

COMPARISON OF JAPANESE AND AMERICAN UMBRELLA FRAME AND UMBRELLA INDUSTRIES

In a final effort to put this whole problem into perspective it is interesting to compare the frame and umbrella industries in the U.S. with the same industries in the leading competitive country, Japan.

Japan is a country with approximately 90,000,000 people living in a country the size of California. We have approximately 200,000,000 people in a country 50 times as large.

As of this date the U.S. has three manufacturers of frames producing 600,000 dozen valued at less than \$3,000,000 and less than 35 umbrella manufacturers whose domestic production of umbrellas (based on frame output of 600,000 dozen) is 600,000 dozen valued at less than \$10,000,000.

Quoting from the June 10, 1968 issue of Asian Textile Record published by Textile Research Division of Goken, Osaka, Japan, the following is derived: "Production of umbrella (sic) for the calendar 1968 will follow a crablike course, the Japan Export Umbrella Manufacturers' Association predicts.

The 1967 output is estimated about 49.92 million umbrellas * * * Member companies of the Association throughout the country is 450 * * * 71.6 per cent of the total volume, or 35.76 million umbrellas is sold for local consumption and remaining 28.4 per cent or 14.16 million umbrellas, for export * * *

Sales target for 1968 is set at the same as that of 1967, but the export goal of 7.92 million umbrellas for the first half of this year (*a growth of 10 per cent on the same period of 1967*) is forecast being able to achieve

By the way, the Association estimates the world-wide output of umbrellas for 1967 as below :

Japan is ranked first in list of umbrella turnout followed by Hong Kong * * *.

Share of export sales of Japan is 55% for North America ; 27% for Europe ; 4% for Africa ; 4% for Latin America ; 10% for other markets.

Quoting from Asahi Evening News, 1966 at Page 99 :

"There are about 70 enterprises specializing in the manufacture of umbrella frames in Japan. The production volume in 1964 was about 3,700,000 dozens of which 600,000 dozens were exported overseas to some 40 countries in the world. * * *

Referring to umbrellas the article goes on :

"* * * in 1965 * * * about 3,600,000 dozens (umbrellas) were produced (export about 850,000 dozens). Figures do not include toy umbrellas." * * *

"At present, the main export destination, the U.S. accounts for almost 50% of the total * * *

* * * they (umbrella makers) are capable of meeting and fulfilling any type of overseas demand. * * *

To summarize the comparison :

	United States	Japan
Number of frame manufacturers.....	3	70
Number of umbrella manufacturers.....	35	450
Number of umbrellas produced (dozen).....	600,000	4,000,000+
Number of frames produced (dozen).....	600,000	4,000,000+

The figures speak for themselves. It would be most difficult to make out a case for relief for the Japanese frame and umbrella industries.

THE SOLUTION

We recognize that quotas, surcharges, higher tariffs, restrictive import regulations and other trade barriers are repugnant to the concepts of international trade. However, it must also be recognized that all trade situations cannot be subjected to the same formulae and control (or lack of control). It is submitted that the case of umbrella frames and umbrellas is an unusual and exceptional case and merits unusual treatment and consideration. It is submitted that in