

Analysis on the Export Situation of Suzhou Textile Industry

Qiuxia Gu, Mingyang Liu, Zhuqin Xiong

Business School (School of Quality Management and Standardization), Foshan University, Jiangwan Street, Chancheng District, Foshan 528000, China

Abstract: China has been famous for its textile industry since ancient times. Compared with other cities, the development of Suzhou's textile industry is far ahead. The development of Suzhou's textile industry started earlier and developed mature. After the reform and opening up, Suzhou is the first batch of textile export areas. Textile industry is the pillar industry of Suzhou, accounting for a large proportion in Suzhou's export trade. Taking Suzhou Textile as the research object, this paper first analyzes the export situation of Suzhou Textile products from three aspects: export overview, export regional distribution and main export product types. On the basis of analyzing the present situation, Suzhou textile has strong core competitiveness and insufficient production capacity. Green trade barriers increase; Independent innovation ability is not high, lack of brand awareness. Analyze the increase of production cost and low added value of products. Considering the problems, it is suggested to enhance the core competitiveness of products and improve production capacity. Reasonably avoid, establish and improve the early warning mechanism of green barrier. Improve brand awareness and independent innovation ability. Countermeasures and suggestions for the government to increase subsidies and improve the added value of products. Facing this situation, Suzhou municipal government, Suzhou Textile Industry and Suzhou textile enterprises need to actively respond and adjust their strategies in order to remain invincible in trade.

Keywords: Suzhou; Textile export; Development status; Independent brand.

1. Introduction

1.1. Research Background

China is a traditional textile country, China's textile industry has become an important industry of the country after a long period of accumulation and precipitation, and has made great contributions to the prosperity and development of the national economy. Suzhou is the main region for textile exports in China, not only has a strong production base, but also has received a lot of support in terms of resource costs. After 1978, Suzhou immediately looked for opportunities to enter the world market, and occupied a larger market opportunity, the amount of textile exports is also increasing year by year, textile industry is one of the main export industries of Suzhou, in promoting economic and social development, improving people's livelihood, promoting urbanization, increasing employment also played an important role.

However, in recent years, due to backward equipment, lack of product brand awareness, excessive reliance on foreign production technology, lack of innovation and research and development, etc., the advantages of its products in the international market have become less and less obvious, and the epidemic and exchange rate fluctuations have further affected the export of Suzhou textiles. The emergence of these problems has brought severe challenges to Suzhou textile exports, so Suzhou textile enterprises should focus on these problems to make corresponding adjustments and changes, in order to continuously promote the development of Suzhou textile industry.

1.2. Research significance

Under the background of economic globalization, Suzhou's textile industry has continued to grow. In recent years, Suzhou's textile exports have been expanding, production

capacity has been continuously improved, and brand awareness has also been significantly enhanced. Therefore, the analysis of Suzhou's textile industry is very important for improving Suzhou's textile industry.

This paper has certain research significance. First of all, through the analysis of the export status of Suzhou, the new trade concept is applied to the Suzhou textile trade industry, providing reasonable suggestions to Suzhou textile export enterprises in the rapid development stage, and continuing to improve the development system of Suzhou textile export trade. Secondly, this study has a positive effect and certain reference significance for the textile industry in other parts of the world and the promotion of the export of products from other industries in China to expand the international market share.

1.3. Literature review

American scholar Rather Luqman Jameel (2021) In the Sustainable practices in the textile industry Through the analysis of the current situation of the textile industry, a series of conclusions have been drawn. Textile enterprises can use reform and innovation in promoting the sustainable development of the textile industry. This approach can be beneficial to alleviate the plight of the textile industry[1]. Chen Xuandong, Memon Hifza A (2021) It is proposed that the future of the textile industry should be a circular economy and long-term sustainable development. So we want to use and reuse textile products as much as possible. Reallocate surplus or used textile scraps to new parallel markets and promote the renewable recycling of textiles to maximize their value[2].

Sanfifi (2020) Through analysis and research, it is concluded that Shaoxing textile industry has its own unique competitive advantage in the international market. Shaoxing Textile Industry's RCA index is above 12, which far exceeds

the average limit of 2.5, and much higher than the index of the world's major textile exporting countries, indicating that Shaoxing textile industry has strong competitiveness in the world[3].

Yang Yuansheng (2013) In "A Brief Analysis of the Impact and Countermeasures of China-EU Trade Friction on Zhejiang Textile Exports", it mainly analyzes the reasons for the difficulties in Zhejiang textile exports in the process of foreign exports, the types of trade barriers and related countermeasures[4]. FEI Jiali,JIANG Haoyu,FENG Yuan,LIN Jie (2019) Through the Porter diamond theory model to analyze the current situation of textile exports in Zhejiang Province, it is believed that the textile industry in Zhejiang Province should start from the aspects of promoting the collectivization and scale of enterprises, actively cultivating talents and exploring emerging markets, and promote the development of textile industry in Zhejiang Province[5].

Ji Yiqi (2015) Comparing China's textile exports with other countries, it is concluded that China has product advantages and highlights in the competition. In addition, SWTO's analysis method is used to analyze the pros and cons of the industry.SWOT analysis is a situation analysis, which is the idea of listing various major internal strengths, weaknesses, external opportunities, threats, etc. closely related to the research object, through investigation, and then using the idea of systematic analysis, Match various factors with each other and analyze, from which a series of corresponding conclusions are drawn[6].

Li Weiwu (2009) It is proposed that labor-intensive industries such as Suzhou textiles need to improve their supporting capacity through collective advantages, and at the same time, they cannot ignore the improvement and reform within the enterprise, so as to reduce the cost of export. These improvement measures can enhance the scientific and technological content of the entire industry's products, which is conducive to improving profits, opening up a broader market, and obtaining more market advantages[7].

Zeng Xiaoping, Sun Jie (2012) It is believed that the improvement of the current situation of the textile industry in Jiangsu Province should be solved from the two main bodies of enterprises and the government. The government should give capital expenditure, increase subsidies, and promote the development of cluster industries to provide a good international competitive environment for textiles. Enterprises themselves should actively respond to green trade barriers and increase the added value of products[8]. Li Wenwen (2021) It is proposed that under the new normal, textile enterprises should make the Internet and digital economy a new driving force for the development of the export textile industry. The progress of digital technology can promote the intelligent upgrading of industrial technology in the industry, carry out personalized and exclusive customized services, and improve the innovation and branding of the industry[9]. Zhao Yiqi, Sun Kaili (2013) Through the analysis of the output value and scale of Hebei textile industry, the problems of few well-known brands, low added value, high pressure of energy conservation and emission reduction, and backward equipment level of Hebei textile industry are put forward, and it is concluded that Hebei textile industry should start from the above aspects and actively promote the development of textile trade[10].

1.4. Theoretical basis

Export is a relatively simple and relatively common way to enter foreign markets, which can be divided into two ways: direct export and indirect export. Direct export refers to the export of multinational companies through agents entering the importing country or branches of the company abroad. Indirect export is the use of domestic distributors or agents to engage in export business. There are pros and cons to exporting. The advantages are low cost and low risk. Exporting products through independent foreign intermediaries is the easiest and least risky way for multinational enterprises to enter international markets. In this way, the concentration of products in a certain region and the relatively small amount of capital required avoids the enormous costs typically associated with manufacturing operations in the host country and thus minimizes market risk. At the same time, it is also highly flexible, and can also help companies gain experience curves and location economy. However, it also has many disadvantages. For example, first, it is not possible to grasp the local needs of the export target country in a timely and accurate manner. Second, high transportation costs may make exports uneconomical. Third, it is vulnerable to tariff and non-tariff barriers.

Export value refers to the total value of a country's exports of goods from domestic to foreign in a certain period of time, and we can measure the development of a product from the export amount and export quantity. Comparing the export value of each year, we can see whether the export of products is increasing or decreasing. If there is a decrease in exports, then enterprises must actively find out where the problem occurs and formulate corresponding measures to solve the problem. When analyzing the current situation of Suzhou's textile industry exports, the export value is a good reference data.

2. Analysis of the Export Status of Textile Industry in Suzhou

The textile industry is a traditional industry handed down from ancient times to the present in Suzhou. In ancient times, Suzhou City was known as "the Rao of Silk", and won the reputation of "10,000 horses at sunrise and clothes under the world". In recent years, Suzhou textile enterprises have continuously improved their production technology, improved the quality of products and integrated unique Chinese cultural elements into textiles, winning the favor of consumers in the market. With the reform and opening up, Suzhou's textile industry is no longer limited to the domestic market, and continues to expand international sales. In the following, we analyze the current situation of Suzhou's textile industry from three aspects.

2.1. Export overview

As can be seen from Table 2-1, the textile export value of Suzhou in 2016 was 1615691 US dollars; In 2017, Suzhou's textile exports amounted to US\$1831273, an increase of 13.3% over 2015; In 2018, Suzhou's textile exports amounted to US\$1905677, an increase of 4.1% over the previous year; In 2019, Suzhou's textile exports amounted to US\$1,855,000, down 1.1% from the previous year; In 2020, the textile export value of Suzhou was 1682081 million yuan, down 10.8% from the previous year.

Table 1. Export value of Suzhou textile industry from 2016 to 2020 (unit: US dollars).

year	Exports	Year-over-year growth (%)
2016	1615691	--
2017	1831273	13.3
2018	1905677	4.1
2019	1885000	-1.1
2020	1682081	-10.8

Source: Suzhou Statistical Yearbook data

From the data, we can see that in the year 2020, the export value of Suzhou's textile industry is not good. Not good mainly because of the global outbreak of COVID-19 at the beginning of 2020. The epidemic will first have a direct impact on a country's export trade. Although the World Health Organization does not agree to use the epidemic as a reason for countries to restrict foreign trade. However, out of panic about the epidemic, countries will take certain preventive measures against some countries with epidemics, and these measures will inevitably have an impact on the exports of these countries. Immigration control measures may increase the various costs of exported goods, and entry control measures will also cause trade in services exported by these countries to stagnate. Thus affecting the export of textiles in Suzhou.

In 2017, the export volume of Suzhou's textile industry increased mainly for the following three reasons. First, in this year, the global economy showed signs of improvement, the overall development of the domestic and foreign economies

was better, and the textile industry generally achieved stable operation. Second, Suzhou has held many textile culture festivals and characteristic towns to attract many foreign businessmen and promote the great spread of Suzhou's textile culture abroad. Third, Suzhou vigorously promotes cluster development, constantly increases the distinctive characteristics of Suzhou's textile and garment, and promotes the development of Suzhou's foreign trade.

2.2. Export regional distribution

As a pillar industry in Suzhou, the textile industry has a broad export market. As shown in Figure 2-1 Suzhou textile industry main export area distribution map, Suzhou textile industry exports to the United States accounted for the largest proportion, accounting for up to 50%, followed by Japan, accounting for 41%, the European Union ranked third, accounting for 8% of the entire proportion, ranked last is South Korea, exports accounted for 1%.

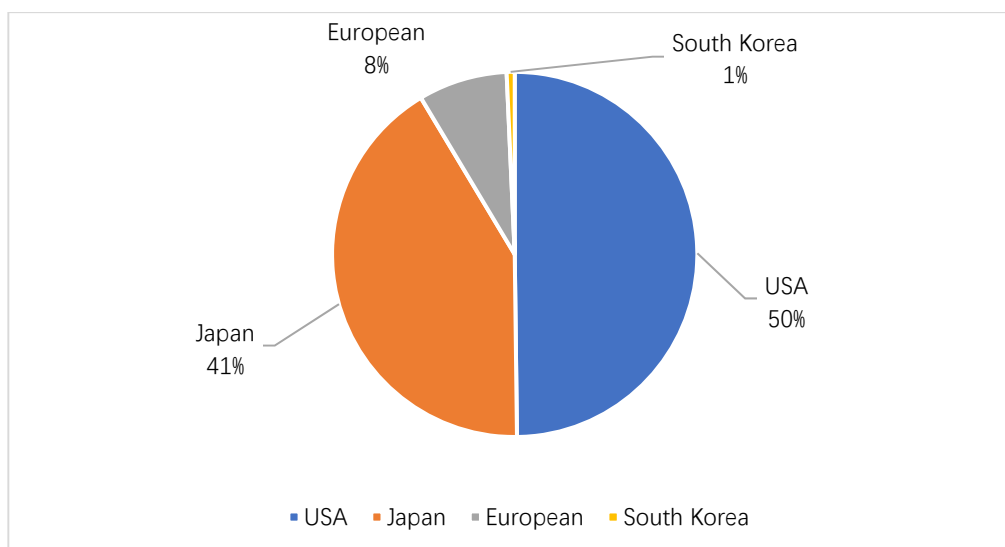


Figure 1. Suzhou textile industry main export area

Source: 2020 General Administration of Customs statistics

According to the above analysis, Suzhou exports the largest proportion of textile products to the United States. There are two main reasons. First, Americans have strong spending power. Textiles in Suzhou's textile industry are a necessity for people's lives, and the consumption is large and also meets the needs of American consumers. Therefore, Suzhou textiles are very popular in the American market. Second, the U.S. market is highly receptive. Every city in the United States has a variety of cultures and social customs. The products in Suzhou's textile industry are very stylish, and will be liked

and sought after by many American people of all ages and will not help but buy. Americans value the quality and brand of consumer products, especially the safety of consumer products. U.S. consumers have an obsession with the brands they consume. The reason why they buy branded products and are willing to pay more is because the brand of consumer goods is a disguised guarantee for them and reflects their consumer values. In recent years, Suzhou's textile industry has continuously improved the quality of goods and built brands according to the characteristics of the American

market, which has greatly promoted the rapid development of Suzhou's textile industry in the United States and occupied the American market.

Japan, as the second largest export region of Suzhou textiles, is also a huge market that cannot be ignored. As one of the world's economic powers, Japan's economic development can be said to be very rapid. In terms of culture, Japan and China have many similarities. This is very conducive to the development of Suzhou textiles in the Japanese market. Secondly, China is adjacent to Japan, which will reduce transportation costs, reduce the cost of products, increase the competitive advantage of textiles, and promote the development of Suzhou textiles in Japan.

2.3. Main types of products exported

Textiles can be divided into three types: household textiles, industrial textiles and clothing textiles. As shown in Figure 2-2, the highest proportion of Suzhou textile exports is clothing textiles, accounting for 81%, clothing textile exports can be subdivided into: men's clothing, women's clothing, infant clothing and clothing accessories, etc., of which women's clothing exports are the largest. In second place is home textiles, accounting for 16%, and home textile exports are subdivided into: bedding, kitchen supplies, fabrics, blankets, etc. Industrial textiles accounted for 3%, and exports were mainly divided into: yarn, thread, rayon, etc.

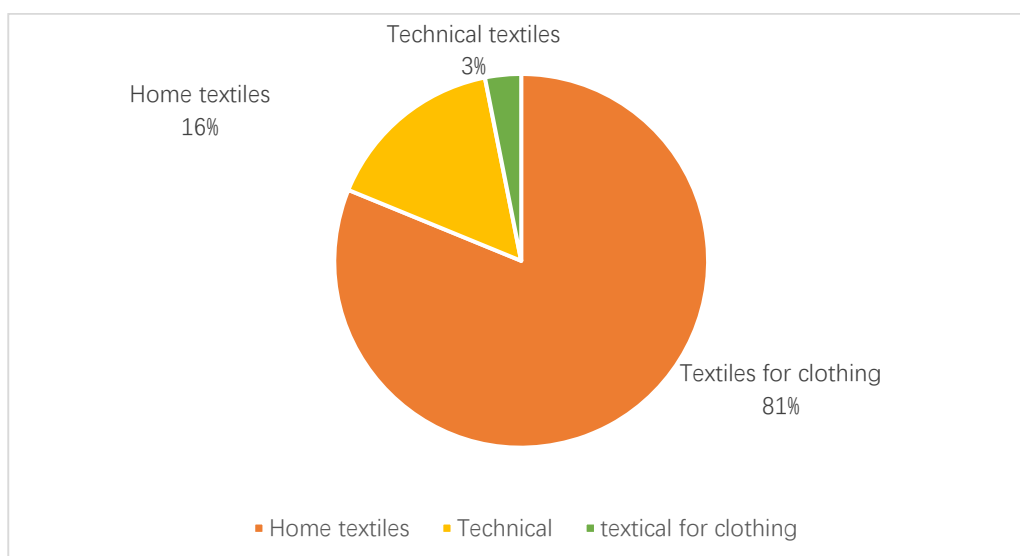


Figure 2. Suzhou textiles are the main export type

Source: 2020 General Administration of Customs statistics

In the above data analysis, it can be seen that the export volume of clothing textiles is the largest. In the past few years, Suzhou's garment industry has its own relatively mature industrial system chain, and the level of tailoring and clothing is constantly improving. Clothing is a necessity for people's lives, and the demand is relatively large. People's consciousness is also constantly changing, everyone likes to wear beautiful clothes and is willing to spend more money on clothes. At the same time, Suzhou's clothing products have high production efficiency and relatively low cost, resulting in Suzhou's clothing having an advantage in price and affecting consumers' choices. In recent years, Suzhou has also attached great importance to the quality of clothes and after-sales, which are conducive to the development of Suzhou's clothing in foreign markets.

Home textiles are also necessities of life, and the demand is relatively large. Home textiles can also be subdivided into curtains, backrest cushions, carpets, kitchen supplies, etc. As a large category of textiles, home textiles have an irreplaceable role in decorating homes. Today's home textiles have multi-functional consumption styles such as fashion, personality, and health, attracting more and more people to choose textiles to decorate their homes. Technical textiles refer to textiles used in factories or composite textiles for chemical use. These two types of Suzhou textiles meet the needs of the global market in terms of production technology and quality level, and promote the development of Suzhou textiles in foreign markets.

3. Analysis of Export Problems of Textile Industry in Suzhou

In the decades of training, the Suzhou textile industry, which has gradually formed a scale, has also become an important industrial branch of Suzhou, which not only contributes a huge export quantity and export value, but also promotes the significant growth of everyone's income in Suzhou, so it occupies an important position in Suzhou's economy. However, from the current situation, the development of Suzhou's textile industry is not so good.

3.1. Production costs are higher and the added value of products is low

The cost of textile production in Suzhou has been increasing in recent times. The main reasons are: First, the rapid economic development, Suzhou's wage level is increasing rapidly, but Suzhou's labor productivity is increasing very slowly. The textile industry is a relatively large number of workers, the number of workers is not only large, but also the working conditions and environment of the workers are more difficult, and because the long-term low profits of the textile industry determine that textile enterprises are difficult to provide better wages and benefits for their employees, so the textile industry has long been relatively low salaries, this problem continues to plague the textile industry in various enterprises, Moreover, the productivity of the

textile industry is low, and the low cost of manpower dividends on which the textile industry in Suzhou relies is no longer an advantage. Second, the cost of raw materials and environmental protection has increased. Many of the raw materials used by textile enterprises for production rely on foreign supply, but in recent years, the price of raw material imports has continued to rise, which has caused the production costs of textile enterprises to continue to increase. In recent years, the Chinese government has attached great importance to the issue of environmental governance. The textile industry seriously pollutes water resources, and most textile enterprises in Suzhou do not care about this environmental problem, and do not fully consider environmental protection and other factors when establishing factories to purchase equipment. This will bring environmental pressure to enterprises, and enterprises need to take relevant measures to change production methods and improve production technology, which will inevitably lead to an increase in production costs.

The added value of Suzhou products is also relatively low. At present, the processing trade of Suzhou textile is mainly engaged in the processing of low-level labor-intensive products, and the gold content of textile products is low. Suzhou textile enterprises have invested less energy and funds in independent research and development and innovation, and most of the advanced technology and high value-added production links are controlled by developed countries.

3.2. The core competitiveness is not strong and the production capacity is insufficient

Suzhou's textile industry lacks core competitiveness. First, the technical equipment is backward, and the development of new products is insufficient. According to relevant statistics, the three major textile industries (textile, garment and chemical) in Suzhou account for 61%, 28% and 11% respectively. In addition to the chemical fiber production technology and garment manufacturing equipment of major garment enterprises close to the international advanced level, the traditional spinning, weaving and dyeing technology lags behind the world's advanced level. Second, there is a lack of high-quality human resources. Most of the workers and management of textile enterprises lack the business experience and ability to compete across borders. At present, the most sought-after people in the textile industry are people who bring new energy and energy to the traditional textile industry, and will contribute to the innovation of the textile industry and promote its development.

The production capacity of Suzhou's textile industry is weak. First, the degree of industrial chain integration is not high. The entire textile industry chain lacks the cooperation and cooperation of various departments, and the related industries of textiles, such as chemical fiber, weaving, dyes, etc., have uneven technical levels, so the shortcomings of the industry will bring great trouble to the quality improvement of products of Suzhou textile enterprises. Second, the product structure is unreasonable. Although the structure of textile products has been continuously adjusted in recent years, there is still an unreasonable structure in the textile industry. The product structure is unreasonable, and the first manifestation is that the fabric structure of the three major categories is unreasonable. Third, the homogeneous grade is low, and there are few high-quality, personalized fabrics, which is difficult to meet the needs of the market.

3.3. The ability of independent innovation is not high, and there is a lack of brand awareness

First, the technical aspect. Many of the core technologies in processing still depend on large imports, which will make Suzhou Textile Company heavily dependent on foreign technology. Therefore, the research and development of China's textile-related support industries is always in a passive position. Second, textile machinery. High-end production equipment and important tools and components also need to be imported from abroad to China. Judging from the situation in recent years, more than half of the equipment in Suzhou textile factory is foreign goods. The research and development related to machinery and equipment of Suzhou textile enterprises is weak and cannot effectively support the production of textiles.

Suzhou Textiles lacks brand awareness in the market. Competition in the modern market is, in a broad sense, brand competition. Due to the lack of its own brand, most textile enterprises rely on contracting the processing trade of foreign enterprises to survive. This has formed such a phenomenon, Suzhou's textile and clothing output and export volume ranks ahead of the world, but these are in vain, did not form their own market, enterprises rely on cheap processing fees, so it is difficult to develop and grow. Therefore, this way of doing business greatly limits the further development of textiles.

3.4. Increased green trade barriers

Suzhou textiles need to comply with the relevant customs regulations and national policies of the trading country in the process of export, and the trading country may restrict the textile in order to protect the development and employment of related industries in their own country. In the face of the increasing reality of China's textile exports, some European and American countries will use measures such as technical barriers to restrict China. This will inevitably affect the export of Suzhou's textile industry. There are two main aspects in the restriction of textiles, on the one hand, the production process of textiles must meet the specific environmental indicator requirements set by foreign trade countries. Another final product cannot cause damage to the life and property of the consumer. These two aspects are, on the face of it, reasonable and normal requirements. But in fact, these are all disguised restrictions on China's exports by European and American countries, and they will also use various regulations to determine that our exports have violations and impose high taxes on textile exports; In addition, such cases take longer to adjudicate and not all of the alleged textiles in trade cases are successful and trade resumed. The unethical behavior of European and American countries has caused great obstacles to the export of Suzhou textiles.

4. Suzhou Textile Export Development Countermeasures

4.1. Reduce production costs and increase product added value

In view of the rising labor costs faced by Suzhou's textile industry, enterprises can improve the mechanization level of production and replace more labor by machines, which means that the labor costs of enterprises will be reduced. In addition, it is also suggested that enterprises pay more attention to the cultural construction of the enterprise itself to meet the

psychological needs of the company's workers, help employees realize personal and social value, and it is also very conducive to employees to dedicate themselves more to the enterprise and strive to achieve a harmonious labor-management relationship of co-construction, sharing and win-win. The increased costs due to the environmental pressures faced by the raw materials and textile industry can be mitigated by government subsidies, which must provide timely financial and technical support to reduce the value cost of enterprises.

Suzhou textile enterprises should also take the initiative to develop textile technology to enhance the value of products. Suzhou related enterprises should use their own resources to create good conditions for product research and development. Increasing the research and development of textiles can also combine some cultural elements, find more creativity, and integrate into products to increase the additional value of products.

4.2. Strengthen the core competitiveness of products and improve production capacity

We want to strengthen the core competitiveness of our products. First, update technical equipment and increase new product development. Suzhou textile enterprises should attach importance to the investment in technological transformation funds, and introduce foreign advanced processing equipment to upgrade the existing equipment level. It is also necessary to increase the development of new products and move to the high-end market. Developing new products can start on two levels. The first is the R&D center, which is mainly committed to major, forward-looking product technology research. Again creativity. Meet the needs of consumer groups of different levels and ages. Second, raise standards. Suzhou enterprises should actively change the current production stage, move towards the high-end production stage, improve production technology, and produce medium and high-end products. Third, Suzhou enterprises should implement the strategy of attracting talents and actively seek high-quality human resources. The status quo of the textile industry requires high, sophisticated and cutting-edge talents to change and promote. Actively introduce compound talents with rich experience in international business and skills that can adapt to fierce domestic and foreign market competition.

Suzhou textile enterprises should also improve their production capacity. We should optimize the industrial chain and improve the product structure. This requires the productive sector to keep abreast of up-to-date information on supply, demand, financing and government policy support systems in the market. By analyzing market information, we can reasonably optimize product structure and organize production, so as to optimize inventory. Plans for work on the market, rapid response mechanisms to ensure that products can be delivered on time; Reduce operating costs, shorten financing cycles, improve capital utilization and corporate profitability by minimizing circulation intermediaries. This reduces the company's debt and improves its financing capacity.

4.3. Improve the ability of independent innovation and enhance brand awareness

First of all, textile enterprises should pay attention to the development of their own technology and establish their own brand. Without such a breakthrough, it will be difficult to rise

quickly from the bottom of the production chain. The second is the innovation of marketing management. Textile enterprises should change their management concepts as soon as possible, set up adjustment groups from the bottom to the top, and carry out organizational changes. Finally, the integration and innovation of the industrial chain. There needs to be a finer division of labor in the social cooperation framework, and higher levels of investment in science and technology and capital in the core places. Suzhou textile enterprises should speed up the integration of information and brand management to find their own advantages. In addition, the capacity of enterprises is limited, and the government is also needed to play a leading role in guiding Suzhou textile enterprises to increase their international competitiveness at a high level.

At the same time, textile enterprises need to cultivate and strengthen their brand knowledge. A well-known brand is a means for a company to defeat competitors and gain a market. Brand concept is actually a hidden skill. Therefore, in the market, the quality concept of the enterprise must be transformed into the culture of the enterprise, the spirit of the enterprise. Correct brand awareness has the potential to guide companies to adopt useful brand plans, correctly formulate brand development plans, and achieve long-term success. Suzhou textile enterprises should regularly carry out reputation activities, make full use of various media, pay special attention to the brand strategy of enterprises in the textile and garment industry and the strategic thinking of brand products, promote brands, famous brand strategies, publicize brand information, etc. The government can provide enterprises with information on various types of brand best practices, continuously improve public awareness of brands, and create a conducive environment for brand development.

4.4. Reasonably circumvent, establish and improve the early warning mechanism of green barriers

First of all, from the perspective of the enterprises themselves, Suzhou textile enterprises cannot complain all day about foreign anti-trade policies or only hope to reduce the anti-trade measures of various countries through protests. We need to communicate effectively with industry associations and organizations, learn to use relevant international regulations and principles, and actively face rather than blindly evade, which is useless. At the same time, we must be good at using the expert power of the association to carry out timely and accurate filing and inspection of each order and each country of export to ensure that we will export in a fair trade environment. In the big database to collect information about various trade policies and production information of the entire world market, he is good at using big data to analyze relevant information and communicate with relevant government departments in a timely manner. So as to form friendly cooperation between the government, industry associations and enterprises. Since most of the Suzhou textile market is in the United States, Europe, Japan and other places, it is easy to produce contradictions in trade and it is not easy to solve. If commercial conflicts escalate into national political issues, it is likely to affect the friendly coexistence between the two countries. Therefore, Suzhou textile enterprises should expand their product coverage to the world market, introduce more to developing countries such as South America and Africa, and leave more choices and a way back.

In addition, the government must also play its role actively.

The government should take corresponding actions to urge textile enterprises to improve their own capabilities, do a good job in quality standards, and actively inspect and accept the situation. Governments should be good at using international rules to protect their textile industry. Actively promoting long-term cooperation between the two sides of the trade is beneficial to both parties.

5. Conclusion

In recent years, Suzhou's textile exports have shown a growth trend, and it has played an increasingly important role in the global textile market. Through the analysis of the current situation of Suzhou textile exports, it is found that there are many problems in the export of Suzhou textiles, which hinder the further development of Suzhou's textile industry. Therefore, we must actively solve these problems and promote the further development of textile enterprises. The following problems can be found in the analysis.

First, the core competitiveness of Suzhou textiles is not strong and the production capacity is insufficient. In view of this problem, enterprises should speed up the adjustment of the production process of enterprises, find favorable ways, and improve the status quo of enterprises. Second, the increase of green trade barriers in Suzhou's textile industry requires Suzhou textile enterprises to reasonably avoid and establish and improve the early warning mechanism of green barriers. Third, textile companies have little creativity and no awareness of product brands. Therefore, we need to enhance brand awareness and improve independent innovation capabilities. Fourth, the production cost of products is high and the added value is low. Companies should actively look for measures to reduce costs and increase the added value of their products, both from their own perspective and from the government.

Due to various factors, there are still some shortcomings in this study. First of all, because the data is not specific enough, it is impossible to analyze the main export areas and main export types of Suzhou textiles. Second, their own ability is not enough to analyze the current situation in depth, which

may affect the accuracy of countermeasures and suggestions. Therefore, a more comprehensive analysis of Suzhou textile exports will be made in the future. Further improve the international competitiveness of Suzhou textiles and promote the development of Suzhou textile industry.

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