

COTTON USA Cotton School in China Leads to Increased U.S. Cotton Sales



The third COTTON USA Cotton School in China positively impacted sales of U.S. cotton. More than 150 guests from the U.S. and China attended the event in Haikou, China, on April 22-23. The exit survey indicated the majority of the attendees planned to purchase more U.S. cotton, and export sales numbers support this uptick in sales.

During the week of the cotton school plus the four weeks after, China bought an average of 91,000 bales per week as compared to 15,000 bales per week during the same 5-week period last year. In the five weeks prior to the School, China bought an average of 56,000 bales per week.

Following the School, China raised its import quota by almost 1 million metric tons which also created additional opportunities for U.S. cotton. China is the largest importer of U.S. cotton fiber, with MY 10/11 commitments of about 2.9 million bales as of October 15.

The School gathered leading mills and manufacturers in China's textile and apparel industry to explore the U.S. cotton market perspectives in China. Representatives of the U.S. Embassy's Agricultural Affairs Offices in Beijing and Guangzhou also participated.

Similar to the previous two China Cotton Schools in 2006 and 2008, the 2010 School invited experts from the U.S. and the region to deliver presentations on a wide variety of topics on U.S. cotton. Topics included the U.S. cotton classification system, cotton flow and processing, futures and option markets, the U.S. retail market and the global cotton supply chain.

Featured speakers represented ACSA, AMCOT, USDA, ICE Future U.S., Supima, Cotton Incorporated, the National Cotton Council and CCI.

U.S. COTTON EDUCATION

Participants in the COTTON USA Cotton School in China learned valuable information on U.S. cotton to assist in purchasing decisions.

