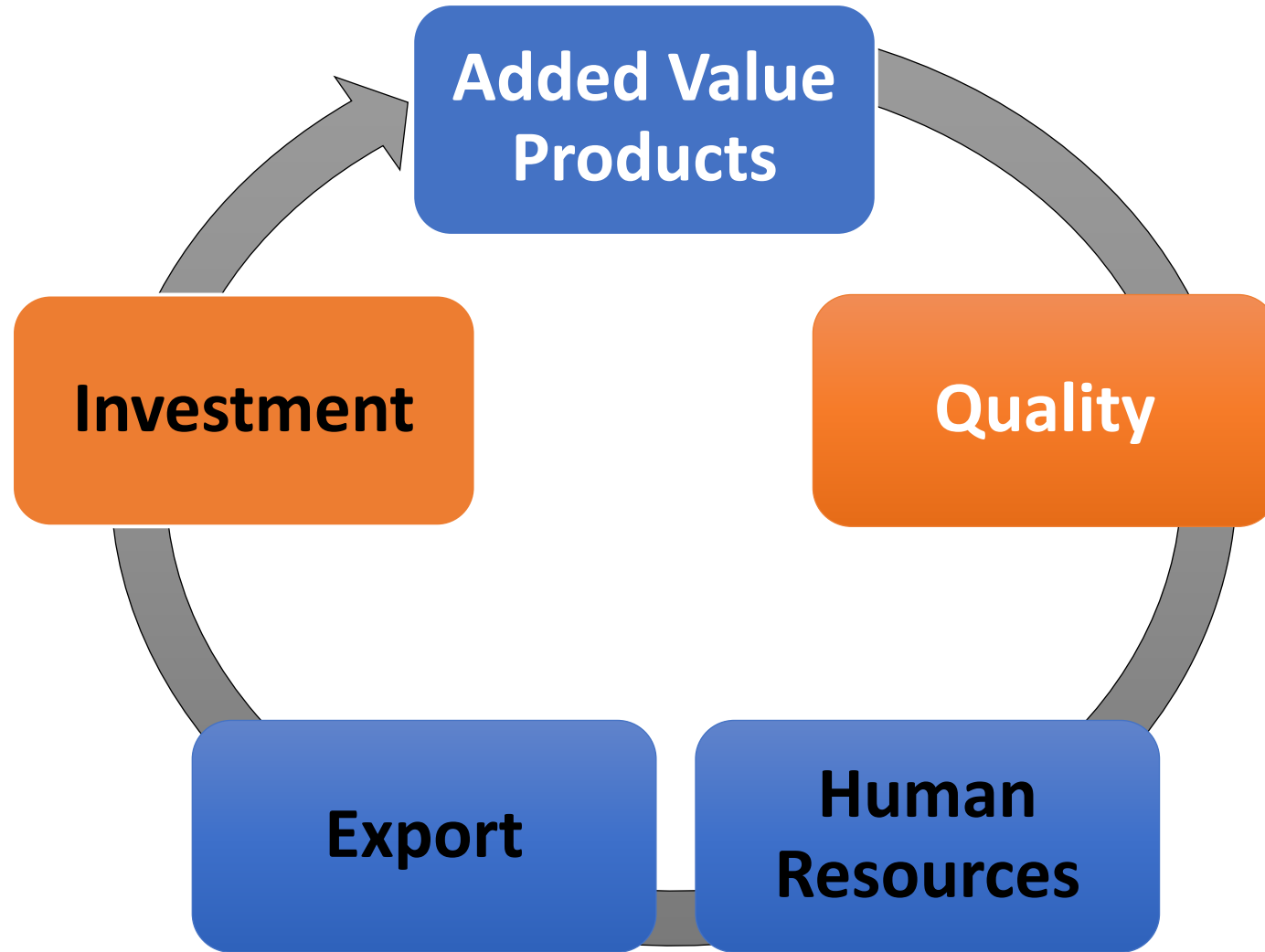
Low level of cooperation with universities and research centers

Development & Innovation

- Mainly limited to the area of Design
- Low level of upgrading manufacturing technologies
- Low level of innovation in terms of applied research or using advanced textile



Main Development Areas



The Way Forward

Policy Frame work

ACI is following several policy measures to minimize the impact of increasing imports on local production

Quality Awareness, Quality Infrastructure , Technical Consultancy & Short Term Training

1. Develop awareness & practices of testing fabric, production inputs and final products
2. Develop partnership and cooperation with the technical centers to be established at JUST and BAU through FOSTEX project

Competition

Human Resources

The Way Forward

Gradually shift segment of the garment & textile manufacturing segment from labor intensive and price based competition to quality and innovation based competition

- 1. Develop and organize specialized training courses focusing on quality, modern textile, innovation and management practices**
- 2. Develop community colleges educational programs and vocational training programs towards more competitive skilled graduates**

The Way Forward

Fashion Trends & Innovation

- 1. Encourage production of high added value products of distinguished design and complying with fashion trends**
- 2. Promote new innovative start ups**
- 3. Promote using advanced textile**



THANK YOU ...

