

## COTTON USA Buyers Tour to Bangladesh Provides Sourcing Pull Through for U.S. Cotton



The weeklong COTTON USA Supply Chain Marketing (SCM) Buyers Tour to Bangladesh enabled buyers to meet with leading Bangladeshi suppliers of U.S. cotton-rich garments. The Buyers Tour to Bangladesh attracted buyers representing British, French, Italian, German, Japanese, Turkish and U.S. brands and retailers. The participating retailers have a combined buying volume of over a billion dollars.

Results were immediate. A participating German company purchased 7,500 polo shirts made from 100 percent U.S. cotton from a supplier in Bangladesh after the tour. Additionally, a participating Japanese trading company reported an order of 100,000 sweaters as a result of the tour.

During the tour, consisting of a two-day trade fair followed by two days of mill visits, the buyers met individually with 17 COTTON USA licensees and visited six factories.

“I found the COTTON USA Buyers Tour in Bangladesh very interesting and well organized,” said Nicoletta Genoni, Buyer, Children’s Wear Artsana (Chicco). “It was an excellent idea to

meet in one location with several suppliers, enabling us to optimize our time.

We visited the most significant suppliers in terms of production typology that match best with our company. It was an extremely interesting opportunity to start up new business contacts there.”

This was the first COTTON USA Supply Chain Marketing Buyers Tour to Bangladesh, which was chosen for the growing use of U.S. cotton and increasing interest among the buyer and retailer community. Bangladesh is the fourth largest apparel exporting country in the world, experiencing 91 percent growth from 2004-08. It is the largest exporter of cotton T-shirts and the second largest exporter of cotton pullovers and denim trousers to the EU.

The tour began with a briefing session that included presentations from CCI, Cotton Incorporated, the Bangladesh Textile Mills Association, and the Bangladesh Garment Manufacturers and Exporters Association. The group also heard from Li & Fung, the world’s largest sourcing company, about their experiences in sourcing from Bangladesh.

### SIMPLIFIED SOURCING

The COTTON USA trade fair in Bangladesh enabled buyers and suppliers to make business connections.

