

LATIN AMERICAN SOURCING FAIR LINKS TEXTILE-APPAREL SUPPLY CHAIN



At the COTTON USA Sourcing Fair in Costa Rica, buyers and sellers representing the entire U.S.-Central America-Andean textile and apparel supply chain participated in more than 1,000 individual meetings. As a result of contacts made at the fair, one U.S. apparel importer expected an additional \$2 million in sales of U.S. cotton-rich products, while another reported a new order of 500,000 pieces.

Representatives from 15 U.S. textile mills and 10 U.S. apparel retailers and importers met with textile and apparel executives from 60 companies in the CBI and Andean region, as well as with Korean companies with apparel operations in that region. U.S. mills reported 35 new contacts as a result of the fair, while each U.S. apparel retailer and importer reported finding an average of two new potential suppliers.

Following the Sourcing Fair, all responding participants agreed to sample U.S. yarn or fabrics, and a total of 36 sample orders were placed during the fair. Nearly 50 percent of respondents planned on increasing their purchases of U.S. manufactured products.

One hundred percent of respondents rated the fair as “very good-excellent” and said they would recommend another of this type. The Andean, CBI and Korean participants said they met their main objective for attending the COTTON USA Sourcing Fair—to network with raw material suppliers and potential customers.

The meetings helped develop business for increased U.S. cotton yarn and fabric exports to the Central America/Caribbean (CBI) and Andean region, as retailers continue to look for quick response alternatives to Asian apparel suppliers.

