



Textile Machinery

IRAN SURVEY / Evaluation 2016

Investment survey among 128 Iranian textile and carpet manufacturers

conducted by Prosperous Textile Journal on behalf of VDMA Textile Machinery Association
September 2016

Verband Deutscher Maschinen-
und Anlagenbau e.V.

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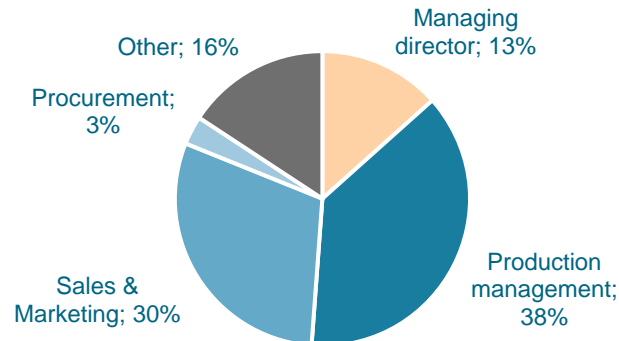
VDMA
Technik für Menschen

1. Information on the position of the survey participants

38 % of the respondents are production managers, around 30 % are responsible for sales and marketing, 13 % are managing directors.

What is your position in the company?

in percent

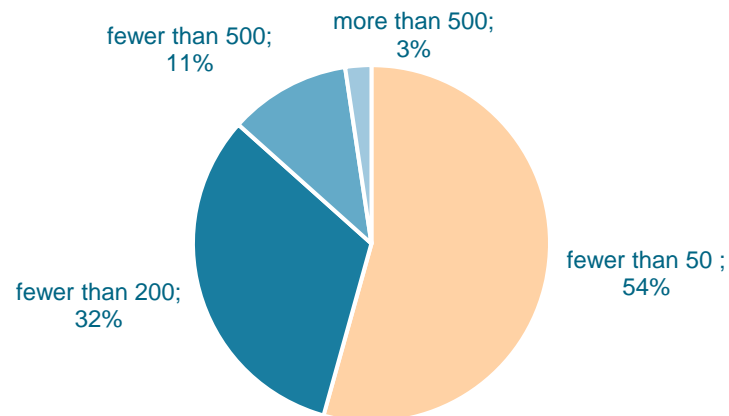


2. Information on the company structure of the survey participants

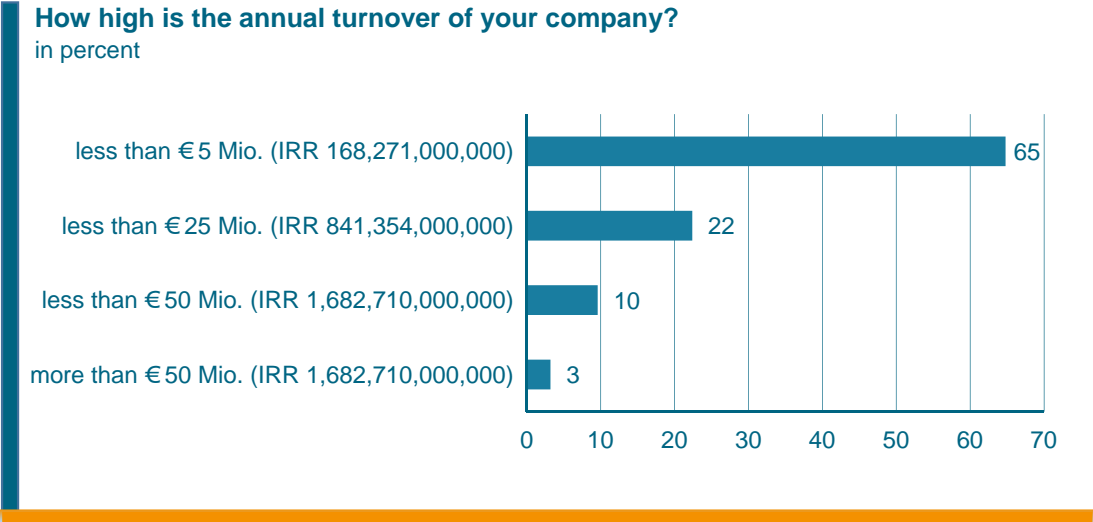
Employees: 54 % of the surveyed companies employ fewer than 50 people, 32 % employ up to 200 persons.

How many employees are there in your company?

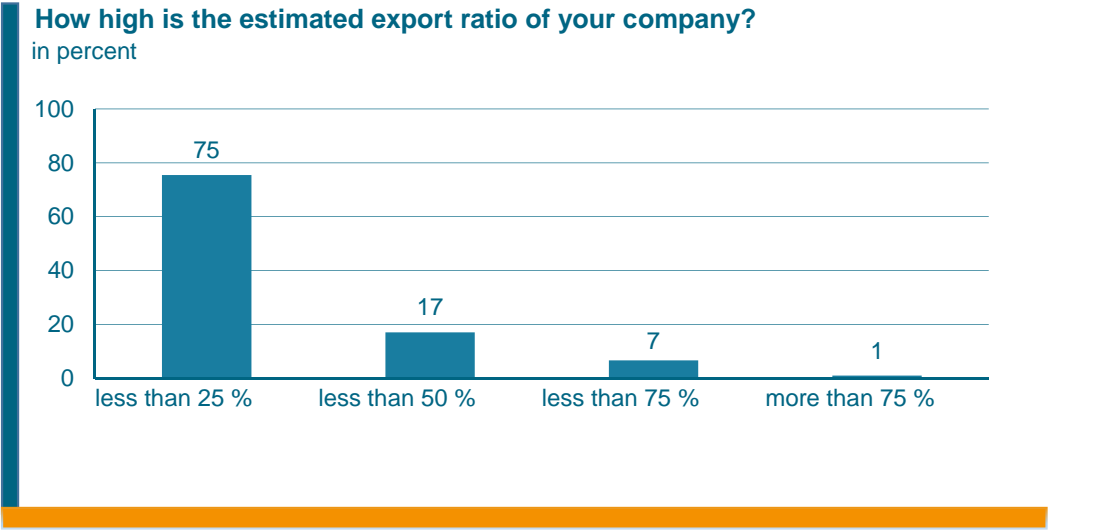
in percent



Annual turnover: 65 % of the surveyed companies have an annual turnover of less than EUR 5 million. 22 % of the companies generate an annual turnover of up to EUR 25 million, 10 % up to EUR 50 million and only 3 % more than EUR 50 million.

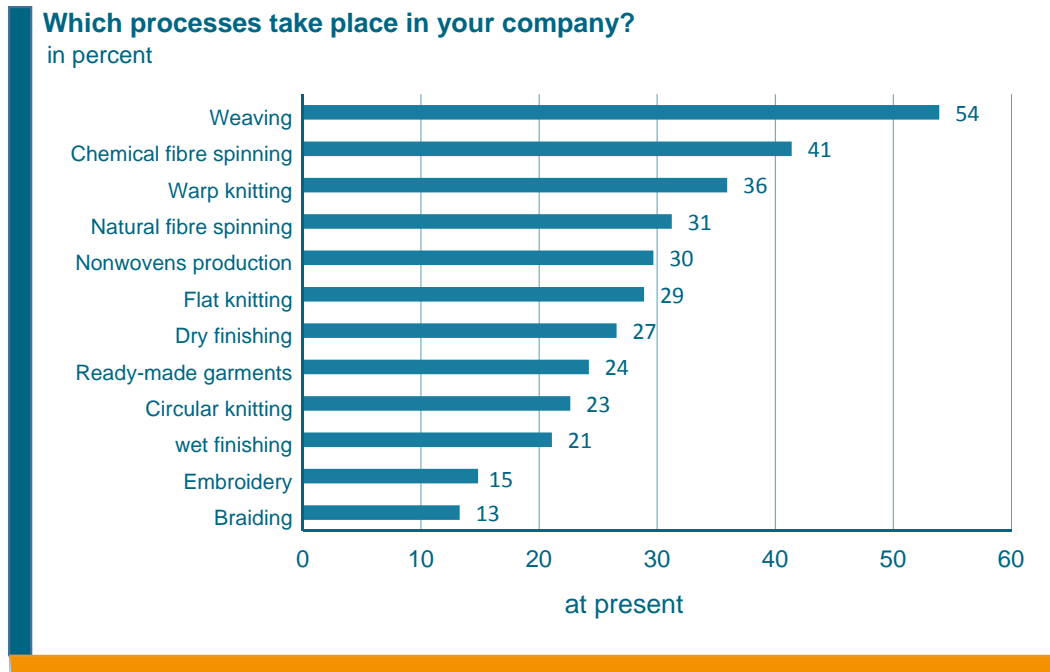


Estimated export ratio: Three out of four companies have an export ratio of less than 25 %.



3. Textile processes in the companies

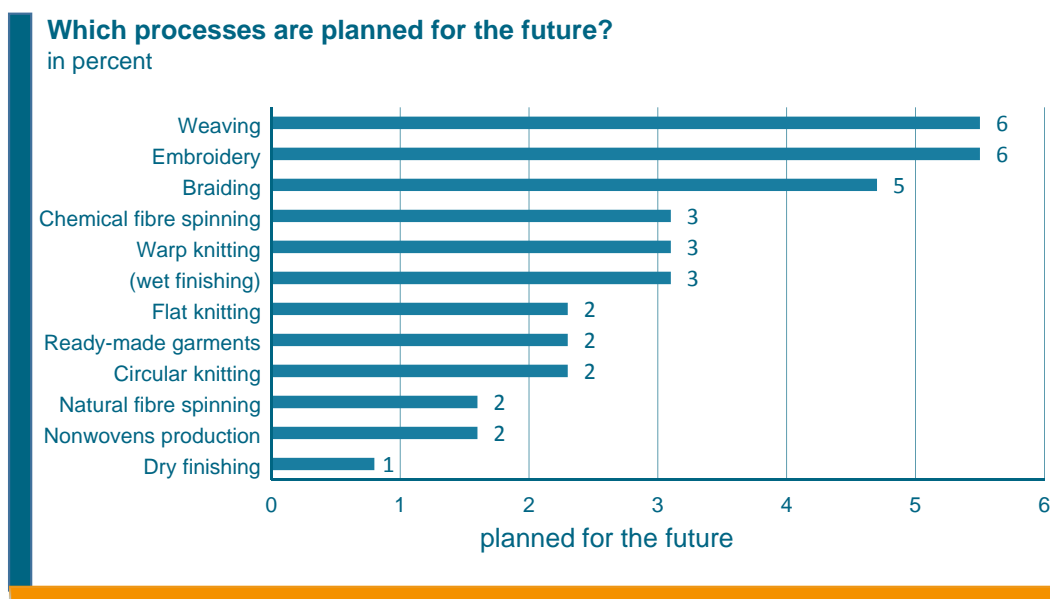
Most of the surveyed companies are from the weaving sector (approx. 54 %), followed by chemical fibre spinning (41 %) and warp-knitting (36 %). Currently, the processes braiding, embroidery, wet finishing and circular knitting play a relatively minor role to the surveyed companies.



* Multiple answers possible

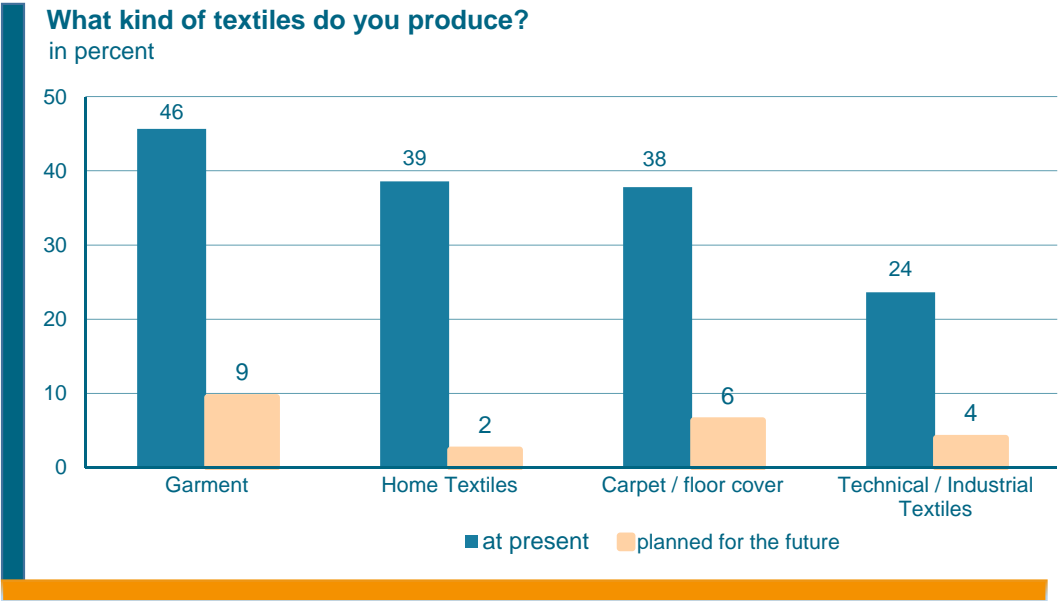
Production of textiles products, today and in the future

In the future, 6 % are planning to invest in weaving. Investments in embroidery (6 %) and braiding machinery (5 %) are apparently seen as a backlog and a chance, as the comparison with the current production shows (see the graph above).



* Multiple answers possible

Currently, a vast majority of the companies surveyed produce garment textiles. Most of the respondents would like to invest in this sector in the future, too. A minority is planning to invest in the production of home textiles. Technical / industrial textiles play a comparatively subordinate role.



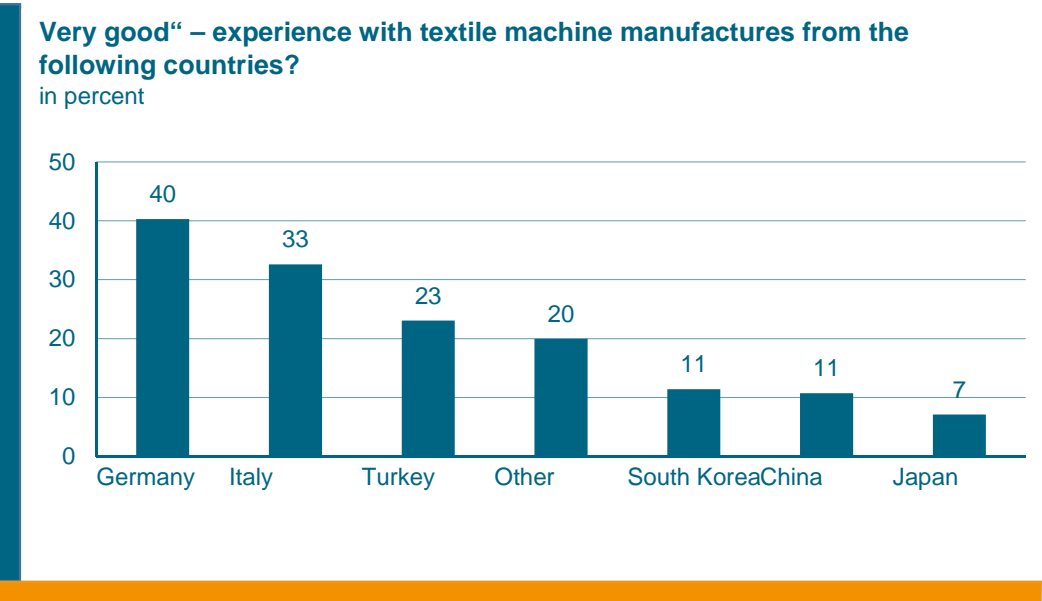
* Multiple answers possible

4. Experience with textile machine manufacturers from the foreign countries?

Only about half of the surveyed companies have experience with foreign textile machine manufacturers.

99 % of the Iranian companies which have experience with German technology suppliers rate these as good or even very good.

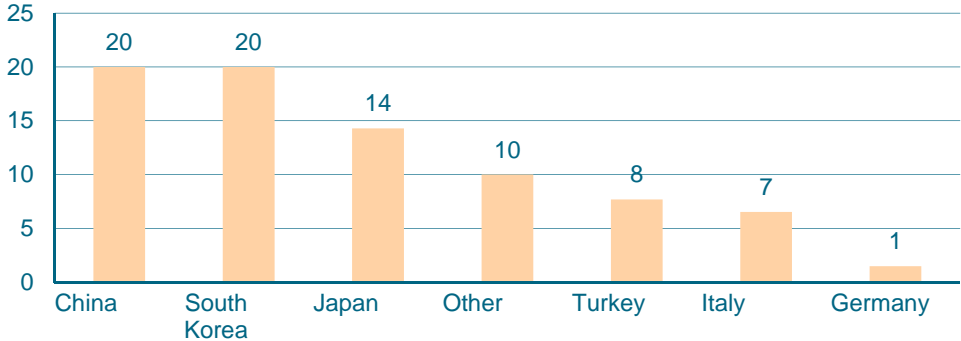
According to the survey, the respondents have very good experience primarily with German textile machine manufacturers (40 %), followed by Italian and Turkish suppliers (33 % and 23 % respectively). Only few survey participants assessed their experience with Asian textile machine manufacturers as very good (South Korea 11 %, China 11 %, Japan 7 %).



Manufacturers from South Korea and China were ranked worst (approx. 20 % each).

„Bad“ – experience with textile machine manufactures from the following countries?

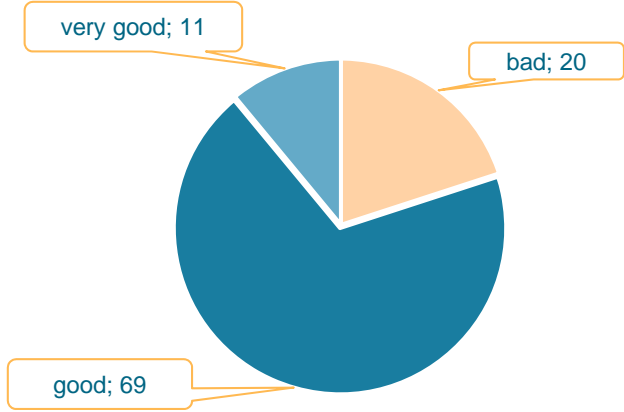
in percent



Although the respondents have had only few very good and some bad experience with China, anyway 69 % of the survey participants evaluate their experience as good, maybe in terms of “good enough”!

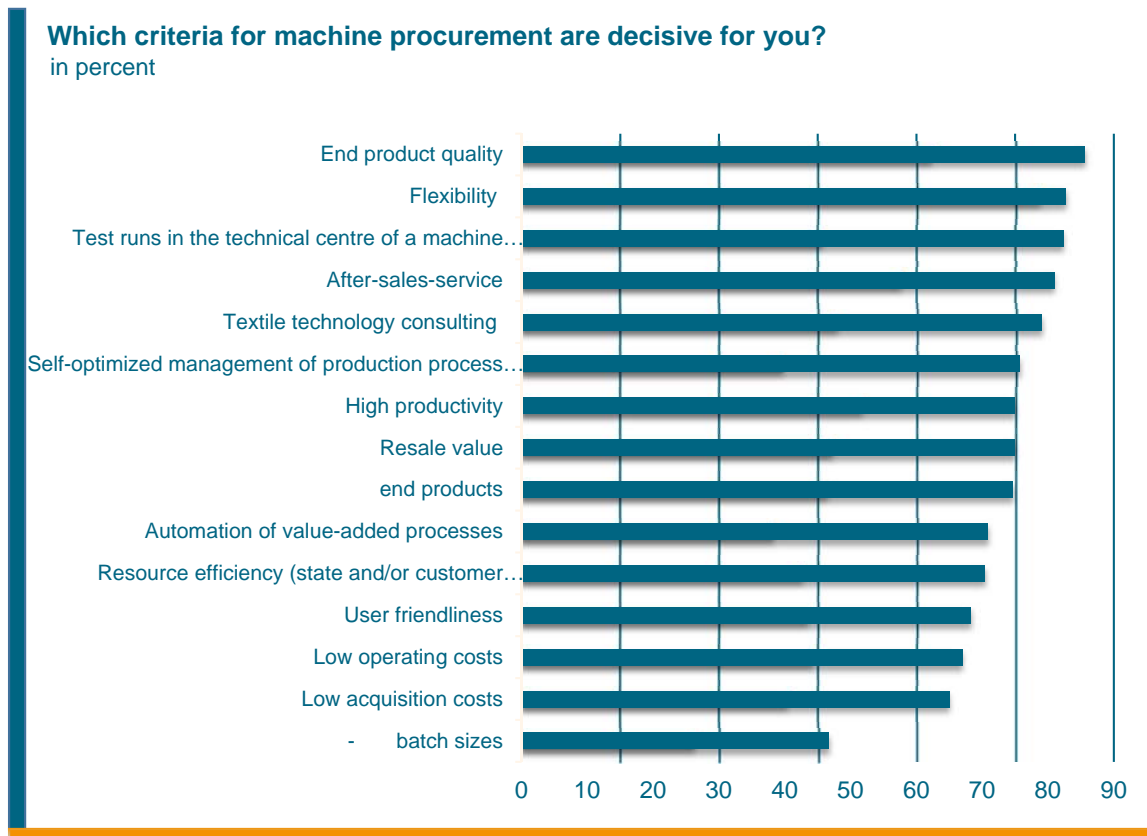
Experience with textile machine manufactures from China

in percent



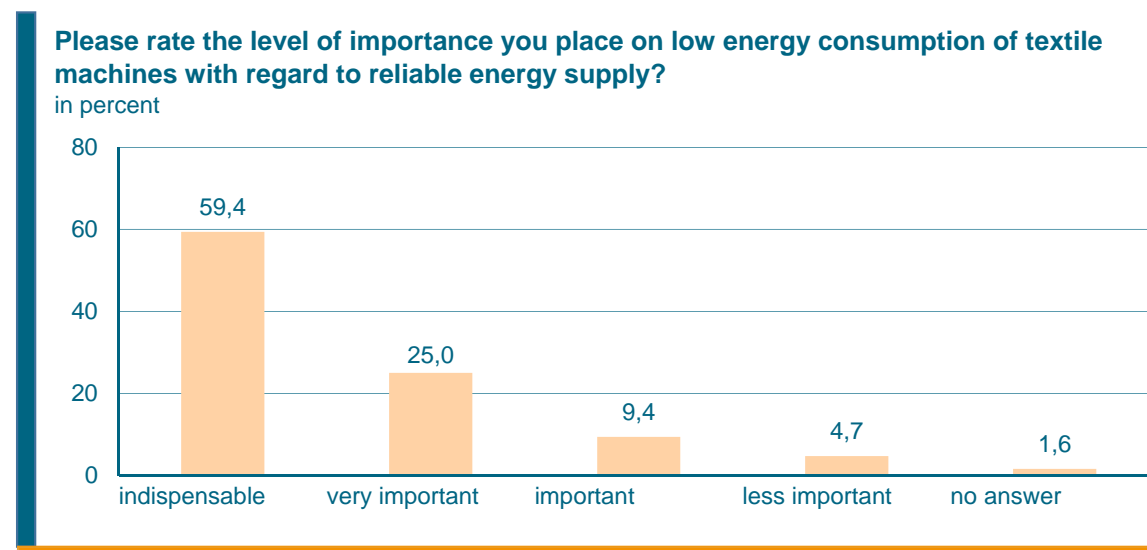
5. Decisive criteria for machine procurement

End product quality, flexibility, test runs in technical centres and after-sales-service are mentioned as the most important criteria for the purchase of machinery. Textile technology consulting, automation and high productivity are not indispensable but they also play an important role. Criteria, such as batch sizes and surprisingly, acquisition and operating costs do not play a particularly significant role, according to the survey participants.



* Multiple answers possible. The values are the total of "very important" and "indispensable".

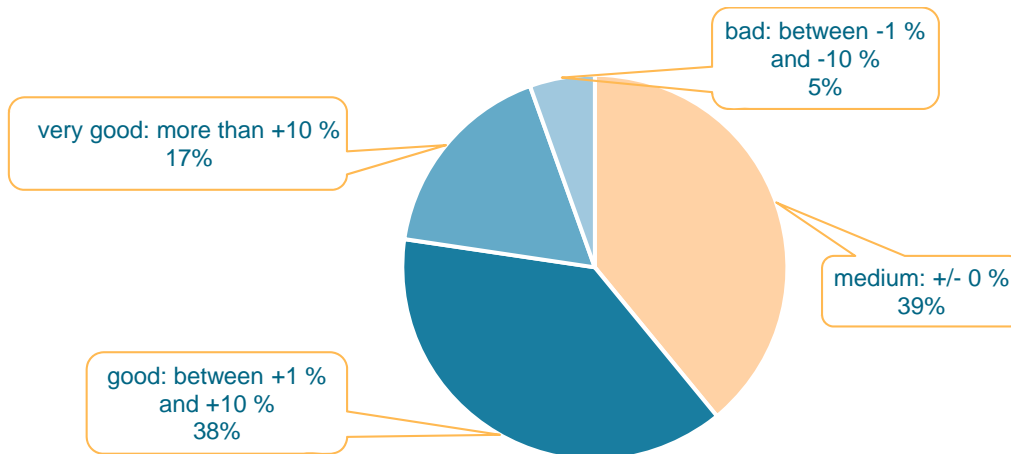
Most respondents rated lower total energy consumption as indispensable.



6. Sales forecast for the next 12 months as compared to the same period of the previous year

Only few customers anticipate decline in business, 39 % expect business to remain unchanged and more than 50 % have an optimistic outlook.

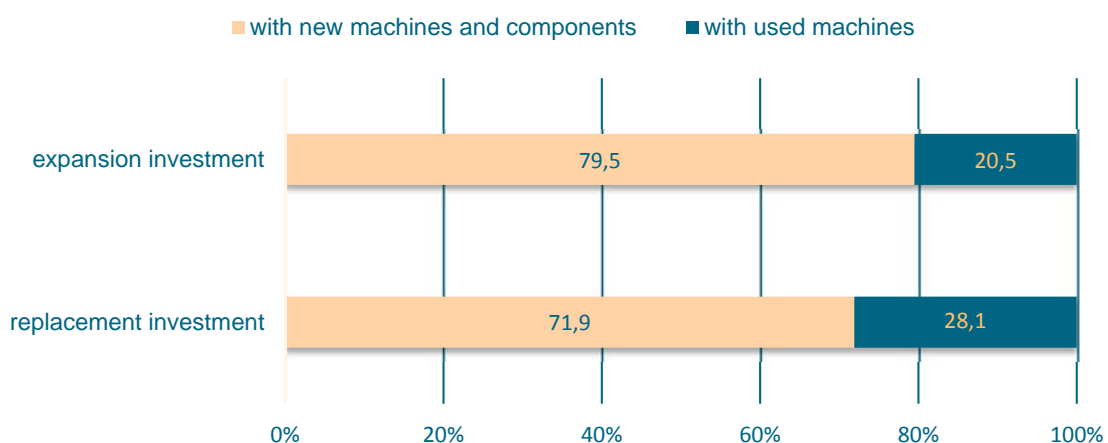
What is your sales forecast for the next 12 months as compared to the same period of the previous year?



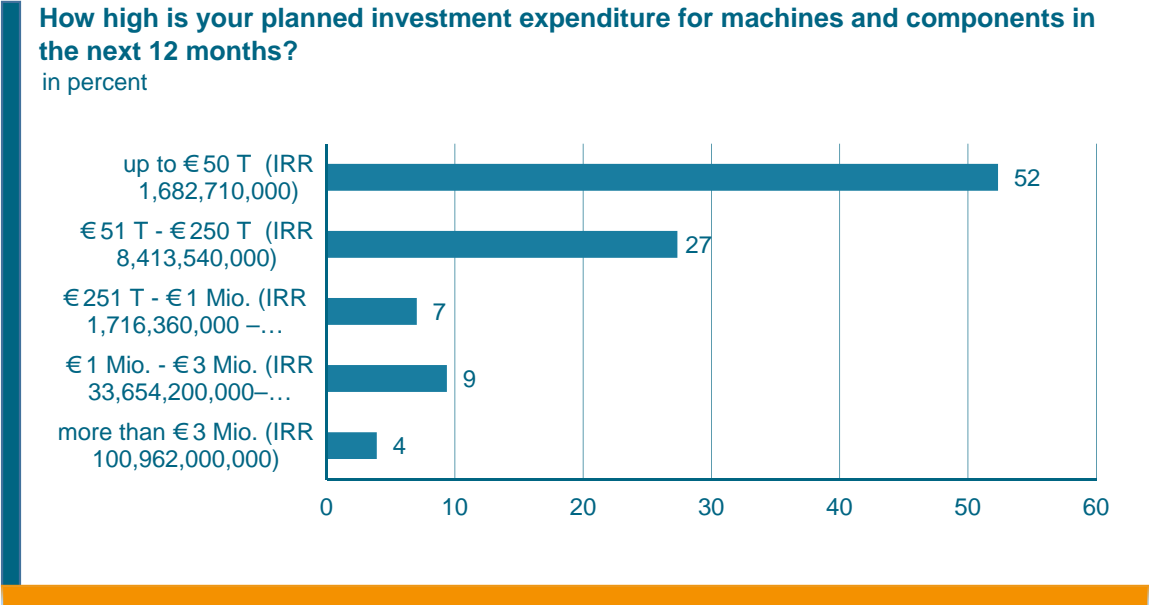
7. Planned investment expenditure for machines and components in the next 12 months

Investments are planned mainly in new machinery and components as expansion investments (80 %). Used machinery plays a greater role for replacement investment.

Is this investment primarily intended to be
in percent



More than 50 % of the respondents are planning investments of up to EUR 50,000, at least 27 % are planning to invest up to EUR 250,000.

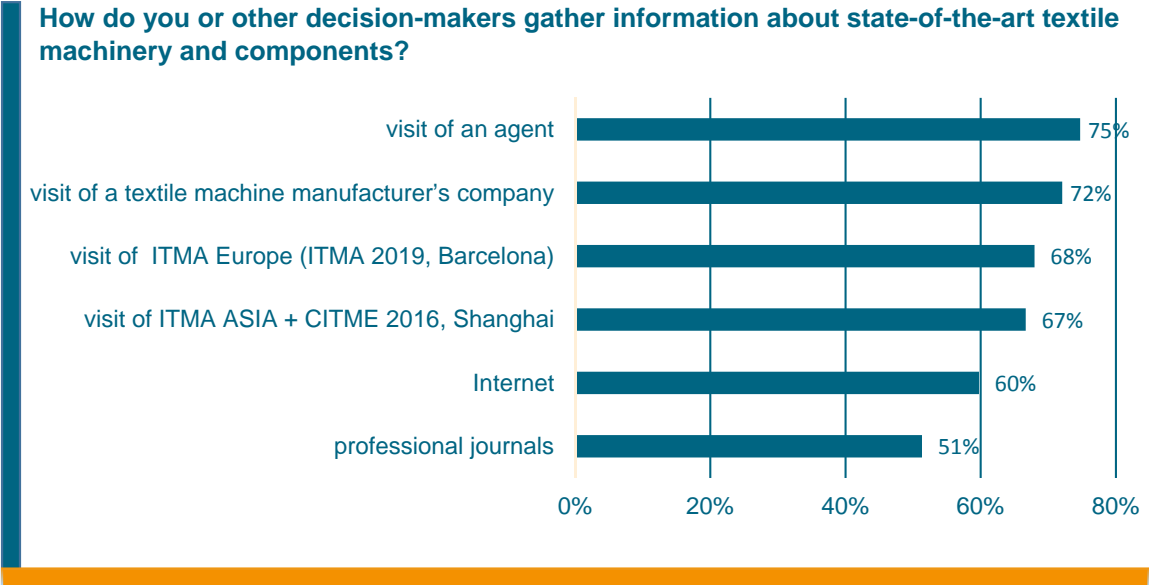


8. Ways to collect information about state-of-the-art textile machinery and components

Most of the survey participants rate a personal visit of a textile machine manufacturer’s company as very important and indispensable respectively.

Attending the leading trade fairs ITMA 2019 in Barcelona and ITMA ASIA + CITME is also considered to be very important and indispensable.

Meanwhile, the internet in Iran has received a higher rating as a source of information, in comparison with professional journals.



* Multiple answers possible. The values are the total of “very important” and “indispensable”.