
EUROPEAN BUYERS TOUR TO SOUTH ASIA LINKS U.S. COTTON SUPPLY CHAIN



The COTTON USA Buyers Tour to South Asia resulted in sample orders for U.S. cotton-rich products valued at \$600,000, with the promise of larger commercial orders in the future. Eight European apparel companies with a combined turnover of \$1.3 billion joined CCI in India to attend: a COTTON USA mini trade fair with 12 South Asian mills; two mill tours; and the International Textile Apparel Conference (ITAC) 2005.

One hundred percent of participating apparel buyers said the contacts and knowledge they acquired during the Tour will result in new purchases of U.S. cotton, and that the tour was very useful in expanding their knowledge of the South Asian textile industry. Additionally, 88 percent said their objectives were met during the Tour (their main objective was to meet new suppliers in South Asia), and that the companies introduced by CCI met their supplier standards.



In addition to meeting South Asian mills at the COTTON USA trade fair and mill tours, buyers met with additional COTTON USA partners at ITAC, a regional conference in Mumbai. ITAC attracted leading executives from 23 different countries and 92 different companies. CCI received public thanks for its support of ITAC and for bringing the European buyers in order to expand their knowledge of and appreciation for the cotton textile industries in the region. To date, Bangladesh, India and Pakistan have committed to purchase over 1 million bales of U.S. cotton this year.

The European companies represented on the trip have over 7,000 retail outlets. Participants include: Artsana; Benetton; CDA; Fruit of the Loom (Europe); Mothercare; Oasis; TMG; and Upim/Renasciente department stores. The Indian and South Asian mills attending included: Alok; Ashima; Beximco; GTN; JCT; Mafatlal-Burlington; Morajee; Nahar; Siddiqsons; Super; Vardhman; and Winsome. The buyers joined CCI as part of the COTTON USA Supply Chain Marketing (SCM) initiatives that promote trade between mills that use U.S. cotton and potential customers.

