

CCI's Sourcing CBI Program...a Strategy For Success!

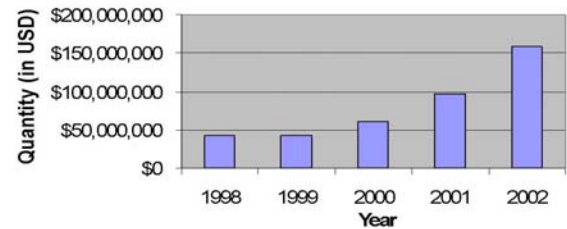
Before CCI launched its value added cotton promotion program and its Sourcing CBI Program exports of U.S. made textiles were negligible relative to the industry's total sales. Today, cotton yarn and cotton knit fabric to the Caribbean Basin have become important to the 18 U.S. cotton textile mills who participate in CCI's 2003 Sourcing CBI Program and who annually consume over 2.3 million bales of U.S. cotton.

CCI used research, experience, trade contacts in the U.S. and the Caribbean, the Caribbean Basin Trade Preference Act (CBTPA) legislation, market development activities and funding from U.S. textile mills, Cotton Incorporated and USDA's Section 108 program to increase exports of cotton yarn and other value-added cotton products to the Caribbean basin from 1999 to 2002.

Financial support from participating US mills, which has grown from \$50,000 in 1999 to \$165,000 in 2003, and Section 108 funding from USDA have provided CCI with the resources it needed to fund its market development strategy, the cornerstone of which is managing venues where buyers and sellers meet. Bringing buyers and sellers together in a cost-effective and efficient manner has played a vital role in CCI's success. A few notable recent examples include:

- The **2002 COTTON USA Sourcing CBI Trade Fair in Costa Rica** generated 42 new contacts, 21 sample orders, 8 future orders and \$600,000 worth of on-site sales.
- The **2002 Guatemala Apparel Sourcing Show**, the largest show in the region, U.S. exporters created \$250,000 in on-site sales and pegged future sales at \$1 million.
- The **2002 COTTON USA Special Trade Mission of Korean Manufacturers** to the U.S. and their attendance at the Sourcing CBI Summit capitalized on Korean investments in CBI apparel manufacturing and resulted in the purchases of \$11.3 million worth of U.S. manufactured yarns.
- The **2001 Guatemala Apparel Sourcing Show**, produced \$1 million in on-site sales. U.S. exporters expected an additional \$3 to \$5 million in sales from contacts made at the show.

US Exports of All Cotton Yarns for CBI Region



US Exports of Cotton Knit Fabric for CBI Region

