

was sold in large quantities, the import of the sewing machine which is produced at the Chinese factory has increased so far.

In case of Japan, many sewing machines of which price is low are imported from not only China but also Thailand and Vietnam. The production of Jaguar, and Zeng Hsing in Vietnam factory are increasing than Chinese factory year by year.

The seventh place was Nigeria, and quantity recorded 391,343 units, showing increase of 8.7%, 31,366 units compared with the previous year.

The eighth place was India, and the quantity recorded 332,595 units, showing drastic

increase of 140.4%, 194,283 units compared with the previous year.

The ninth place was Brazil and the quantity recorded 321,876 units, showing increase of 14.0%, 39,665 units compared with the previous year.

The increase in the latest sewing machine demand of Brazil was remarkable, and the volume of import of the sewing machine in 2011 became twice a ratio of 2010.

Since then, this situation is continuing not only household sewing machine but also industrial sewing machine, and capital investment of the sewing factory is performed sharply. By the exchange rate of foreign cur-

rency, Brazil changes the import condition of goods.

When considering an exchange rate for US dollar in 2011, it is an appreciation of Real, and although it is never in a good situation, the import ratio in Brazil is increasing.

The tenth place was Indonesia and the quantity recorded 303,863 units, showing decrease of 3.4%, 10,486 units compared with the previous year.

Concerning other countries, when seeing the figure, Pakistan recorded a big import in this term. It recorded 179,982 units, showing drastic increase of 226.0% compared with the previous year. ■

Export Statistics for Taiwan-made Household Sewing Machine During January to December 2014

Decreasing 0.4%, 3,209 Units Compared with the Preceding Year

According to the Taiwan Customs Clearance Statistics for January to December 2014, the export of Taiwan-made household sewing machine to the whole world recorded 1,023,220 units, decreasing 0.4%, 3,209 units compared with the preceding year.

Taiwanese household sewing machine manufacturers have advanced to China and Vietnam as well as Japanese ones. Sunbeen, Zeng Hsing and Chin Crown built factories in China and Vietnam respectively.

Moreover, Japanese Brother, Juki, Janome, Jaguar, Aisin & Happy have assembly plants in China, Vietnam and Thailand. Furthermore, Zeng Hsing, Brother, Jaguar & Chin Crown have already completed assembly plants in Vietnam, and they have already started production several years ago.

Taiwan is proud of the best production site in the world so

far. Under the circumstances, 2014 decreased 0.4% compared with 2013.

But, though Zeng Hsing and Sunbeen have already transferred its production base to China and Vietnam, as for the production quantity in Taiwan, it is decreasing year by year.

The first place was Japan, and the quantity recorded 237,766 units, showing increase of 8.3% compared with the preceding year.

As for the sale of household sewing machine in Japan, a mail order by the TV is the main stream. As a result, because the sewing machine of which retail price is low was sold in large quantities, the import of the sewing machine which is produced at the Chinese factories has increased so far.

As a result, the sale of the Taiwan sewing machine which is medium class was decreased in 2011, but has increased from 2012 onward.

The second place was U.S.A. and the quantity recorded 175,843 units, showing increase of 1.4%, 2,462 units compared with the previous year.

In the case of U.S., it looks like the condition with Japan. When U.S. is roughly divided, there are two kinds of market that one is the market for the high class sewing machine like computer sewing machine, and other one is the market for low price sewing machine which is being sold at mass-merchandising stores and other super markets.

U.S. market in 2011 fell sharply by the influence of recession. And 2012 recovered a little bit compared with 2011.

The sale of high class computer sewing machine in U.S. market in 2012 is fairly well, and its sale of the sewing machine at retail price of around \$3,000 ~ 5,000 is advancing to favorable condition.

The third place was Germany,