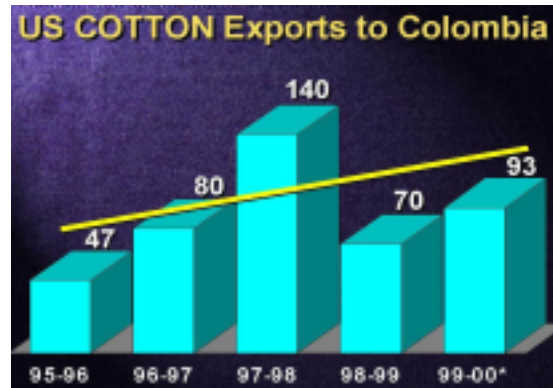


CCI'S TRADE SERVICING ACTIVITIES SUCCEED IN COLOMBIA

In only five years, CCI-Latin America has successfully used USDA's MAP and FMD programs to position the U.S. as *the* source of quality raw cotton fiber and value added cotton products and COTTON USA as *the* source of cotton information and quality service in Colombia.



Those strides are significant as Colombia now ranks as the fourth largest export market in Latin America and the 12th largest export market in the world for U.S. raw cotton fiber on commitments of 93,000 bales for MY1999/00 and a growth market for U.S. manufactured cotton products as well.

According to a recent independent third party evaluation of CCI's trade servicing activities in Colombia by Yankelovich Partners International, CCI's multi-tiered trade communication strategy clearly has changed the attitudes and purchase behavior of spinners, knitters, weavers, vertically integrated textile companies, apparel manufacturers and retailers.

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Study findings confirmed that COTTON USA licensees in Colombia believe:

- The COTTON USA Mark symbolizes quality U.S. cotton and quality service.
- The COTTON USA advertising, promotions and events that CCI carries out help promote their brands, increase the sales of their products that contain a majority U.S. cotton and serve to strengthen the strategic partnership between the U.S. cotton industry and cotton buyers in Colombia.
- CCI's activities and the staff's level of professionalism have given credibility and integrity to the COTTON USA Program in Colombia.
- The COTTON USA Mark on licensed products adds value to the product and increases sales because consumers now trust the COTTON USA Mark as a symbol of cotton quality.
- The provision of relevant cutting edge market and consumer information provided in CCI's COTTON USA conferences, including the Yankelovich Monitor and the Global Lifestyle Monitor reports, adds value to their businesses and supports their commitment to purchasing U.S. cotton and participating in CCI's COTTON USA program.



The success of CCI-Latin America's Trade Communication strategy under USDA's MAP program has led to the rapid adoption of the COTTON USA Mark licensing and promotion program by the "who's who" of the textile and apparel trade in Colombia. Today, CCI's COTTON USA program in Latin America boasts 67 licensees over half of which are in Colombia. Participating licensees in Colombia account for 100% of total U.S. cotton imports. In 1999, Colombian licensees labeled 5.6 million qualified product units with the COTTON USA Mark.



Some of the activities carried out under CCI's campaign included training seminars tailored to meet the needs of decision-makers. These range from presidents to cotton buyers to marketing and sales teams to retail store managers and their sales staff. The highly personalized and effective seminars reinforced the benefits of U.S. cotton and the COTTON USA Mark licensing and promotion program, and served to introduce CCI's upcoming events and promotions.

CCI's focus continues to be "sales of bales." For example, CCI-Latin America's new "Mr. Cotton" campaign served to increase turnover of U.S. cotton rich Mark-labeled products at retail to \$1.4 million in MY1998/99. Retail store managers and salespeople participated in training and an incentive contest that awarded prizes to stores and licensee staffs who actively labeled products, creatively and aggressively used the Mark in point-of-sale displays and were most knowledgeable about the benefits of U.S. cotton and the COTTON USA program.



Other tools also were developed in order to further strengthen the partnership between U.S. cotton's customers in Colombia and COTTON USA. For example, a cutting edge multimedia CD-ROM presentation recapped all of CCI's COTTON USA activities and services over the past year. The presentation, coupled with the results of cutting edge consumer research from CCI's Global Lifestyle Monitor, was presented to all presidents and boards of CCI's key licensees and prospective licensees. The one-on-one meetings served to maintain licensee interest and participation in the licensing program and resulted in the recruitment of two of Colombia's most important vertically integrated textile groups.



For more information regarding CCI's program in Latin America please contact Gloria Garcia, Director, CCI-Latin America at 202.745.7805 or at ggarcia@cotton.org.