

Retailers Purchase U.S. Cotton-Rich Textiles During COTTON USA Buyers Tour to China



Five of CCI's retail companies made purchases of textiles equal to over 610 bales of U.S. grown cotton, with current values exceeding \$300,000, during the 2010 COTTON USA Buyers Tour to China.

This was the fifth COTTON USA Supply Chain Marketing Buyers Tour to China, and it was different from past tours due to the inclusion of suppliers from other parts of Asia such as Indonesia, Thailand and Vietnam.

The weeklong event held in Shanghai attracted buyers representing Chinese, French, Italian, German, Japanese, Thai and U.S. brands and retailers. The participating buyers met 31 leading COTTON USA-qualified suppliers including 22 from China and the remainder from Northeast and Southeast Asia.

The COTTON USA tour enabled buyers to conveniently explore the advantages of sourcing U.S. cotton-rich garments from the strong textile economies across China and greater Asia.

CCI started the week with an extensive briefing session that included introductions to CCI, Cotton Incorporated, and new cotton product developments by Cotton Incorporated.

The briefing session continued with a one-and-a-half-day-long trade show, and two days of factory visits in Hangzhou and Guangzhou, where the buyers inspected each company's manufacturing facilities to view U.S. cotton-rich woven fabrics and garments, especially denim.

U.S. COTTON'S ADVANTAGES

Buyers identified leading suppliers of COTTON USA-qualified apparel and fabrics during the Buyers Tour to China.

