

# The New Silk Road: Swedish Apparel Companies' Challenges in China's Market.

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The New Silk Road: Swedish Apparel Companies<sup>TM</sup> Challenges in China<sup>TM</sup>s Market

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2014 (English)Independent thesis Advanced level (degree of Master (Two Years)), 20 credits / 30 HE creditsStudent thesis

## Abstract [en]

Background and problem: As one of the major emerging markets, China has a large population, stable growth in GDP and increased consumer spending power which has attracted the whole world's retail business. Many international clothing brands have increased investment or speeded up the pace into the China's market (Chen et al., 2007; Cui 2000). However, because of the differences in economy, policy and culture, it sometimes results in difficulties in meeting standards and accessing the market with effective strategies (Cui, 2000). Numbers of clothing brands have been found not reach the Chinese standards of textile and apparel. These problems force the brands to withdraw their substandard products from shelves, pay fines, and exposed by the media, therefore the brands suffer not only economic losses, but also the damage of their images and reputations. The identified problem corresponds to two research questions: • What are the main challenges for apparel companies to conform with Chinese standards? • How have the Swedish textiles retail companies responded to these standards? Methodology: A qualitative research approach was taken to collect relevant data. In the first phase, literature review was used to collect information related to the thesis. Because this paper was addressed on China's market as the focus of the investigation, both China's and Swedish academic databases were utilized. In the second phase, the author developed the work by doing an interview with Klaus Ziegler, the founder and owner of the Quality

Partnership LLC in China; an in-depth international laboratory located in China identified the impact of the China's standards and regulations and two email interviews with the managers of two Swedish apparel retail companies. Moreover, few informal interviews with professors in the Swedish School of Textiles and experts from Business Sweden were made to reach better understanding of this topic. Conclusions: Findings provide insight on Chinese highly growing standards regarding quality and service; International exporters face a lack of understanding of these standards in China's textile market; The research of two retail companies indicate that the companies can conduct better conformity of Chinese standards by setting specific requirements to control the production, paying attention to labeling related rules, cooperating with developed export agents, professional third-party laboratory, and so on.

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2014.

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China's standard of textiles and apparel, global textile value chain, Swedish Apparel Company, China's market

**National Category**

Economics and Business

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