

and the quantity recorded 107,234 units, showing sharp increase of 56.7%, 38,837 units compared with the previous year.

Germany is a country where it has much demand for sewing machine. However, import of the Taiwan sewing machine in 2010 was decrease of about 40% as compared with 2009.

For this reason, the decrease of demand of Taiwan-made sewing machine which is middle class was worried about the fall in Germany. However, 2011 became increase of 131% compared with last year. In 2013 and 2014, the general business in Germany recovers and possibly the demand of sewing machines might be increased.

The fourth place was Russia, and quantity recorded 78,102 units, showing decrease of 42.2%, 56,984 units compared with the previous year.

The import of household sewing machine from foreign coun-

tries to Russia in several years increased drastically on three-year continuation.

Because of that, an import from Taiwan in 2012 and 2013 drastically increased. This is considered that the foreign currency situation also improved at the same time the general demand of Russia increased.

The fifth place was U.K., and the quantity recorded 71,683 units, showing considerable increase of 49.7%, 23,822 units compared with previous year.

U.K. was a country where it has much demand for domestic sewing machines for many years. However, although the demand was decreasing every year, it increased from 2012 onward.

The sixth place was Netherlands, and the quality recorded 54,910 units, showing slight decrease of 16.4%, 10,716 units compared with the previous year.

The seventh place was Australia, and the quantity recorded

51,964 units, showing decrease of 7.9%, 3,184 units compared with previous year.

When the import quantity from overseas to Australia for the past few years is seen, it is maintaining the numbers of about 60,000 ~ 64,000 sets. So, the demand for sewing machine in Australia may be paused for a while.

The eighth place was Latvia, and the quantity recorded 33,591 units, showing decrease of 30.0%

Latvia is one of the Baltic States and is small market. When seeing the export units from Taiwan to Latvia, 2009 was only 4,000 units. In 2010, it recorded suddenly 38,075 units of the import which is the ratio of 10 times of the previous year.

Latvia is the country which belonged to the former Soviet Union Federation, and it can be considered to be re-exported to Russia or foreign countries from the country.

The ninth place was U.A.E., and quantity recorded 25,714 units, showing considerable increase of 68.9%, 10,494 units compared with the previous year. It may be said that a certain quantity of products is re-shipped to adjoining countries from this country as a hub of intermediate trade.

The tenth place was Canada, and the quantity recorded 24,188 units, showing decrease of 39.0% compared with the preceding year.

Canada was recorded the import of 45,300 units from Taiwan in 2010. However, the import from Taiwan has been decreasing every year. The demand of Canada did not decrease, but it is considered that the import from China increased.

In regard to other countries, Brazil imported 12,608 units and recorded the increase of 50.3% compared with the previous year. ■

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

Source of Data: Taiwan Directorial General Customs (Units)

Country	2012 Jan. - Dec.	2013 Jan. - Dec.	2014 Jan. - Dec.	Difference 2013/2014
Japan	215,853	219,371	237,766	+ 8.3%
U.S.A.	203,092	173,381	175,843	+ 1.4%
Germany	51,984	68,397	107,234	+ 56.7%
Russia	117,143	135,086	78,102	- 42.2%
U.K.	42,206	47,861	71,683	+ 49.7%
Netherlands	37,679	65,626	54,910	- 16.4%
Australia	64,057	48,150	51,964	+ 7.9%
Latvia	49,561	48,487	33,951	- 30.0%
U.A.E.	16,995	15,220	25,714	+ 68.9%
Canada	39,613	39,620	24,188	- 39.0%
Malaysia	12,175	11,980	14,235	+ 18.8%
Ukraine	21,665	31,041	14,234	- 54.2%
Brazil	15,714	8,384	12,608	+ 50.3%
Estonia	29,697	15,611	10,815	- 30.8%
Norway	12,724	10,705	10,193	- 4.8%
World Total	1,084,892	1,026,429	1,023,220	- 0.4%