

Study on the Transformation and Upgrading Path of Textile Industry in Xiqiao Town, Foshan City

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Abstract: Textile industry is an important pillar industry and traditional industry of people's livelihood in Xiqiao Town of Foshan City. As one of the tens of billions of industrial clusters in Foshan, how to further enlarge the industrial cluster and comprehensive driving effect, to drive the city's textile industry to improve the quality and efficiency, is an important practical topic facing Xiqiao Town textile industry to achieve sustainable development, which needs to be studied and solved urgently. In this paper, the development status of Xiqiao Town's textile industry is studied through field investigation and visiting, referring to relevant literature and historical data and other forms, and the main problems existing in the development process of Xiqiao Town's textile industry are deeply analyzed, so as to put forward some construction ideas and feasible measures conducive to the economic growth of Xiqiao Town and the transformation and upgrading of the textile industry.

1. Introduction

Xiqiao Town is located in the southwest of Nanhai District, Foshan City, Guangdong Province. It is a central town in the hinterland of the Pearl River Delta. The town covers an area of 176.63 square kilometers, and has jurisdiction over 33 villages (communities) with a permanent population of 364,000. Xiqiao Town has the reputation of "the best yarn in the world and silk in China". It is the hometown of Chinese textile and the famous town of Chinese fabric [1]. It is also one of the pilot areas of the country's comprehensive rural reform.

At present, many domestic experts and scholars have conducted extensive research on the transformation and upgrading of textile industry in Xiqiao Town of Foshan City and the realization of sustainable development in their own professional fields. For example, Zhang Zhengang and Jing Shilong, taking Xiqiao textile industry cluster as an example, have conducted in-depth research on the generic technology of industrial cluster in order to find the key breakthrough point to promote the upgrading of Xiqiao textile industry cluster [2]. For example, Wang Jun, Yue Fangmin et al. investigated the process of technical service organization of Xiqiao Textile Professional town in Nanhai, Guangdong Province to help enterprises form innovation ability, summarized three characteristics of Xiqiao technical service organization as an effective new product supplier, and then explained the stage and mechanism of the transformation of technical service organization from new product trading to technical service [3]. Another example is Fu Guangwei, who is deeply

investigating the development status of textile and garment industry in Humen and Xiqiao, Guangdong Province, studying the transformation and upgrading measures of the two most representative domestic textile and garment industry clusters, and trying to build a new cooperation model of different industrial clusters in the transformation and upgrading process [4]. On the basis of the existing research achievements of experts and scholars, this paper studies the development status of Xiqiao Town's textile industry through field investigation and visiting, consulting relevant literature and historical data, and makes an in-depth analysis of the main problems existing in the development process of Xiqiao Town's textile industry. Therefore, some construction ideas and feasible measures are put forward which are conducive to the economic growth and the transformation and upgrading of the textile industry in Xiqiao Town.

2. Realistic Necessity of Transformation and Upgrading of Textile Industry in Xiqiao Town

On the one hand, after long-term development, the overall volume of textile industry in Xiqiao Town of Foshan City keeps increasing, and it has gained scale advantage, but this advantage only comes from the comparative advantage of low cost and low price, rather than comprehensive advantage. With the increase of labor cost and raw material price in recent two years, the profits of textile enterprises in Xiqiao Town have been declining. If the textile industry of Xiqiao town wants to keep its competitive advantage, it needs to change its position in the global industrial chain through technological innovation and enter the high-tech content and high added value field.

On the other hand, the plan for the revitalization of the textile industry clearly states that the main tasks for the revitalization of the textile industry are to eliminate backward production capacity, strengthen technological transformation, build self-owned brands and optimize the regional layout. Therefore, Xiqiao Town textile industry should carry on technological innovation, with high and new technology to upgrade the traditional textile industry. By creating a global local textile brand, the textile industry in Xiqiao Town of Foshan City moves from the low end of the industrial chain to the high end, and helps China complete the task of transforming from a big textile country to a strong textile country.

3. General Situation of the Development of Textile Industry in Xiqiao Town

3.1. Long History, Good Industrial Foundation

According to relevant written records, the textile history of Xiqiao can be traced back to 1873, when Chen Qiyuan founded the first machine-reeling factory operated by national capital in modern China in Xiqiao Jian Village -- Changlong Silk Factory, which opened up a new era of machine-reeling in China [5]. By 1924, the number of silk weaving machines produced in Xiqiao had exceeded 12,000, accounting for one third of the total number of machines in the Pearl River Delta. After the establishment of New China, Xiqiao by virtue of its unique historical advantages, has become the second largest textile fabric production and sales base in China after Zhejiang Shaoxing.

3.2. Strong Production Capacity and Wide Market Scale

As early as in the 1980s, Xiqiao has formed the production and marketing scale of "thousands of factories, thousands of shops, thousands of machines and hundreds of millions of meters of cloth". At present, Xiqiao has 860 textile production enterprises, 137 textile enterprises, more than 40,000 sets of production equipment, about 60,000 employees, with an annual production capacity of 4 billion meters of all kinds of textile fabrics, is the second largest textile fabric production and sales

base after Shaoxing Zhejiang [6]. In 2021, Xiqiao textile regulation on the enterprise total output value of 11.4 billion yuan, accounting for 26.5% of the output value, industry tax revenue of 220 million yuan, accounting for 9.4%.

3.3. Complete Industrial Chain and Great Social Contribution

The survey results show that Xiqiao has formed a relatively complete industrial chain of "raw materials, weaving, printing and dyeing, finishing, clothing, sales and logistics", and its main products include suit material, women's clothing material, pants material, shirt material, clothing accessories, decorative cloth and so on. As a pillar industry of ten billion and a traditional industry of people's livelihood in Xiqiao Town, textile industry absorbs and solves more than 20 million employment every year, and its outstanding contribution can be seen [7].

4. Problems Existing in Current Development

4.1. Environmental Protection

On the one hand, in the textile manufacturing process, will use a variety of acid, alkali solvent processing materials, if not effective and reasonable treatment, will cause serious pollution to the environment, especially chemical fiber products, difficult to degrade, will cause pollution to the soil [8]. As early as 2007, Xiqiao Town called out to provide textile enterprises with unified industrial water supply, unified steam supply and unified sewage treatment "three unified" services. Fifteen years later, enterprises' excessive emission of waste gas, industrial solid waste storage is not standardized, and energy consumption exceeds the quota standard, but it is still an important problem that troubles the local government and people's life. On the other hand, the obvious rise and instability of energy power prices, the pressure of energy saving and emission reduction causes new bottlenecks in industrial development, the fluctuation of raw material prices and the continuous expansion of cotton price difference at home and abroad and other factors also make the development pressure of Xiqiao textile industry double.

4.2. Talent Problem

There are only 2 colleges and universities in Guangdong Province with textile major, and both of them are not within the jurisdiction of Nanhai District, so it is difficult to provide strong support for the development of Xiqiao textile industry. At present, the practitioners of Xiqiao textile are mostly local craftsmen or migrant workers, who have not been systematically trained before taking up their jobs, which makes the level and quality of talents in this field uneven, and the products produced are easy to form homogenized competition. In addition, most of the production managers are small bosses in the traditional sense, with insufficient management level, lack of strategic management philosophy and management experience, so they can only see the immediate benefits. The above two factors may directly affect the in-depth development of Xiqiao textile industry.

4.3. Market Environment

In recent years, affected by the epidemic, not only the logistics is blocked, the price of the "big" raw material of the front-end production cost is soaring, and the consumer demand of the back-end is weak and declining, resulting in the development of Xiqiao textile industry is faced with a dilemma. Compared with the emerging textile enterprises in Southeast Asia, the cost of production factors such as human resources and labor costs continues to rise, the foreign trade demand and

investment keeps shrinking, and the garment export faces the pressure of developed countries, which makes it difficult for Xiqiao textile industry to develop and expand. At the same time, affected by the adjustment of national macro policies, since July 2009, after the removal of value-added tax discount subsidy for imported rapier looms, in order to reduce costs, some textile enterprises in Xiqiao chose to purchase domestic looms, which affected the production efficiency and fabric quality. The limitation of land resources and land use index also restricts the production scale of Xiqiao textile enterprises to expand further.

4.4. Technological Innovation

Although the textile industry is the pillar industry of Xiqiao town and has achieved rapid development since the reform and opening up, it is still an indisputable fact that the production technology is backward and the product added value is low. For a simple example, Xiqiao is the main production area of stormgarment processing, but the core fabric belongs to foreign patents, which means that stormgarment with the advantages of sweat absorption, breathable, warm, light and waterproof can not be produced. Therefore, whether in printing and dyeing, weaving or spinning, Xiqiao textile industry technology still has great room for improvement.

4.5. Brand Building

Xiqiao textile industry is mainly dominated by small enterprises of traditional family workshops. Such enterprises are characterized by small scale, weak productivity, limited technology, single product, lack of brand concept, strict limits of influence, lack of brand awareness or ability to create brand IP. They mainly focus on raw material preliminary processing and cannot enter a wider market. The scale of leading enterprises are scarce, the competitiveness of the textile industry is in the downwind stage.

5. Thinking about Promoting the Long-term Development of Xiqiao Textile Industry

5.1. We will Vigorously Promote a Circular Economy

"Circular economy" advocates the harmonious coexistence between human and nature. It requires relevant economic activity organizations to fully "reuse" resources in continuous circulation in accordance with the feedback process of "resources -- products -- renewable resources" when implementing specific projects, so as to minimize the negative effects on the natural ecological environment. In short, in the development of industrial parks, wastes from the same industry in the park are used in the next production link to provide raw materials for "reproduction", reduce the use of raw materials and environmental pollution as much as possible, preserve the stock and increase the increase. Through this regional sharing mechanism, the waste water and solid waste can be "recycled" through resource regeneration and promote the development of the large circular economy of the whole base. Guide the correlation between textile printing and dyeing and garment industries and other industries, form an interactive correlation system among industrial chains, and build a coupling chain among multiple industries [9].The specific process includes but is not limited to Figure 1:

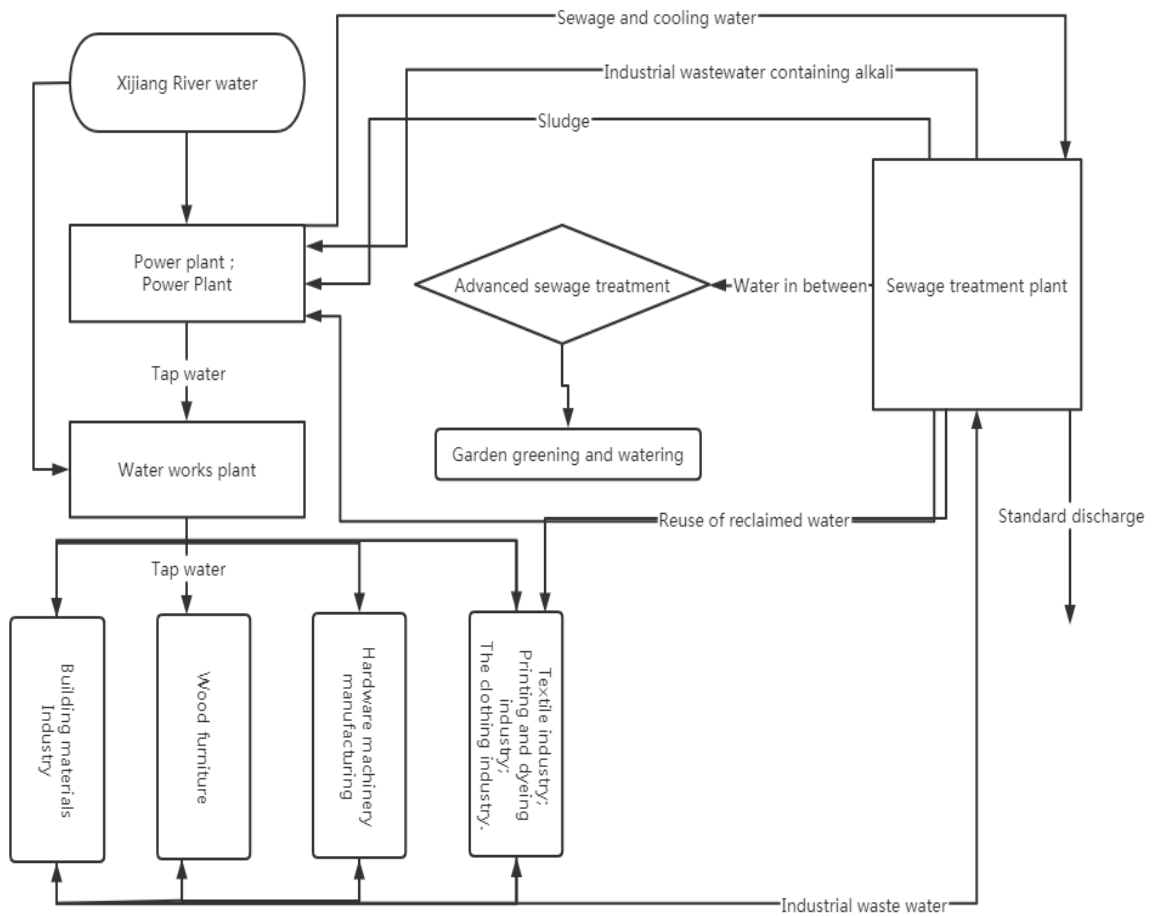


Figure 1: Schematic diagram of water resources utilization infrastructure construction in textile base

5.2. Both Hands Grasp the Combination of Induction and Training

On the one hand, more efforts should be made to introduce leading scientific and technological talents and talents in short supply in the textile industry. On the other hand, the role and advantages of the Foshan Research Institute should be given full play to integrate the resources of the government, enterprises, colleges and universities and all kinds of scientific research institutions, and regular training should be organized for the management personnel of textile enterprises. Continuously improve the production skills and comprehensive quality of textile industry practitioners. Through all-round and multi-level industry-university-research cooperation, the company will efficiently gather high-quality innovation resources inside and outside the region to accelerate the transformation and industrialization of innovation achievements.

5.3. We will Increase Policy Support

Government departments should take the initiative to establish and improve industrial development support policies and measures, and continue to help textile enterprises to solve problems in technical transformation and expansion, enterprise listing, market development, financial guarantee and other aspects. Give full play to the function of "cultural platform, economic singing", build the integration platform of "textile and cultural tourism" industry development, dig the historical and cultural elements of Xiqiao textile, create a highly integrated industrial project of

textile, cultural and tourism, jointly build the Guochao version Textile and Cultural Tourism creative Park with Qiao Shan Cultural Center, Yu Geng Yueyun and Nanhai Silk Factory as the core, and regularly organize and carry out business fairs. Promoting the in-depth development of the textile industry chain [10].

5.4. We will Promote Technological Integration and Innovation in the Financial Industry

Taking advantage of the High Quality Development Work Plan of Xiqiao Town Textile Industry (2022-2024), encourage and guide the financial sector to tailor more financing products to support the development of textile enterprises, expand financing channels, and strive to create a good environment for the development of the real economy and micro, small and medium-sized enterprises; Continue to strengthen the cultivation of high-tech enterprises, through visits, publicity, training and other forms, strengthen the cultivation of high-tech enterprises in the textile industry, and implement the policies and measures to improve the quality of high-tech enterprises; Accelerate the digital intelligent transformation of the textile industry, and carry out the demonstration construction of digital and intelligent factories (workshops) [11].

5.5. Enhance West Firewood Textile Regional Brand

First of all, highlight the product quality and service quality, find out their own positioning and develop characteristic brands, for example, take full advantage of the influence of Foshan Basic Garment Co., LTD., a well-known enterprise in the park, polish the brand of "Xiqiao Fabric", do a good job in publicity, and form a brand effect [12]; Secondly, after obtaining the recognition of local consumers, it is necessary to quickly realize the connection with the nearby textile industry chain. By realizing the construction of the whole chain system from yarn and embryo determination to design, garment production, logistics generation and other links, catering to the market demand of "fast fashion" and consolidating the pillar group for the survival and development of the textile industry; Finally, the bold innovation of textile products, with the integration of international trends, continue to hold China (Xiqiao) popular fabric national tour exhibition and a series of activities. Actively promote the textile industry scientific and technological innovation, the implementation of brand-driven strategy, cultivate leading enterprises.

6. Conclusion

To sum up, we can know that the textile industry in Xiqiao Town is about to enter a new era of change, and the textile production enterprises in Xiqiao Town will face new problems and challenges. If the textile industry in Xiqiao Town wants to ensure the long-term and healthy development of itself and the entire industry, it needs to recognize and solve many problems existing at present as soon as possible, and more importantly, it needs to clarify and predict the new trend of future development [13], so that it can develop more directionally. At the same time, the textile industry in Xiqiao Town should try to reduce the probability of taking a detour or a wrong path, constantly increase scientific research and development efforts, and increase brand packaging efforts, so that the textile industry in Xiqiao Town can return to its peak.

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