



The Global Textile and Apparel Team Members:

John Schmonsees*

Tel: 336.333.5345

Jennifer Harrington**

Tel: 202.482.0595

Leticia Arias

Tel: 310.235.7204

Larry Brill, OTEXA

Tel: 202.482.1856

Todd DeLelle

Tel: 202.482.4877

Bobby Hines

Tel: 213.894.4231

Kristin Houston

Tel: 949.660.1688, x314

Glenn Jackman

Tel: 919.733.2829

Mary Lynn Landgraf

Tel: 202.482.7909

Shirreef Loza

Tel: 919.281-2752

Linda Martinich

Tel: 202.482.3588

Patrice Mickens – FSS

Tel: 803.765.5345

Richard Stetson

Tel: 202.482.3400

Debbie Strader

Tel: 919.281.2751

George Thomas

Tel: 704.333.4886

Rochelle Williams

Tel: 619.557.5899

Jayne Woodward

Tel: 803.732.5214

Anastasia Xenias

Tel: 212.809.2685

*Team Leader

**Deputy Team Leader

<http://otexa.ita.doc.gov>
www.export.gov
www.ita.doc.gov/tic

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NC State University College of Textiles "Connects" NC Textile Industry - A new research project to develop a textile information warehouse was recently announced by Dr. Nancy Cassill, Ph.D., a professor at NCSU's College of Textiles. The information warehouse will "connect" textile product and market information from various government, industry, and academic sources to the N.C. textile complex. This project builds on the 2006 "State of the Union," research study, and provides a "next step" in assisting the N.C. textile complex to enhance its global market competitiveness. The Textile information Warehouse is in the form of a website that was built and will be maintained by the College of Textiles' personnel. The name of the website is Textile Connect, and can be found at the following two web addresses: www.nctextileconnect.com and www.textileconnect.com. The use of the two domains allows for the scope of the website to expand to connect information to all U.S. textile complex members resulting in additional benefits for the industry as a whole.



Gain access to over half of China's import market by taking advantage of opportunities in China's fastest growing cities! The U.S. Commercial Service and the S.C. Department of Commerce are planning a trade mission to China, November 1-11, 2007. The purpose of this mission is to introduce companies to the emerging markets in two of China's most dynamic cities, **Chongqing** and **Tianjin**. **One-on-one**

appointments with potential agents, distributors, etc. will be arranged for all mission members in these cities. In addition, members will have the opportunity to network with Chinese business and government leaders during stops in **Shanghai** and **Beijing**. Spaces are limited and the registration deadline is September 10, 2007. To request additional information, go to <http://www.buyusa.gov/southcarolina/china.html>. Questions? Contact Mission Organizer and Textile & Apparel Team Member Jayne Woodward, jayne.woodward@mail.doc.gov.



Jennifer Harrington



Kristin Houston



Bobby Hines



Leticia Arias

Team Members and IBP Support "Rings the Cash Register" for USA Hosiery "Made in America" Exhibit at Magic - Deputy Team Leader Jennifer Harrington, and team members Leticia Arias, Kristin Houston and Bobby Hines coordinated buyer - supplier matchmaker appointments of 106 buyer delegates from five countries in order to facilitate trade opportunities for the 24 Hosiery exhibitors and another 64 U.S. exhibitors at summer Magic Marketplace. The Hosiery Technology Center, Hickory, NC, was awarded a U.S. Department of Commerce, MDCP grant in order to support international trade initiatives for U.S. companies. The five country trade delegations were recruited and led by team members located in U.S. Embassies. Deputy Harrington manages the U.S. International Buyer Program at Magic Marketplace that serves as a conduit for supporting buyer delegations looking to do business with U.S. companies.

Team Members Present at Magic Marketplace - Team members Leticia Arias and Bobby Hines showed off their tradecraft skills making trade presentations at summer Magic Marketplace, Las Vegas. Their focus addressed trade issues affecting the textile and apparel industries and highlighted benefits of the Free Trade Agreements for the industry. Arias and Hines also provided trade counseling and client outreach support for U.S. exhibitors throughout the four-day exhibition.

The Global Textile and Apparel Team of the U.S. Department of Commerce, U.S. Commercial Service, supports the U.S. textile and apparel industries export initiatives by offering a portfolio of international trade and counseling services.

U.S. Department of Commerce Inks Deal with Outdoor Retailer

The competition was tough but Outdoor Retailer came up a winner. The U.S. Commerce Department, after sifting through more than 100 applications, has picked the OR expo to join its International Buyer Program.

Kristin Houston and Leticia Arias, both international trade specialists, spent Friday walking the floor after reviewing the program with Kenji Haroutunian, OR show director.

"Essentially this program helps manufacturers and other companies grab more market share in the international market—that's our bottom line mission," said Houston, who works out of the United States Export Assistance Center in Newport Beach, Calif.

This is good news for exhibitors, Haroutunian said, since only 28 shows are selected each year for the program.

"International trade is a critical issue for the industry," said Frank

Hugelmeyer, president and CEO of Outdoor Industry Association. "Outdoor companies are increasing their global exports; to be able to work with the Department of Commerce to



Show director Kenji Haroutunian meets with Leticia Arias (left) and Kristin Houston about International Buyer Program.

introduce more buyers to U.S. brands is a great opportunity for our industry. We are absolutely pleased that OR

Summer Market has been chosen for this program."

In addition to bringing qualified overseas buyers to OR, Commerce Department staff will help U.S. exhibitors, particularly smaller companies, with export advice and with information on how best to protect their brands from piracy and counterfeiting, Houston said.

OR staff will assist more than 160 trade specialists working worldwide at U.S. embassies or offices. Those specialists will then promote the Summer 2008 show to recruit overseas distributors and retail buyers.

Houston said Commerce Department specialists have lists of qualified retail stores in the outdoor market. They will contact them to gauge their interest in importing and selling American-

made gear.

Last year, Commerce Department staff qualified more than 125,000 potential buyers who attended U.S. trade shows. For example, several thousand overseas buyers were pre-qualified for Magic, a leading expo in the fashion and apparel industry, Houston said.

Jim Palmer, group marketing director, said Outdoor Retailer will supply translation services onsite, a special area will be set aside for international buyers, and a "match-making" room will be set up so manufacturers can talk one-on-one with buyers.

More than 95 percent of the world's consumers live outside the U.S. and more U.S. companies want to increase their international sales. Among the services the Commerce Department offers are customized briefings before business meetings, assistance with travel and visa issues, and also helping to set up videoconferences when meetings can't happen.

*The above article appeared on the front cover of **Outdoor Retailer Show Daily Magazine** on Saturday, August 11th.

Common Trade Concerns and Problems Experienced by U.S. Textile and Apparel Exporters

- Intellectual property infringement (counterfeit designs and trademarks)
- Unclear, overly burdensome or discriminatory customs procedures and charges
- Unnecessary and/or discriminatory product standards, certification and testing requirements
- Restrictive import licensing requirements and/or import bans
- Unfair practices related to foreign government tenders
- Unfair foreign pricing and government subsidies
- Payment concerns or problems with foreign customers

If you feel your company is being adversely affected by a foreign trade barrier or is experiencing a trade-related problem such as those listed above, you should contact Export Advantage. Export Advantage is an information resource for companies exporting U.S.-made textile and apparel products and is maintained by the Office of Textiles and Apparel (OTEXA), which is part of the U.S. Department of Commerce's International Trade Administration. For more information, go to:

<http://otexa.ita.doc.gov/> and click on the Export Advantage link.

Team Members Provide Global Experience at IFAI Annual Conference



George Thomas(c), Textile & Apparel Team member, is pictured above with John Schmonsees, team leader, and Kelly Edwards of Milliken & Co., in front of the U.S. Dept. of Commerce information booth at IFAI Annual Outlook Conference.

Textile & Apparel Team members served as program speakers, trade counselors and networked with over 100 members attending the recent annual IFAI Trade Conference. Trade topics included informative presentations on the global economy, Free Trade Agreements, global market expansion, and recent trade legislation.



Team member Mary Lynn Landgraf, provides a market update and trade tips for selling globally at IFAI Annual Outlook Conference.

Key Facts About U.S. Textiles:

- One of the largest manufacturing employers in the United States, the overall textile sector employed nearly one million workers (862,800) in 2006. Textile mills alone employed 356,700 workers.
- The U.S. is the 3rd largest exporter of textile products in the world - more than \$16.5 billion exported in 2006.
- Two-thirds of U.S. textile exports during 2006 went to developing countries. The U.S. textile industry exported to more than 50 countries, with 20 countries buying more than \$100 million a year.
- U.S. textile companies supply more than 8,000 different textile products a year to the U.S. military.
- U.S. textile shipments totaled \$67 billion in 2006.
- U.S. textile companies Invested more than \$8 billion in new plants and equipment from 2001 to 2005.
- The U.S. textile industry sector has increased productivity by 49 percent over the last 10 years and ranks third among all industrial sectors in productivity increases.
- In 2006, textile workers on average earned 117.4% more than clothing store workers (\$509 a week vs. \$234) and received health care and pension benefits.

(Source: National Coalition of Textile Organizations and US Department of Commerce Trade and Labor Statistics)

The Textile and Apparel Team Congratulates Team Member Dr. Anastasia Xenias who graduated in May 2007 from the Graduate School of Arts and Sciences of Columbia University in the City of New York, in the primary field of political science and minor field in economics. Her dissertation, *A Structural Theory of Currency Unions and Monetary Alliances*, explores systemic parameters under which we might expect future regional currencies in Latin America and Asia, following the example of the euro. She wrote under the direction of Professor Kenneth Waltz, one of the world's most prominent living political scientists.

Dr. Xenias has been with the Commercial Service in our New York Export Assistance Center for 12 years. She has worked with the textiles and apparel industries for over 9 of those years and is well known to many industry associations as a resource for firms in the fashion textile industry.



Mayer Joins Global Textile & Apparel Team

Catherine Mayer received a B.S. in Apparel Production Management from the Fashion Institute of Technology in New York in 1984. She worked in the apparel industry in New York in the capacity of patternmaker, industrial engineer, and technical manager, primarily in private label apparel product development and manufacturing. She attended graduate courses at New York University and was a member of the New York Fencer's Club.

After moving to Germany in 1992, Catherine received her German language certificate from the Goethe Institute and was employed as Technical Apparel Development Manager by a German apparel manufacturer. She has managed a corporate fashion department and worked as a teacher and translator as well.

Catherine joined the U.S. Commercial Service staff in Frankfurt in April of this year and assumed responsibility for the textile sector. She can be reached by email at Catherine.mayer@mail.doc.gov. Welcome, Catherine, to the Global Textile & Apparel Team!

For additional information on ***The Global Textile & Apparel Team*** or any articles in this newsletter, contact:

John Schmonsees, Team Leader: Tel: 336.333.5345, Fax: 336.333.5158, Email: John.Schmonsees@mail.doc.gov

Debbie Strader, Co-Editor: Tel: 919.281.2751, Fax: 919.281.2754, Email: Debbie.Strader@mail.doc.gov

Jayne Woodward, Co-Editor: Tel: 803.732-5214, Fax: 803.732-5241, Email: Jayne.Woodward@mail.doc.gov