
CCI BUYERS TOUR TO PAKISTAN GENERATES NEW SALES OF U.S. COTTON-RICH PRODUCTS

Relationships to Draw More U.S. Cotton Through Marketing Chain in Future



European buyers purchased U.S. cotton-rich fabrics and garments with a retail value of \$33 million from the Pakistani suppliers they met during the COTTON USA Buyers Tour in March 2006. The U.S. cotton-rich products represent 940 bales of U.S. cotton fiber valued at \$328,825. Plans for much larger volumes are under way provided these trial orders are successful.

The Buyers Tour participants—six representatives from major European apparel and home textile brands and retailers—successfully identified qualified suppliers thanks to individual meetings set up by CCI. Twenty COTTON USA-qualified suppliers from Pakistan, including six COTTON USA Mark licensees, met with buyers in Karachi and Lahore.



The COTTON USA Supply Chain Marketing (SCM) event, funded in part by USDA's Market Access Program, also included conferences and mini trade shows featuring companies using U.S. cotton. In addition to participating in the conferences and trade show, the Buyers Tour members also toured four mills to learn about the South Asian cotton industry's infrastructure and its use of U.S. cotton to provide consistent, high-quality textile products.

Illustrating the effectiveness of CCI's SCM program, one brand—Bueltel—joined the COTTON USA Mark licensing program during the Buyers Tour and has since greatly expanded its purchases of COTTON USA eligible products from Pakistan and elsewhere.

Post-tour surveys confirm that buyers would like to continue to investigate future business opportunities in Pakistan with mills using U.S. cotton. Buyers Tour participants included: Badd & Badd (Sweden), BHB Fashion/Bueltel (Germany), Euro Disney (France), Intersport (France), Lauffenmuhle (Germany) and Next Sourcing Ltd. (UK/Sri Lanka).

Pakistan is currently the 8th largest export market for U.S. cotton, with commitments of 216,900 bales of U.S. cotton valued at \$62.2 million in the 2006/07 marketing year.

