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## CCI LINKS SUPPLY CHAIN DURING SOUTH ASIAN SOURCING TOUR

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COTTON USA's 2004 European Buyers Tour to South Asia pushed 682 bales of U.S. cotton, valued at \$212, 425, through the international supply chain. Following the tour, two German companies ordered 441,026 meters of U.S. cotton fabrics for the production of 306,000 men's trousers with a sales value of \$17 million.

CCI organized the tour, during which a delegation of five buyers from German brands and retail companies traveled to Pakistan, India and Bangladesh to meet COTTON USA-qualified garment suppliers, as part of its Supply Chain Marketing (SCM) initiative. The SCM system works forward from the spinner/weaver through the system to identify potential partners eligible for COTTON USA promotions.

Exhibiting CCI's proficiency at linking the supply chain, 100 percent of buyers said they learned new information about the South Asian textile industry and identified new potential suppliers.



As a further result of the tour, two companies signed COTTON USA license agreements. In 2005, these companies purchased 1.3 million meters of U.S. cotton fabrics, which translates into 2,088 bales of U.S. cotton, for the production of 720,000 trousers valued at \$57 million.

