

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Site Map

- **About the IFCP**
- **Contact Us**
- **Contributors**
 - **Anne Martin's bio**
 - **David Weinstein's bio**
 - **Dr. Eugene Brock's bio**
 - **Jeffrey P. Silberman's bio**
 - **Katarzyna Swiecicka's bio**
 - **Richard W. Silvia's bio**
- **Cotton Promotions Around the World** (ifcp members only)
- **Documents**
 - **Bylaws**
 - **Consultant to Promote Cotton Promotion Chosen**
 - **Gdansk Minutes** (ifcp members only)
 - **IFCP Membership List**
 - **Memorandum — Minutes from Cairo and Victoria Falls and New Letterhead** (ifcp members only)
 - **Memorandum — New Member of the IFCP** (ifcp members only)
 - **Minutes — 20 September 2001 Victoria Falls, Zimbabwe** (ifcp members only)
 - **Minutes — Cairo, Egypt** (ifcp members only)
 - **Cotton Promotion Activities from Around the World, 1st edition**
- **Essentials**
 - **Cotton Links**
 - **Design Inspiration**
 - **Textile & Fashion News**
 - **Trademark Search**
- **Features**
 - **Cotton Promotion — Target or the Way to Hit the Target**
 - **Strategic Perspective — Beginning Your Cotton Promotional Program on a Reasonable Budget**

- [The Urgent Need to Promote Cotton Internationally](#)
- [Welcome to our Site](#)
- [Fiber Content Labeling Around the World](#) (ifcp members only)
- [Homepage](#)
 - [Deutsch Hauptseite](#)
- [How To Do It](#)
 - [10 Quick and Easy Ways to Promote Cotton on a Limited Budget](#)
 - [10 Ways to Publicize Your Cotton Promotion Efforts](#)
 - [A Recipe for Cooperative Advertising](#)
 - [How to Protect Your Fiber Mark](#)
- [ICAC](#)
- [Membership Application](#)
- [Membership Benefits](#)
- [Mission Statement](#)
- [Officers of the IFCP](#)
- [Site Map](#)
- [The IFCP Membership](#)
- [View from the Chair](#)

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

The International Forum for Cotton Promotion

Enhancing National Cotton Demand

The International Forum for Cotton Promotion (IFCP) is a non-governmental body composed of national and international cotton industry organizations. The mission of the IFCP is to encourage increased consumer demand for cotton through the implementation of national cotton demand enhancement programs. The Forum serves as a clearinghouse for information about proven techniques of cotton promotion, best practices in retail-level communication, and cost-effective measures of boosting consumer demand.

The IFCP was established in 2000 in recognition of the need for a proactive effort on behalf of the cotton industry to increase cotton's share of domestic fiber markets at the consumer level. From a fifty-percent share of world fiber mill use in the 1980's, cotton has fallen to a market share of just under forty-percent in 2002. The IFCP encourages domestic demand enhancement activities that, through increasing consumption locally, can have a global impact on the cotton economy.

Since its inception, the Forum has undertaken a number of initiatives in support of its mission, including research into international fiber labeling laws, updates on ongoing national promotional programs, and presentations to various forums to increase IFCP exposure. The IFCP currently includes eighteen member organizations from various countries, with Allen Terhaar of Cotton Council International serving as Chair and Brooke Lewis of Cotton Australia serving as Vice Chair.

Activities of the Forum for the current year include publishing the second edition of the World Cotton Promotion Activities booklet, including a "how to" guide to executing promotional activities; presentation of a report on national fiber labeling laws; member recruitment; and a cotton demand enhancement workshop at the 62nd Plenary Meeting of the International Cotton Advisory Committee (ICAC) in Gdansk, Poland. In addition, in July 2003 the IFCP, in cooperation with the ICAC, contracted a consultant with the aim of assisting the IFCP in encouraging national cotton demand enhancement programs. With this additional resource, the IFCP intends to intensify its support of member organizations with respect to developing and implementing promotional programs at a national level.

As the global cotton industry works to enhance consumer demand and increase cotton's market share in participating countries around the world, the IFCP will play a critical role. Through national demand enhancement programs, cotton industry organizations have the opportunity to increase consumption of cotton within their own markets and, in turn, positively affect the worldwide marketplace. The International Forum for Cotton Promotion is dedicated to providing a springboard from which such programs can evolve, to the benefit of all cotton-interested organizations and nations.

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Contact Us

If you have any questions about the IFCP, or if you'd like to share your experiences with cotton promotion, we've love to hear from you. You can contact us by email, by mail.

ifcp@icac.org

Jeffrey P. Silberman
Executive Director
International Forum for Cotton Promotion
1629 K Street NW, Suite 702
Washington, DC 20006 USA
Tel: (202) 463-6660
Fax: (202) 463-6950

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Contributors

Jeffrey P. Silberman

Editor

Executive Director, IFCP

Eugene Brock

Features

Andrea Costa

Creative Director

Anne Martin

Public Relations

Michael Rienstra

Website Design & Architecture

Richard W. Silvia

Features

Katarzyna Swiecicka

Features

David A. Weinstein

Features

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Anne Martin

Anne Martin is president of Anne Martin Marketing Communications, a public relations and web development firm specializing in home furnishings and lifestyle clients. She studies each client's business until she understands its problems and successes, then helps the company push all the right buttons so that the tangible and emotional benefits of its products and services shine through.

Martin avails clients of her long-standing relationships with opinion leaders who trust and rely on her for targeted, pitch-perfect information that their audiences care about. She puts herself in the consumer's shoes to help clients communicate with consumers in ways they relate to and understand, without the usual trappings of smoke and mirrors. She can also help clients venture beyond formulaic communications, and avoid the mediocrity trap to which industries fall prey.

Martin was previously Director of Marketing Communications for WestPoint Stevens, a leading manufacturer of bedding and bath products. There she managed the personality and image of the \$1.7 billion Company and its products and brands. She also spent ten years as Director of Marketing Communications for F. Schumacher & Co., the home furnishings concern. Her background also includes public relations for arts and consumer products clients at Ruder & Finn in Chicago, and fashion and celebrity publicity for Ogan/Dallal Associates in New York.

Martin is the recipient of numerous awards for public relations, advertising and newsletter excellence. For more information, please email Anne Martin at anne@martinmarcom.com.

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

David A. Weinstein

David A. Weinstein is an intellectual property law attorney in Denver, Colorado. His practice is devoted to trademark and copyright law matters in the United States and other countries throughout the world.

Formerly he was a Trademark Attorney at the United States Patent and Trademark Office, Washington, D.C, a member of the General Foods Corporation corporate law department, and of the Borden, Inc. law department, responsible for trademark and copyright matters.

Mr. Weinstein is a mediator member of the Center for Public Resources Institute for Dispute Resolution/International Trademark Association Panel of Neutrals. Also, he is author of two books, one titled How to Protect Your Business, Professional and Brand Names and the other How to Protect Your Creative Work: All You Need to Know About Copyright, both published by John Wiley & Sons.

Mr. Weinstein worked in Sofia, Bulgaria as a legal consultant to the Republic Of Bulgaria Patent Office to author a new trademark law for that country. Thereafter he worked in Cairo, Egypt as a legal consultant to the Arab Republic of Egypt Trademark Office where he also authored a new Egyptian trademark law. Recently, he worked in Belgrade, Serbia as a legal consultant in connection with reviewing and suggesting changes to its intellectual property laws.

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Curriculum Vitae of Dr. Eugene Brock

Eugene Brock obtained a BSc (Agri), MSc (Agri) and DSc (Agri) at Stellenbosch University, South Africa. He also studied part time for a BCom degree which is incomplete.

During his business career he was employed by the Premier Group heading up their Egg and Poultry Division, Oils and Fats company and finally the Cotton Division. The company had a strong emphasis on the branding of their products with leading brands in margarine (include the Kraft franchise) as well as the very well known Farmer Brown Chicken.

Dr Brock was chairman of various Agriculture Boards including the Cotton Board which was the S.A Governments representative at the ICAC. Through this involvement he has been head of the South African delegation at ICAC plenary session since 1993 in India.

He has played an important role in the deregulation of agriculture in South Africa by acting as chairman of the Wheat, Wool and Poultry Industry forums to restructure these industry.

In 1997 he was appointed by the Minister of Agriculture as a member of the National Agricultural Marketing Council which is closely involved in marketing of agriculture products in a free market environment.

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Jeffrey P. Silberman

Jeffrey P. Silberman is a Professor and Assistant Chairperson to the Textile Development and Marketing Department at the Fashion Institute of Technology (FIT) in New York, a consultant to the International Cotton Advisory Committee (ICAC) Secretariat, and serves as Executive Director to the International Forum for Cotton Promotion (IFCP). He is an international textile consultant.

He recently designed and implemented linen development programs throughout Russia, including Mosalsk, Severlyon, and Kostroma, in addition to marketing programs for the Mongolian Cashmere FibreMark Society in Ulaanbaatar, Mongolia, and United Textile Mills in Bangkok, Thailand.

He built and managed the Apparel and Home Textiles Internet Industry Channel for About.com.

Mr. Silberman was a core member of the team charged with developing and launching the Egyptian Cotton World Wide Promotion program for the Government of Egypt and Alcotexa.

Prior to building his consulting firm, Mr. Silberman was a Director of Marketing for Cotton Incorporated, and before that, the Technical Director for United Merchants and Manufacturers, Inc.

Some of his past and present clients include PRI, Development Alternatives, Inc. (DAI), U.S.A.I. D., GTZ, Winrock International, Nathan Associates, A.P.R.P., ACDI/VOCA, Roscontract, ASME Armenia, Bombay Dye and Manufacturing, Mafatlal Industries, Alsin Management, Fox Fibre, Dow Corning, Kimberly Clark, Tupperware, Sahara Group, Gavrillov-Yam, and Asahi Chemical.

Mr. Silberman holds a degree in Textile Marketing and Design from Philadelphia University, as well as Advanced Management Program Certificates from the Wharton School of Business in Finance and Accounting, Marketing Management from the Columbia Graduate School of Business, and Environmental Law from New York University. He is a winner of the 'Winrock Award for Service and Dedication Given in Helping to Build a Better World' for his work with Russian flax producers, in December, 1999.

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Katarzyna Swiecicka

Marketing Specialist, Gdynia Cotton Association

- 2002 - Present Gdynia Cotton Association, Marketing Specialist.
- 1995 - 2001 SGS Poland Ltd , Agriculture Department responsible for trade negotiations, certification, projecting and introducing new market products & services, marketing, promotion.
- 1986 - 1995 Polish Chamber of Commerce - specialist on Public Relations, consultant for Polish and foreign entrepreneurs in the scope of Polish economic & financial law, international co-operation , techniques and rules of foreign trade.
- 1985 Graduation Gdansk University (M.sc.).
- 1980 - 1985 Studies at the Economic Faculty, University of Gdansk.

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Richard W. Silvia

Richard W. Silvia is an industry veteran with over 30 years of design, sales and marketing expertise in the home furnishing and apparel industry. He is president of RWS Marketing & Sales, which specializes in sales management and product development for the home furnishing industry. His main emphasis is working with international clients wishing to develop programs with US retailers. Mr. Silvia is also an adjunct instructor of textiles at the Fashion Institute of Technology in New York City.

Prior to building his consulting firm, Mr. Silvia held a series of executive sales positions with Tara Handcrafts, Phoenix Home Fashions, TerriSol Corp., and Artex International. Before that he was Senior Director, Retail Merchandising for Cotton Incorporated and Product Development Operations Manager with Quaker Fabrics.

Mr. Silvia holds a degree in Textile Design from Southeastern Massachusetts University.


© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

IFCP Documents

This page contains links to the documents of the IFCP.

2004

 [Snapshot of the IFCP site — This website in one file](#) 7 Mar (293 KB)

2003

[Bylaws](#) 7 Sept

[Memorandum — Minutes from Gdansk](#) 7 Sept Password required

 [Consultant to Promote Cotton Promotion Chosen](#) 16 June (31 KB)

2002

 [IFCP Membership List](#) December (21 KB)

 [Memorandum — Minutes from Cairo and Victoria Falls and New Letterhead](#) 06 December (14 KB) Password required

 [Memorandum — New Member of the IFCP](#) 06 December (15 KB) Password required

 [Minutes — Cairo, Egypt](#) 20 October (29 KB) Password required

 [Report — Cotton Promotion Activities from Around the World](#) September (1.39MB)

2001



Minutes — 20 September 2001

Victoria Falls, Zimbabwe

20 September (26 KB) Password required

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Bylaws of the IFCP

ARTICLE I — NAME OF ASSOCIATION

The name of this association shall be the International Forum for Cotton Promotion (IFCP).

ARTICLE II — PURPOSE

The International Forum for Cotton Promotion is a non-governmental body composed of national and international cotton industry organizations. The mission of the IFCP is to increase consumer demand and consumption of cotton and cotton products.

ARTICLE III — OBJECTIVES AND STRATEGIES

Section 1. The objectives of the IFCP shall be:

- (a) To encourage national market development programs through the exchange of ideas and experiences for the purpose of increasing cotton consumption worldwide and gaining market share.
- (b) To increase awareness of cotton in member countries.
- (c) To broaden cotton promotion efforts by increasing membership of the Forum.

Section 2. The IFCP shall pursue the following strategies to achieve these objectives:

- (a) Serve as a clearinghouse for the exchange of proven cotton promotion ideas implemented by national organizations.
- (b) The IFCP itself will not directly fund promotional activities.

ARTICLE IV — MEMBERSHIP

Section 1. Membership in the IFCP is open to all non-governmental cotton industry organizations or companies.

Section 2.Applications for membership.

(a) Applications for membership shall be directed to the IFCP Chairman via e-mail at ifcp@icac.org or via mail at the following address:

International Forum for Cotton Promotion
1629 K Street, NW
Suite 702
Washington, DC 20006
USA

(b) Applications for membership shall include a description of the applicant organization, its interest and current activities in cotton promotion.

(c) All applications for membership shall be subject to approval by a two-thirds majority of IFCP members in good standing.

Section 3.Financial obligations of members.

(a) The assessment of each member shall be \$5,000 (U.S.) in the form of membership dues.

(b) In the case of multiple members from the same country, participating organizations will have the option of paying a full assessment each to become full members or sharing the \$5,000 (U.S.) obligation equally to share a membership.

(c) Dues shall be payable within three months of the organization's successful application for membership.

(d) Subsequent dues, should they become necessary, will be assessed at a level determined by a two-thirds vote of the membership and payable as per the above articles.

ARTICLE V — MEETINGS

Section 1.The IFCP annual meeting will be held in conjunction with the annual ICAC Plenary Meeting.

Section 2. Voting rights shall be as follows:

- (a) Each full member shall have one vote.
- (b) If assessments are split among more than one member, those members sharing a full membership shall have one collective vote.

ARTICLE VI — OFFICERS

Section 1. The IFCP shall be represented by three officers: a chairman, vice-chairman and a treasurer

Section 2. Election of officers.

- (a) The officers shall be chosen by majority vote from among the designated representatives of contributing member organizations.
- (b) The officers shall be elected at the annual meeting of the IFCP.

Section 3. Term of office.

- (a) The officers shall be elected for a term of one year.
- (b) The officers may serve successive terms.

ARTICLE VII — FISCAL POLICY

Section 1. The International Cotton Advisory Committee (ICAC) shall hold all assessments and miscellaneous dues in an interest-bearing account for the benefit of the IFCP.

Section 2. Financial reporting.

- (a) The ICAC Secretariat shall issue quarterly written fiscal reports on behalf of the IFCP.
- (b) An annual Treasurer's report will be presented to the annual meeting of IFCP members.

ARTICLE VIII - AMMENDMENTS

These Bylaws may be amended by the affirmative vote of a two-thirds majority of IFCP members in good standing.

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004



INTERNATIONAL COTTON ADVISORY COMMITTEE

1629 K Street NW, Suite 702, Washington, DC 20006 USA

Telephone (202) 463-6660 • Fax (202) 463-6950 • email secretariat@icac.org

Memorandum No. 740

To: Delegates to the Standing Committee, Coordinating Agencies, Members of the International Forum for Cotton Promotion, and Members of the Private Sector Advisory Panel

From: Executive Director

Subject: Consultant to Promote Cotton Promotion Chosen

Date: June 16, 2003

Mr. Jeffery Silberman has been chosen as a consultant to the Secretariat and the International Forum for Cotton Promotion (IFCP), in response to a Request for Proposals issued in May. Mr. Silberman is Assistant Chairperson, Textile Development and Marketing Department, Fashion Institute of Technology, NY. He has experience as a textile industry consultant working with the Mongolian Cashmere Fiber Mark Society, Roscontract, United Textile Mills in Bangkok, the Egyptian Cotton Collective Marketing Program and other projects in India, France and the U.S. He made a very interesting and extensive proposal for the development of national cotton promotion programs, including specific suggestions for areas of research and efforts to encourage the expansion of promotion activities.

Mr. Silberman will support the work of the IFCP, gather and synthesize information about cotton promotion activities, present such information in concrete and useable forms for easy replication, and facilitate communications and meetings of the IFCP.

The statement of work for Mr. Silberman includes the following services:

1. Gather and synthesize information about national cotton promotion activities worldwide, and distribute this information in useable formats to facilitate replication.
2. Edit and publish a quarterly bulletin on cotton promotion issues.
3. Collect, edit and post cotton promotion information on the Internet.
4. Organize and conduct a workshop on cotton promotion at the ICAC 62nd Plenary Meeting in Gdansk, Poland and other forums as opportunities arise.
5. Organize meetings and agendas of the IFCP.
6. Conduct research on issues related to cotton promotion (i.e., current national laws requiring fiber content labeling).
7. Serve as Secretariat to the IFCP.
8. Encourage participation in the IFCP.

Mr. Silberman will begin his responsibilities on July 1, 2003 for a period of one year.



INTERNATIONAL FORUM FOR COTTON PROMOTION

1629 K STREET NW, SUITE 702, WASHINGTON, DC 20006 USA

Telephone (202) 463-6660 • Fax (202) 463-6950 • email ifcp@icac.org

Members:

Australia	Mr. Phillip Russell Cotton Australia Ltd.	Level 2 490 Crown St. Surry Hills NSW 2010	Tel (61 2) 93608500 Fax (61 2) 93608555 <philliprussell@cottonaustralia.com.au>
	Ms. Brooke Lewis Cotton Australia Ltd.	Level 2 490 Crown St., Surry Hills NSW 2010	Tel (61 2) 93608500 Fax (61 2) 93608434 <brookelewis@cottonaustralia.com.au>
Brazil	Mr. Andrew Macdonald Santista Textil S A	Av Maria Coelho Aguiar, 215 Bloco A – 2 andar Jardim Sao Luis–Santo Amaro Sao Paulo SP 05804-900	Tel (55 11) 2731795 Fax (55 11) 8480787 <macdonald@santistatextil.com.br>
	Mr. Pablo Antonio Skaf Asociacao Brasileira da Industria Textil (ABIT)	Rua Marques de Itu 968 Sao Paulo SP CEP 01223-000	Tel (55 11) 3660101 Fax (55 11) 36678209 <secretariageral@abit.org.br> <abit@abit.org.br>
Egypt	Mr. Amin A. Abaza ALCOTEXA	16, Sesostris St. Alexandria	Tel (20-2) 336.1516 Fax (20-2) 336.4031 <mncc@internetegypt.com>
	Mr. Soghi A. Mashaal ALCOTEXA	12, Talaat Nooman St. P.O. Box 1772 Alexandria	Tel (20 3) 480-8615 Fax (20 3) 487-3002 <alcotexa@idsc.gov.eg>
Egypt	Mr. Heinz Burgstaller Egyptian-German Cotton Sector Promotion Program	4D, El-Gezira Str. Zamalek Cairo 11211	Tel (20 2) 33-65-416 Fax (20 2) 33-65-415 <cspp@idsc.net.eg>
Germany	Mr. Jan Wellman Bremen Cotton Exchange	Baumwollborse, Room 106 Wachtstr 17-24 28195 Bremen	Tel (49) 421 3631030 Fax (49) 421 3631011 <trade@amp-bremen.com> <baumwollboerse@metronet.de>
India	Mr. Suresh A. Kotak East India Cotton Association	Navsari Building 240 D.N. Road Fort Mumbai 400 001	Tel (91 22) 2404876, 2401640 Fax (91 22) 2405578 <eica@bom8.vsnl.net.in> <kotakco@bom4.vsnl.net.in>
Italy	Mr. Giovanni Robba Associazione Tessile Italiana	Viale Sarca, 223 20126 Milano	Tel (39 02) 66103838 Fax (39 02) 66103863 <info@asstex.it>
Poland	Mr. Zbigniew Roskwitalski Gdynia Cotton Association	P. O. Box 107 7 Derdowskiego Str.	Tel (48 58) 6207598 Fax (48 58) 6207597 <ib@gca.org.pl>
South Africa	Mr. Hennie Bruwer Cotton South Africa	P. O. Box 912-232 Silverton Pretoria 0127	Tel (27 12) 8041462 Fax (27 12) 8048616 <henniebruwer@cottonsa.org.za>
Spain	Mr. Jaume Artigas Centro Algodonero Nacional	Via Layetana, 32 y 34 Barcelona 08003	Tel (34 93) 3198950 Fax (34 93) 3198962 <can@teleline.es>

	Mr. Salvador Maluquer Asociación Industrial Textil de Proceso Algodonero (AITPA)	Gran Via 670 08010 Barcelona	Tel (34 93) 3189200 Fax (34 93) 3026235 <maluquer@aitpa.es> <aitpa@aitpa.es>
	Elena Saenz Agrupación Española de Desmotadores de Algodón	Castelló 115, Of. 522 28006 Madrid	Tel (34 91) 5642930 Fax (34 91) 5642928 <aeda@entorno.es> <www.aeda.es>
Turkey	Mr. Tuncer Ogun Turkish Textile and Raw Materials Exporters Association	Ankara	Tel (90 212) 4540220 Fax (90 212) 4540220 <eminea@itkib.org.tr>
UK	Mr. Robert Williams Liverpool Cotton Association (LCA)	620 Cotton Exchange Bldg Edmund Street Liverpool L3 9LH	Tel (44 151) 2366041 Fax (44 151) 2550174 <staff@lca.org.uk>
USA	Mr. Allen Terhaar Cotton Council International	1521 New Hampshire Av. NW Washington DC 20036	Tel (1 202) 7457805 Fax (1 202) 4834040 <aterhaar@cotton.org>
	Mr. Berrye Worsham Cotton Incorporated	6399 Weston Parkway Cary, NC 27513	Tel (1 919) 6782421 Fax (1 919) 6782234 <bworsham@cottoninc.com>
	Mr. Mark Messura Cotton Incorporated	6399 Weston Parkway Cary, NC 27513	Tel (1 919) 6782220 Fax (1 919) 6782230 <mmessura@cottoninc.com>
Zimbabwe	Mr. Sylvester Nguni The Cotton Company of Zimbabwe Ltd	P. O. Box 2697 1 Lytton Road Workington	Tel (263 4) 726902 Fax (263 4) 708573 <snguni@cottco.co.zw> <cottco@cottco.co.zw>

Revised 12/06/02

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Essentials

Cotton Links

Design Inspiration

MD Travel Health

Textile & Fashion News

Trademark Search

World Clock

XE.com Currency Converter

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Cotton Links

More links can be found on the [Textile and Fashion news](#) page.

ACSA International Cotton Institute

A joint venture between the American Cotton Shippers Association and the Meeman Center for Lifelong Learning at Rhodes College. A nine week residential program that provide a basic education in all aspects of the cotton industry and the international business environment. From field to fabric, to manual classing and the use of HVI data, through risk management and the basics of price protection.

Agrupación Española de Desmotadores de Algodón (AEDA)

Agrupación Española de Desmotadores de Algodón, es una asociación privada, sin ánimo de lucro que se constituyó en 1998.

ALCOTEXA — Alexandria Cotton Exporters' Association

Aims to develop cotton trade among exporters, importers, spinners and other bodies inside and outside of Egypt. ALCOTEXA manages the newly developed [Egyptian Cotton Logo](#).

American Cotton Shippers Association

The ACSA was organized to provide a united voice for the cotton merchandising trade of the US. ACSA is comprised of Merchants, Primary Buyers and Mill Service Agents who are members of four Federated Associations.

Asociación Industrial Textil de Proceso Algodonero (AITPA)

Con la industria textil algodонера se abre la historia de la industrialización en España, uno de los sectores más dinámicos, gracias a la tenacidad y a la inquietud asociativa de los hombres que iniciaron su andadura en este sector.

Associação Brasileira da Indústria Têxtil e de Confecção — Brazilian Textile Association (ABIT)

The Brazilian Textile Association website is in Portuguese, with an English version available. There are many categories of information, with a distinct focus on news and events with a calendar of activities such as textiles fairs, awards and media appearances.

Associazione Tessile Italiana (ATI)

The Associazione Tessile Italiana (Italian Textile Association or ATI) represents Italian companies operating in the textile industry.

Australian Cotton Cooperative Research Centre (Cotton CRC)

A collaboration between government, industry, and research institutions to strengthen Australia's cotton industry. CSIRO is the largest partner. Their site includes research publications on the cotton industry.

Beltwide Cotton Cooperative

A cooperative marketing cotton producers across the cotton belt. Cotton is sold directly to mills. In association with Weil Brothers Cotton.

Bolsa de Mercadorias & Futuros

This is the website for the Brazilian Mercantile Futures Exchange. Information is available in Portuguese, Spanish and English.

Bremen Cotton Exchange

German cotton exchange, with over 200 members. Information on the German cotton industry, cotton, and more. Primarily concerned with the trading of raw cotton.

Colly Cotton Marketing

All of the cotton world's updated numbers.

Cotton — Agriscape

Cotton research sites, from Agriscape.

Cotton — AgWeb.com

Cotton information on AgWeb. General news, industry news, and feature articles on cotton.

Cotton Australia

Cotton Australia's website is a bank of information on cotton in Australia. It has a section devoted to "Fashion and Lifestyle" focused on promoting cotton. Educational brochures can be downloaded from the site.

Cotton Company of Zimbabwe (Cottco)

Southern Africa's leading cotton buying, processing and marketing organisation.

Cotton Council International (CCI) — COTTON USA Program

The international division of the National Cotton Council of America. The COTTON USA program utilizes the COTTON USA Logo to market US cotton around the world. Includes a searchable listing to find U.S. manufactured cotton product exporters and U.S. and overseas companies who produce products that are licensed to use the COTTON USA Mark.

Cotton Farming Magazine — Cotton Farming Management Magazine

From Vance Publishing.

Cotton Grower/Cotton International

Leading information center for worldwide-specialized agriculture. Offers Cotton Grower Magazine and subscription services providing information on cotton markets and prices.

Cotton Incorporated

The marketing and research company of American Cotton Producers.

Cotton India.com

This site offers information about the Indian cotton industry. Ruhatiya Cotton & Metal Limited owns and operates the site.

Cotton on the Net home page

Home page for 'Cotton on the Net', a leading source of information for the cotton industry. It's all here.

Cotton Outlook

Cotton Outlook offers daily cotton market news and summaries. Cotton Outlook also offers services to track cotton prices and commodity trading.

Cotton Pickin' Web

The Cotton Pickin' Web is your portal to accurate, current, and organized information on cotton production. It is a single, national Web site that contains links to virtually all of the cotton production information available across the Cotton Belt.

Cotton Production and Processing Research Unit — ARS — USDA

Develops and integrates basic knowledge of production and processing systems for stripper-harvested cotton to maximize producer returns, minimize processing costs, preserve fiber quality, and maintain a clean and safe work environment. At the Lubbock Ginning Resesarch Laboratory. A unit of the Agricultural Research Service, part of the USDA.

Cotton Program — AMS — USDA

Cotton Program of the Agricultural Marketing Service, part of the USDA (United States Department of Agriculture). Information on classing of cotton, market news, promotion, research, international programs, and more.

Cotton Quality Research Unit — ARS — USDA

Researches improvements in quality through breeding, growing, and harvesting technology. Also researchs methods of determining quality. A unit of the Agricultural Research Service, part of the USDA.

Cotton's Calender

Meeting dates of cotton organizations, compiled by the National Cotton Council (NCC). Fairly comprehensive list of cotton-related events, some of them specifically for cotton, others of general interest to those in the textile or agricultural industries. Published quarterly (January, April, July, and October).

Cotton Egypt

The Cotton Egypt site has a wealth of information about the Egyptian Cotton Logo as well as about Egyptian cotton in general. You can apply for the right to use the logo from the web site.

Cotton South Africa (COTTON SA)

Cotton South Africa has a website with sections covering "Educational and Promotional", "The Cotton Mark", "Publications and Technical Information" and "Economic Information" that would be very interesting for the consumer.

French Cotton Association (AFCOT)

You will find here a presentation of AFCOT's activities, the list of members, extracts from the monthly newsletter and links related to cotton. AFCOT is a member of CICC.

International Cotton Advisory Committee (ICAC)

An association of governments having an interest in the production, export, import, and consumption of cotton. The ICAC has consultative status with the U.N. and its specialized agencies and cooperates closely with other international organizations in matters of common interest.

Istanbul Tekstil ve Konfeksiyon Ihracatci Birlikleri — Istanbul Textile & Apparel Exporter Unions (ITKIB)

The Istanbul Textile and Apparel Exporters Associations (ITKIB) is the leading textile industry association in Turkey, bringing together 28,000 manufacturers and exporters of textiles, apparel,

carpets, leather, leather wear and ready-to-wear garments. ITKIB members account for 80 percent of Turkey's textile and apparel exports and 30 percent of the country's total exports • reaching primary markets in Europe and in the United States.

Izba Bawelny w Gdyni — Gdynia Cotton Association

The Gdynia Cotton Association website is presented in both English and Polish. There are many categories of information on it concerning the activities and services offered by the GCA.

King Cotton Magazine

From Weil Brothers Cotton. Includes daily market reports, crop reports, NYCE reports, USDA reports, and historical data of interest to the cotton producer.

Land of Cotton — Online News Magazine

Good news source for the cotton industry. Produced by Geni Certain.

Liverpool Cotton Association

The Liverpool Cotton Association is an internationally supported, non-profit making, non-trading organisation exclusively concerned with raw cotton affairs.

Mambo Commodities

A monthly report on cotton commodity trading.

Market News Reports — Cotton Reports

Weekly cotton market review, cotton quality, cotton Prices. from the USDA Agricultural Marketing Service.

National Cotton Council of America

National Cotton Council of America Home Page Central organization of the US cotton industry. Also hosts pages for Cotton Council International and the Cotton Foundation. Find out what's new and how to forecast prices for the coming year.

Natural Cotton Colours, Inc — FoxfibreTM

Sally Fox, founder and president of Natural Cotton Colours, Inc., pioneered the first cotton grown in the shades of red, brown, and green through cross-breeding.

NYCE — New York Cotton Exchange

From the New York Board of Trade (NYBOT).

North Carolina Pest Management Information

Placed on the Web by the Center for Integrated Pest Management, North Carolina State University. Contains information about all facets of cotton production, not just pest management.

Southwestern Cotton Ginning Research Laboratory — ARS — USDA

Develops improved methods for ginning cotton and cleaning agricultural fibers and preparing them for conversion into yarns, webs, and fabrics in the irrigated west. Run by the Agricultural Research Service, part of the USDA.

Staplcotn Cooperative Association

The largest producer owned cotton cooperative in the United States. The mission of Staplcotn/Stapldiscount is to enhance its members' incomes by providing cost-effective marketing, warehousing, financing and other authorized services in a manner that fosters their trust and confidence in the cooperative and meets exemplary standards of business and personal conduct.

Supima Association of America

A promotional organization for American Pima cotton growers. Involved in promotion, research, policy, and licensing of the Supima trademark.

Sustainable Cotton Project (SCP)

Located on the northern end of the world's most productive agricultural region — California's Central Valley — the Sustainable Cotton Project (SCP) focuses on one of the most widely grown and chemical-intensive crops.

Swiss Financial Futures

Daily Cotton Market price commentary.

Texas International Cotton School

Join managers from around the world and interact with top cotton and textile experts at the next session of the Texas International Cotton School. Understand U.S. cotton production, processing and marketing systems — see the latest machinery and equipment — meet friendly Texans — make valuable business contacts — all in an intense two-week program.

Weil Brothers-Cotton, Inc.

Since 1878, Weil Brothers-Cotton, Inc. has built an unsurpassed reputation in the cotton industry. •With 12 offices on five continents, Weil Brothers is able to provide critical insight and up-to-the-minute information on worldwide cotton production and textile consumption, much of which is shared on their web site at www.cotton.net.

Western Cotton Research Laboratory — ARS — USDA

Run by the Agricultural Research Service, part of the USDA.

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Design Inspiration

An opportunity for textile designers to access interesting and informative websites displaying a wealth of design inspiration culled from resources around the world. A treasure-trove of valuable design information!

Art History Resources on the Web

Links by geography and period to museums and galleries around the world.

ArtLex on Textiles

Some of the most important pieces there are.

Australian Contemporary Textiles.

Australian Contemporary Textiles highlights the work of textile artists / craftspeople resident in Australia. The database shows several images of each artists work, their artist statement and in some cases a brief CV.

Cairo Museum

As you can imagine, certainly one of my favorites. Click through the links.

CITDA

The Computer Integrated Textile Design Association (CITDA) is the premier association committed to the use, management, and development of computer integrated design (CID) and computer integrated manufacturing (CIM) systems within the textile industry.

Coast: Printed Textile Design Studio

Limited, but interesting.

Computer Textile Design Group (CTDG)

The Computer Textile Design Group is an association of people who work with computers in embroidery, surface design, screen printing, knitting, lace-making and other textile activities.

Fashion Toolbox

Design software for apparel, textile and surface designers.

Folk Art and Craft Exchange

Below you will find Web links to MUSEUM COLLECTIONS that focus on folk art and crafts of the World.

G & S Dye

A catalogue of designer supplies.

Heavens' Embroidered Cloths

One Thousand Years of Chinese Textiles.

Hermitage, St. Petersburg, Russia.

Don't even ask. Just get on a plane and go.

JacqCAD MASTER®

JacqCAD MASTER® is a computer program for creating textile designs on Macintosh computers.

Lisa Peruchini Textile Design

Mostly novelties and engineered prints. Very prolific.

Los Angeles County Museum of Arts

Another knock-out collection.

Macedonian Folk Embroidery.

http://www.auburn.edu/academic/liberal_arts/foreign/macedonia/folk-embroidery/index.html

Miltonia Textile Links

From the artist show. A little bit of everything.

Museums Around the UK.

Another terrific virtual site.

Origin, Inc.

A full service design studio. Original concepts, colorings, repeats, etc.

Symetry and Pattern: The Art of Oriental Carpets.

Oriental Carpets have long been appreciated for their beauty. That beauty is achieved through the

choice of colors and designs, as well as by the manipulation of designs and colors to form pleasing patterns.

Textile Museums-United States of America

Organized by States.

The Accademia Group

A group of design studios out of Italy. They represent over 100 designers from countries around the world.

The Koeltz Collection

The Museum possesses a large collection of textiles collected in the early 1930's by Dr. Walter Koeltz.

The Metropolitan Museum Costume Institute.

The world-renowned Costume Institute at the Metropolitan Museum possesses more than 75,000 costumes and accessories from seven centuries and five continents.

The Northwest Quilters Home Page.

Quilts, quilts, quilts. Authentic design and designers.

The Textile Gallery

Here you will find a wealth of illustrative and written material on the textile arts, which we hope you will find both fascinating and informative.

Victoria and Albert Museum

The Victoria & Albert Museum in London is the world's largest museum of the decorative arts and is home to 145 galleries, including national collections of sculpture, furniture, fashion and photographs.

The Weaving Art Museum and Research Institute.

Covers historical as well as modern documents.

Weaveplan

Textile consultants at Weaveplan are the UK's leading designers in the specialized fields of woven fabrics and printed textiles.

William Morris

Textiles and Textile Design by William Morris and Morris & Co.

World Museums

A huge list of museums and galleries.

Yaroslavl Icon Painting

A studio where icons are painted in the original ways.

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Fashion and Textile News

Good news sites for cotton (as well as textile & apparel) news. More links can be found on the [Cotton Links](#) page.

ATMI Headlines

Targeted Headlines from the American Textile Manufacturers Association.

BharatTextile.com

Global textile, apparel and fashion news.

Daily News Record

This retail menswear fashion industry publication features headlines, articles, and photographs.

Emerging Textiles

Impressive coverage of key worldwide textile news.

Fibre2Fashion News & Views

Update yourself with the latest news / events and current-affairs on textile and fashion industry, by the hour. Post your company press releases and articles.

Home Textiles Today

Current and easy to use source of home furnishings textile news.

Industrial Fabrics Industry News

Great industry news from Industrial Fabrics Association International (IFAI).

JustStyle.com

Current apparel and textile industry news from JustStyle.com and Reuters.

Textile World News

News on the textile industry, compiled by *Textile World*.

Textiles Panamericanos News

News on the textile industry, compiled by *Textiles Panamericanos*.

Textile World Asia News

News on the textile industry, compiled by *Textile World Asia*.

Textiles.com

Textile news from around the world, powered by World News. Messy interface but a good news source, including related industry news, such as knitting, sewing, clothing and yarn.

TextileWeb

Good news service original to the site and culled from other textile news sources.

TexWatch.com

International textiles and apparel news.

Turkish Textiles b2b

A very thorough site from Turkey.

Womens Wear Daily

WWD, The Retailers' Daily Newspaper, covers the retail apparel industry.

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Trademark Search Links

[Australian Trade Mark On-line Trademark Search System](#)

[Base de données sur les marques de commerce canadiennes](#)

[Canada Trademark Search Database](#)

[European Community Trademark Search CTM-ONLINE](#)

[Japanese Trademark Search Database \(English \)](#)

[Japanese Well-Known Trademark Search \(English\)](#)

[Japan - Search List of Trademark Goods and Services English](#)

[Japan - Search List of Trademark Goods and Services English](#)

[Hungary English Database for Trademark Search](#)

[Hungary Hungarian Database Trademark Search](#)

[New Zealand Trademark Search](#)

[United Kingdom Trade Mark Registry Trademark Search](#)

[United States Trademark Office](#)

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Features

Welcome to our Site

Welcome to the Journal of the International Forum for Cotton Promotion's first Cotton Promotion Bulletin. Take a few minutes to browse the site through this map in order to familiarize your self with it.

The Urgent Need to Promote Cotton Internationally

By Dr. Eugene Brock. World fibre consumption at end use level was estimated to be 52 millions tons in 2002. Cotton fibre share of this market again decreased and now stands at 39.7% (2002). Although cotton consumption increased by 3%, the demand for non-cotton fibres resumed expansion by 6% during this period. This pattern has been taking place since 1987 when cotton's market share was over 50%.

More: [Dr. Eugene Brock's bio](#)

Cotton Promotion — Target or the Way to Hit the Target

By Katarzyna Swiecicka. Cotton is pure, natural and healthy raw material. When used in making apparel or in the sector of industrial fabrics, its values are self-evident and doubtless. In spite of the virtues — the producers and processors of cotton live hard times now. One of the reasons of this state of affairs are government subsidies let in many cotton producing countries. For some, it means retaining the growing area or even rising the production, for others its is unfair competition and hindering the possibilities of development. Since many years, the viewpoints of the opponents and advocates of this kind of aid have been clashing on the forum of WTO and ICAC.

More: [Katarzyna Swiecicka's bio](#)

Strategic Perspective

By Jeffrey P. Silberman. By focusing your promotion domestically, you manage the scope of that promotion, and you then can control your competitive environment more successfully. Working in a market that you are intimately familiar with and connected to presents strong advantages, including a better understanding of your target consumer that will help you to more easily and effectively influence fiber preferences.

More: [Jeffrey P. Silberman's bio](#)

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Cotton Promotion — Target or the Way to Hit the Target

By Katarzyna Swiecicka, Marketing Specialist, Gdynia Cotton Association

Cotton is pure, natural and healthy raw material. When used in making apparel or in the sector of industrial fabrics, its values are self-evident and doubtless. In spite of the virtues — the producers and processors of cotton live hard times now. One of the reasons of this state of affairs are government subsidies let in many cotton producing countries. For some, it means retaining the growing area or even rising the production, for others its is unfair competition and hindering the possibilities of development. Since many years, the viewpoints of the opponents and advocates of this kind of aid have been clashing on the forum of WTO and ICAC.

Low, or even intentionally kept low, level of cotton prices could result in promoting the demand. Here, however appears a second factor — a hit of the market — chemical fibres, whose manufacturers want to replace with them a possibly great volume of natural fibres. Huge money spent on research, advertising and promotion bring effects. Nevertheless, in spite of the announcements of manufacturers of chemical fibres — they are not the future of the market.

In the time of intensive ecological campaigns and growing collective consciousness of societies, as far as the care of the environment is regarded, it seems necessary that the cotton sector all over the world creates cotton image and reminds the consumers about its virtues and possibilities. New ways of development and processing of this raw materials are looked for, starting with pro-ecological growing up to new processing technologies allowing for new applications. These activities cause that, year by year, new ways open in front of this raw material which is the companion of man almost from his very beginning.

What is important — the promotion campaigns should not be limited to producing countries only. It is true that non-producing countries were ignoring the lowering demand level. However, the spoiled balance of supply and demand cannot be disregarded any longer. Cotton sector is also the world net of trading companies involved in the turnover of this raw material, as well as the whole processing industry located in the non-producing countries. This is also the sector of machinery and instruments for cotton treatment and processing, research institutes and centres working on elevating cotton quality and on broadening of the range of application of cotton products. None of the elements of this chain can or should deny the activities supporting consumers' demand for cotton products. This is worth however, thinking over the optimal ways of promotion.

The International Institute for Cotton — active in the '60s through '80s of the 20th century, based on the financing by the member countries governments, what appeared to be not enough for creation of effective, unified world cotton promotion programme. After a series of re-structuring, financial problems and shifts of the legal ownership, the Institute had unfortunately lost its position and meaning, which could have allowed it to retain the Emblem and its wide-scale promotion opportunities.

Activities of the International Forum for Cotton Promotion established at the ICAC Plenary Session in 2000 present quite different approach to the issue, focusing on the aid and co-ordination of national cotton promotion programmes. This is compatible with the natural development process — in the '90s of the 20th century, countries being producers and simultaneously consumers — like the USA, Australia or the RSA presented the "national" approach to cotton promotion. Characteristic feature of cotton promotion in these countries is a strong position of their own national product, with no stress put on the global questions.

At present, IFCP, tightly co-operating with the ICAC has undertaken activities aiming at a close co-ordination of national plans on the international forum. The objective of these activities is dissemination of the best and most effective standards of promotion and their co-ordination.

It is worth observing in this moment, a different approach to cotton promotion, presented by the non-producing countries, being only processing and consuming customers. Here, cotton promotion turns strictly in the direction of increasing domestic demand for products made of cotton — disregarding the origin of the raw material. One of the most important factors joining all the promotion campaigns should be introduction and application of the Pure Cotton Emblem.

The example of functioning of the Cotton Emblem in consuming country is Poland - this year's host of the 62nd ICAC Plenary Session. The owner of the emblem is the Gdynia Cotton Association. It should be stated that in the whole package of activities ascribed to the idea of using the Cotton Emblem — the most important element is engraving in the client's consciousness the positive attitude towards cotton. This task is realised by the GCA through publications, addresses on the public forums and co-operation with the media — because only an effective creation of the image of the Cotton Emblem among the consumers, presenting it as a guarantee of a proper quality of goods, would contribute to the success of this way of promotion.



The emblem is registered in the Polish Patent Office and the right of its using is transferred by means of concluding the licence agreement with the GCA, under the condition that the cotton products match the strict criteria defined by the special chart of conditions. A product which is to be labelled must show that the yarns, fabrics, knitted fabrics etc. are 100% cotton. Moreover, it is very important for the evaluation and qualification of a product, that it retains high quality standards and possesses usage virtues concordant with the destination of such a product. The last one is being evaluated by way of checking technical parameters such as: changing the size after washing, white degree for bleached products, dye resistance for washing and wet ironing, limited toxicity — including formaldehyde and pure chlorine. A company interested to receive the licence for using the Emblem - besides disclosing the information about the names of the products, technological description, information about the finishing additives - must also make a statement, that the concordance of the product with the qualification requirements will be preserved during the whole period of licensing. The sample of the product should also be attached for testing. The licensing agreement is signed for 5 years, after which period it may be prolonged on the basis of the written application of the manufacturer. The 5-year validity period was established to make it possible to control the proper using of the Emblem in the rapidly changing market conditions. The Emblem owner's care about retaining its prestige is expressed by the fact, that the GCA reserved itself the right of controlling the quality of the products labelled with the Emblem at any time during the period of validity of the licence.

Among the visible advantages which can be experienced by manufacturers of cotton products labelled with the Cotton Emblem are: increasing the company's prestige in the eyes of the customers, stimulation of demand for products with such an Emblem, increasing the number of clients loyal towards this mark. Consumer — buying goods marked with the Pure Cotton Emblem has the guarantee of a good quality product, in spite of the place where the product was bought, and he has also the guarantee of an easy identification of goods. The superior objective and idea of applying the Emblem is increasing the sales of the labelled products and influencing the customers' ecological consciousness, as well as promotion of usage of products made of natural fibres, as one of the ways of healthy, natural way of living.

Multicultural world cotton market, diverse historical and social conditions, make it necessary to find an individual approach to particular groups and circles of consumers. This is the real force of national promotion programmes. On the other hand — the increase of consumers' consciousness is the aim being really within the reach. While the consumers' ecological consciousness is still growing — is the slogan "Cotton — the object of desire" not convincing?

More: [Katarzyna Swiecicka's bio](#)

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Strategic Perspective

Beginning Your Cotton Promotional Program on a Reasonable Budget

Jeffrey P. Silberman
Executive Director
International Forum for Cotton Promotion*

Assistant Chairperson
Textile Development and Marketing Department
Fashion Institute of Technology

Workshop on Cotton Promotion
62nd Plenary Meeting
International Cotton Advisory Committee
Gdansk, Poland
September 11, 2003

Creating domestically focused promotion programs to increase world consumption of cotton is the focus of our workshop. We can probably all agree that fiber promotion at the retail level increases sales of cotton products, and thereby increases sales of raw cotton. There have been many examples of international program successes to substantiate that idea.

But today we are talking about the next generation of cotton promotion. We are talking about increasing consumer cotton demand in your own markets within your own countries, through locally funded and implemented promotional programs. Domestic promotion programs are aimed at serving the markets you know best, the markets you have the easiest access to, and of course the markets where you can have maximum control of your activities. And needless to say, you need to know your markets, understand your customer and examine how best to communicate with them.

But let's talk about how to get started on a program, and how to implement it with a reasonable budget. We'll also talk about the elements of a program and some promotional tools that can be used; some funding mechanisms, how to invest those funds to multiply the overall impact and how to sustain the effort. And most importantly, how the IFCP can help you facilitate your

program.

Determining the Objective — A Frame of Reference

We must first establish objectives in order to be successful. Clearly, everyone's objectives will vary somewhat, but what everyone's objectives have in common is that they must be specific and obtainable. If you are able to establish some objectives that are realistic for your promotional effort, the path becomes clearer.

And so it is important to realize that domestically aimed enhancement programs are not expected to outspend enormous chemical fiber promotion budgets. The kind of programs we want to foster are funded and managed domestically, and they benefit your domestic cotton industries by increasing consumer preference for cotton relative to man-made fibers in your market.

By focusing your promotion domestically, you manage the scope of that promotion, and you then can control your competitive environment more successfully. Working in a market that you are intimately familiar with and connected to presents strong advantages, including a better understanding of your target consumer that will help you to more easily and effectively influence fiber preferences.

A domestic demand enhancement program presents fewer complications and can more easily be implemented with limited resources. When you control the promotional landscape you can function with agility and precision. The amounts of money that you need for promotional spending will generally be far less with a domestic promotion than with an internationally aimed program because you have a smaller market population to penetrate, and the promotional vehicles are usually less expensive than international media. If you choose to utilize a logo in your promotional strategy, it is easier to monitor proper and improper logo usage. Overall, it is easier to protect intellectual property and authenticity within your country boundaries — far easier and less costly than trying to monitor international infractions. But of course, not everyone will choose a program based on a mark, whether it be for certification mark or for collective marketing.

And so, simply stated, your objective is to create or redesign the landscape of your promotional playing field to the advantage of cotton. The way to accomplish this is to limit the geographic and product promotion scope to circumstances that you can control. Make it your game.

Promotion programs can be complex, or they can be very simple in structure, but they all have certain circumstances and elements in common.

Most fiber promotion programs begin with a crisis, and that crisis is usually a drop in market

share. A few people (or a few companies or organizations) realize that something must be done, and they then form a core group. This core group must invest the time and energy to bring the program forward, or at least to get it started. It doesn't take many people to move a promotional effort forward, but it does take a concerted effort. Without this group of individuals, a program can't happen.

That core group then usually extends invitations downstream (or upstream) making sure that interested segments of the industry are represented, and this group of individuals usually evolves into the organization that 'houses' the effort.

A fiber promotion company needs an organization for legal and management reasons. This 'residence' for the promotion is called different things in different countries (i.e. associations, societies, promotion boards, etc.) but it is usually structured legally as a domestic non-profit organization, and has a board of directors made up of interested parties. This organization will manage the intellectual property and the administration, including membership issues, financial issues, and more. But as important as this organizational structure is, in many ways it is not the core of the promotional activity itself. It does not have to be formally set up before activities begin, and usually does not have to be formalized until the effort gets underway. Don't wait for the organization to be formed. You will wait too long.

In summary, if you feel strongly about developing a domestic cotton program, call someone in your industry that you think may have similar interests. Discuss your objectives with them, and begin to plan. Get the right people involved from the beginning of the process, and don't let the organizational structure development slow you down.

The Core Group and Strategic Alliances

The promotion itself is primarily driven by the strategic alliances that are formed between the organization and customers from the fiber-through-retail supply chain. The most important task with which to charge someone who is developing a cotton promotion program is to focus on developing strategic alliances with retailers and manufacturers (if they exist in your market place), and to participate as much as possible in the supply chain. That's what engineered fiber selection, education programs, and consumer ads have in common. Producers need to know where their product goes, and consumers need to know where their products come from, from point of origin through consumer satisfaction. But this is not to imply that one needs to work with a textile mill or manufacturer. Some of the most successful programs place their focus at the retail level, whether it be for branded product or private label collections, to communicate more closely with the consumer. And the promotion activity must insinuate itself into that supply chain as much as possible, and as seamlessly as possible. Your customers and their customers are the pathways that help you pull your cotton messages through to retail, and the closer you can

establish partners to the point of sale, the more the consumer can relate your product. The idea of "cotton" is enticing, but not as enticing as a "cotton towel".

Communicating directly with the consumer is usually very expensive, whether through broadcast or print — so much so that it often becomes impractical for most beginning programs. Most of the ways to 'talk' to the consumer are through retail channels, which is why these strategic alliances with retailers become so important.

And so to accomplish this communication with consumers, find a few manufacturers or retailers that currently advertise and promote their own product lines. These companies understand the value of promotion already, and will be more open to promotional ideas that cost money. You don't need many retail partners to start out with; you just need one or two. The program will grow in its own given time, and at this point, it is likely that a new program doesn't have the resources to support more than a few efforts in a meaningful way. Better to focus the resources now and demonstrate small successes. This will bring sustainability later.

Begin discussions with these customers close to retail about working together to develop a program that focuses on products made from cotton, either pure or a blend. Bring them in on the logo development by asking their opinions at different points of the artwork and strategy development process. If the program works for their customers, it will work for you.

The Logo

Having a logo does not mean that you have a promotion program. You can also have a program without a logo, but I've never seen that. The logo becomes a focal point, a rallying point, something to tie your image to. Logo development often becomes expensive and emotional, but it doesn't have to. I'm happy to answer any questions that you might have about logo development or mark protection later today or at another meeting, but time does not permit us to go any deeper at this time. Suffice it to say, the IFCP is here to facilitate information like this. Groups like Cotton SA and COTTON USA have years of experience in this. It's at your fingertips.

So at this point, you have a group of interested individuals with like objectives, a strategic alliance with at least one (preferably more than one) partner that produces your products that meet your criteria, a product collection that exemplifies your objectives, and a logo that your group is satisfied with. What now?

The Elements of Your Communication Strategy

We've heard about a lot of interesting programs today, and they all have some basic things in common. The first thing I noticed in reviewing the programs beforehand is that they all recognize

that a promotion strategy is just one element of an overall communication strategy. That overall communication strategy must include promotional vehicles, but also should consider an advertising strategy, a public relations strategy, media strategy, and a coordinated sales strategy.

Here is an easy way to plan your communication strategy. Ask yourselves these five key questions: What results are you looking for? Who do you want to communicate with? What do you want to say? How will you say it? And, who do you want to say it for you?

The answers to these questions are not complicated, nor particularly difficult to arrive at. The results that you are looking for translate into your objectives. You want to communicate with your target audience; what you say is your message, how you say it and who says it will depend on whether you are focusing on the trade or the consumer, and the tools you will use.

An example of satisfying the objective (the results we want) may be to get the consumer to look for cotton, or cotton-rich blends next time they are in a store, or looking at a catalogue. The target cotton customer of course, will be the one you have defined by age, demographics, etc. The cotton message is well established through research, the international programs, and publications, and there is a great deal of free cotton-rich photography available. You don't need to create a lot of original and costly material in order to begin a promotion program. The decision of whether your focus is on the trade or the consumer will have a lot to do with your budget.

You then must decide how you want to deliver your message. You may wish that your promotional communications follow the direct product flow ('push strategy'), or circumvent the product flow and go directly to the consumer ('Pull strategy'), or combine both push and pull, which is usually the most effective.

After you have answered all of these questions, you can then look at the techniques you have seen presented today and those that are contained in the second edition of Cotton Promotion Activities from Around the World, published by the IFCP for this meeting. But you will look at these techniques differently; because if you have fully answered the above questions, you will know which promotion techniques are right for you, and how to combine those techniques with the right advertising, the right public relations message, and the sales support to make your promotion meaningful.

More: Jeffrey P. Silberman's bio

*The International Forum for Cotton Promotion exists to help you realize effective and affordable communication and promotion strategies. We need you to support the organization, and to join the organization. If we can work together to increase cotton consumption in your domestic markets, we will have worked together to improve cotton's position in the world marketplace.

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

The Urgent Need to Promote Cotton Internationally

Compiled by: Dr. Eugene Brock, South Africa

World fibre consumption at end use level was estimated to be 52 millions tons in 2002. Cotton fibre share of this market again decreased and now stands at 39.7% (2002). Although cotton consumption increased by 3%, the demand for non-cotton fibres resumed expansion by 6% during this period. This pattern has been taking place since 1987 when cotton's market share was over 50%.

On the other hand, the USA is the only industrial country where market share of cotton has improved over the last ten years. China (Mainland) the world's largest consumer of cotton at mill level, however, registered declines in final consumption over the last decade. The ICAC projects global consumption of cotton to reach 22 million tons in 2005 and 23.6 million tons in 2010, with a continued loss in market share to 38% in 2010. This issue has been raised and debated over the years with little substantial actions to counter the trend.

The formation of the International Forum for Cotton Promotion (IFCP) and the appointment of Jeffrey Silberman as Executive Director is a positive step to address this issue. In this regard there are a multiple of issues that rush to mind for the forum to address and we should perhaps prioritise them.

The first is that now that we have a vehicle to unite our efforts, every member of the ICAC should become a member of the IFCP. One of the weaknesses that can be identified in a swot analysis for cotton must be the dispersed and limited focus on the promotion of cotton by producing and consuming countries with the exclusion of the US, South Africa, Australia and now Egypt. If we are to make a difference, we need critical mass and dedicated support from all countries.

The second step would be to commission research to establish the main reasons why we have lost market share. Although this may be complex because of the heterogeneous nature of the cotton markets, it can be structured around the information that we already have. This information would then serve as a basis for the forum members developing an in-depth analysis of cotton strengths, weaknesses, opportunities and threats (swot). This in turn could tell us where we are, where we would like to go and how to get there. There are for example still strong arguments that

could be made for an International Cotton Mark (brand) together with an appropriate slogan as a guarantee of authenticity and reassurance.

Further priorities must surely be to produce cotton of internationally accepted quality standards on a consistent basis. Some progress has been made in this regard and the presentations on quality evaluation and instrument classification (at the ICAC conference in 2003) will no doubt be followed up. Among the top priorities must certainly be research into and the development of new cotton products like wrinkle free technology and exploiting the excellent inherent characteristics of cotton on its own or in partnership with other fibres.

It is both an exciting and challenging opportunity to develop a promotional position for a natural fibre with inherent characteristics that lends itself to fashion, leisure wear and household usage. To make a meaningful difference, will need the cooperation and commitment of all member countries.

More: [Dr. Eugene Brock's bio](#)

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Welcome

Welcome to the Journal of the International Forum for Cotton Promotion's first Cotton Promotion Bulletin. Take a few minutes to browse the site through this map in order to familiarize your self with it.

The site content is divided into several sections. The first section, '[Features](#)', highlights on-topic short papers that focus on the strategic elements of cotton promotion.

The second section, '[How To Do It](#)' features hands-on cotton promotion techniques written by a variety of contributors, to enable you to begin promotion activity immediately. Most of this section is written in a step-by-step format.

The third section, '[Essentials](#)', provides you with useable everyday information, including [Cotton Links](#), [Textile and Fashion News sources](#) to keep you up to date, [Trademark Search links](#), even sources for [Design Inspiration](#).

On the left hand side of the site, you will see a column called 'Contents'. Included are some documents to brief a new reader, including downloads of [Cotton Promotions from Around the World](#), 2nd Edition, and [Fiber Content Labeling](#). A [Site Map](#) can be found in the sidebar. You can also click on the Systran links to translate the page into your language.

And finally, the [IFCP Documents](#) link contains PDF's of all of the relevant documents, should you prefer to view the content that way.

Please let us know if the information we have for you is correct, or if we are missing information. We welcome your input.

International Forum for Cotton Promotion

Editorial Staff

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Features

Welcome to our Site

Welcome to the Journal of the International Forum for Cotton Promotion's first Cotton Promotion Bulletin. Take a few minutes to browse the site through this map in order to familiarize yourself with it.

The Urgent Need to Promote Cotton Internationally

By Dr. Eugene Brock. World fibre consumption at end use level was estimated to be 52 millions tons in 2002. Cotton fibre share of this market again decreased and now stands at 39.7% (2002). Although cotton consumption increased by 3%, the demand for non-cotton fibres resumed expansion by 6% during this period. This pattern has been taking place since 1987 when cotton's market share was over 50%.

More: [Dr. Eugene Brock's bio](#)

Cotton Promotion — Target or the Way to Hit the Target

By Katarzyna Swiecicka. Cotton is pure, natural and healthy raw material. When used in making apparel or in the sector of industrial fabrics, its values are self-evident and doubtless. In spite of the virtues — the producers and processors of cotton live hard times now. One of the reasons of this state of affairs are government subsidies let in many cotton producing countries. For some, it means retaining the growing area or even rising the production, for others its is unfair competition and hindering the possibilities of development. Since many years, the viewpoints of the opponents and advocates of this kind of aid have been clashing on the forum of WTO and ICAC.

More: [Katarzyna Swiecicka's bio](#)

Strategic Perspective

By Jeffrey P. Silberman. By focusing your promotion domestically, you manage the scope of that promotion, and you then can control your competitive environment more successfully. Working in a market that you are intimately familiar with and connected to presents strong advantages, including a better understanding of your target consumer that will help you to more easily and effectively influence fiber preferences.

More: [Jeffrey P. Silberman's bio](#)

For your Information

Press Release: IFCP Web Site Targets Cotton Industry Organizations

January 13, 2004, New York, NY — The International Forum for Cotton Promotion (IFCP) has announced the launch of www.cottonpromotion.org, a web site designed to enlighten and empower cotton organizations in the service of increasing consumption of cotton within their own markets.

Fiber Content Labeling begins to take hold in India

By Vijay Trivedi, The Financial Express. In order to provide quality textile products and more product information to the local consumers, the textile ministry has issued a notification stating that enforcement of markings is mandatory on the yarns made wholly from cotton, cloth containing cotton or wool and tops containing wool.

✦ Highlights from the Promotional Activities on Textiles and Clothing Sectors of Turkey

By Dr. Sebahattin Gazanfer. On behalf of the Istanbul Textile & Apparel Exporters Association, (ITKIB) on promotion progress in Turkey.

How To Do It

10 Quick and Easy Ways to Promote Cotton on a Limited Budget

By Richard W. Silvia. While major consumer and trade advertising is an important part of getting the cotton message out to the general public, it requires a major commitment of time, energy and a big budget. There are many less expensive opportunities to promote the benefits of cotton fiber and cotton products. The key to great promotions is to maximize your dollar commitment by tying in trade partners and getting as much publicity as possible for your efforts. Try these sure-fire approaches the next time you want to promote cotton to the industry or to your target consumer audience.

More: [Richard W. Silvia's bio](#)

A Recipe for Cooperative Advertising

Developing a co-op advertising program with your key customers is an excellent way to promote cotton to the retailer, and to your ultimate customer, the consumer.

10 Ways to Publicize Your Cotton Promotion Efforts

By Anne Martin. The purpose of public relations is to create an image for you and your cotton promotion efforts. Used effectively, PR can raise awareness, create excitement, give you an edge

over alternative products, and put cotton in the forefront of the minds of your target audience.

More: [Anne Martin's bio](#)

How to Protect Your Fiber Mark

By David Weinstein. Here are important questions to ask about the word, design, and/or combination of them you use in connection with your fiber products. From now on I use *logo* for any or all of these things. What options are available to you if, after spending a great amount of time and money developing a product logo, you learn use of the logo cannot occur everywhere, or anywhere, the product is or will be offered? Why would someone else's use of a confusingly similar logo for the same or similar products create problems for you? Where should you look to find whether your use of the mark may or will present liability risks? When should you ask and answer these questions?

More: [David Weinstein's bio](#)

Essentials

Cotton Links

Design Inspiration

MD Travel Health

Textile & Fashion News

Trademark Search

World Clock

XE.com Currency Converter

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Frühling 2004, Ausgabe 2
Bulletin zur Förderung von Baumwolle
Das Journal des Internationalen Forums für Baumwollförderung

Eigenschaften

Willkommen auf unserer Web-Seite

Wir begrüßen Sie zur ersten Ausgabe des Internationalen Forums zur Förderung von Baumwolle. Nehmen Sie sich einige Minuten Zeit, um sich mit dieser Seite vertraut zu machen.

Die dringende Notwendigkeit, Baumwolle international zu fördern

Von Dr. Eugene Brock. Der Welt-Faserverbrauch auf der Endverbrauchs-Ebene wird für das Jahr 2002 auf ca. 52 Millionen Tonnen geschätzt. Der Baumwoll-Anteil in diesem Markt fiel erneut und liegt nun bei 39,7% (2002). Während der Baumwollverbrauch um 3% gestiegen war, erlebte die Nachfrage nach anderen Fasern im gleichen Zeitraum einen Anstieg um 6%. Diese Nachfragestruktur hält seit 1987 an, als der Marktanteil von Baumwolle noch bei über 50% lag.

Mehr: Dr. Eugene Brock«s Bio

Baumwoll-Förderung

Von Katarzyna Swiecicka Baumwolle ist ein reiner, natürlicher und gesunder Rohstoff. Bei der Herstellung von Bekleidung oder im Bereich der Industrietextilien sind ihre Vorzüge selbstverständlich und ohne Zweifel. Trotz der guten Eigenschaften erleben die Baumwollproduzenten und -verarbeiter momentan harte Zeiten. Einer der Gründe für diese Situation sind staatliche Subventionen, die in einigen produzierenden Ländern gezahlt werden. Für einige bedeutet es den Erhalt von Anbauflächen oder sogar Produktionssteigerungen, für andere ist es unfaire Konkurrenz und die Behinderung von Entwicklungsmöglichkeiten. Seit vielen Jahren werden die Standpunkte der Gegner und Befürworter dieser Art von Unterstützung auf den Foren der WTO und des ICAC widersprüchlich diskutiert.

Mehr: Katarzyna Swiecicka«s Bio

Strategische Perspektive

Von Jeffrey P. Silberman Wenn Sie Ihre Förderaktivitäten auf den heimischen Markt konzentrieren, können Sie die Wirkung dieser Unterstützung abschätzen und damit Ihr konkurrierendes Umfeld erfolgreicher beobachten. Es wird Ihnen leichter und effektiver möglich sein, die Vorzüge der Fasern herauszustellen, wenn Sie in einem Markt arbeiten, mit dem Sie eng vertraut sind und dessen aktuelle Herausforderungen Sie kennen, einschließlich eines besseren Verständnisses Ihrer Zielkundschaft.

Mehr: Jeffrey P. Silberman«s Bio

For your Information

Fiber Content Labeling begins to take hold in India

By Vijay Trivedi, The Financial Express. In order to provide quality textile products and more product information to the local consumers, the textile ministry has issued a notification stating that enforcement of markings is mandatory on the yarns made wholly from cotton, cloth containing cotton or wool and tops containing wool.

✦ Highlights from the Promotional Activities on Textiles and Clothing Sectors of Turkey

By Dr. Sebahattin Gazanfer. On behalf of the Istanbul Textile & Apparel Exporters Association, (ITKIB) on promotion progress in Turkey.

Wie man es anpackt

10 schnelle und leichte Wege um Baumwolle mit einem begrenzten Etat zu fördern

Von Richard W. Silvia Während die Werbung bei Großverbrauchern und Handel ein wichtiger Teil ist, die Baumwoll-Botschaft an die Öffentlichkeit zu bringen, bedarf es eines großen Engagements an Zeit, Energie und eines großen Etats. Es gibt viele kostengünstigere Möglichkeiten, mit den Vorteilen der Baumwollfaser und von Baumwollprodukten zu werben. Der Schlüssel für gute Werbung ist es, den Werbeetat dadurch zu vergrößern, so viel wie möglich Partner mit ins Boot zu bekommen und so viel wie möglich Öffentlichkeit für diese Bemühungen zu erreichen. Gehen Sie diesen zielsicheren Lösungsweg beim nächsten Mal, wenn Sie Baumwolle bei der Industrie oder Ihrer Zielgruppe bewerben wollen.

Mehr: [Richard W. Silvia's bio](#)

Ein Rezept für Gemeinschaftswerbung

Ein gemeinschaftliches Werbeprogramm zusammen mit den wichtigsten Kunden zu entwickeln, ist ein exzellenter Weg, Baumwolle beim Einzelhändler und Ihrem ultimativen Kunden - dem Verbraucher - zu bewerben.

10 Wege, Ihre Förderung von Baumwolle zu publizieren

Von Anne Martin Der Zweck von Öffentlichkeitsarbeit ist es, ein Image für Sie und Ihre Aktivitäten für die Baumwollförderung zu entwickeln. Effektiv eingesetzt, kann Werbung Bewusstsein wecken, Begeisterung auslösen, Ihnen einen Vorteil gegenüber alternativen Produkten verschaffen und Baumwolle in den Vordergrund der Gedanken Ihrer Zielgruppe rücken.

Mehr: [Anne Martin](#)«s [Bio](#) [Anne Martin's bio](#)

Wie Sie Ihre Faser-Marke schützen

Von David Weinstein Hier müssen wichtige Fragen hinsichtlich Wort, Design und/oder der Kombination von beidem geklärt werden, welche Sie in Verbindung mit Ihren Faserprodukten verwenden wollen. Ab jetzt benutze ich *Logo* für all diese Dinge. Welche Möglichkeiten stehen Ihnen offen, wenn - nachdem Sie eine Menge Zeit und Geld in die Entwicklung eines Produkt-Logos gesteckt haben - festgestellt wird, dass Sie Ihr Logo nicht immer und überall einsetzen dürfen wo Ihr Produkt angeboten wird? Warum würde die Nutzung eines irreführend ähnlichen Logos eines anderen für gleiche oder ähnliche Produkte Probleme für Sie aufwerfen? Wohin sollten Sie sich wenden um herauszufinden, ob die Nutzung der Marke Haftungsrisiken bergen könnte? Wann sollten Sie sich diese Fragen stellen und beantworten?

Mehr: [David Weinstein](#)«s [Bio](#) [David Weinstein's bio](#)

Unentbehrliches:

[Baumwoll-Links](#)

[Design-Inspiration](#)

[MD Reise/Gesundheit](#)

[Textil & Mode Neuigkeiten](#)

[Warenzeichen-Suche](#)

[Weltzeituhr](#)

[XE.com Währungsrechner](#)

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

How To Do It

10 Quick and Easy Ways to Promote Cotton on a Limited Budget

By Richard W. Silvia. While major consumer and trade advertising is an important part of getting the cotton message out to the general public, it requires a major commitment of time, energy and a big budget. There are many less expensive opportunities to promote the benefits of cotton fiber and cotton products. The key to great promotions is to maximize your dollar commitment by tying in trade partners and getting as much publicity as possible for your efforts. Try these sure-fire approaches the next time you want to promote cotton to the industry or to your target consumer audience.

More: [Richard W. Silvia's bio](#)

A Recipe for Cooperative Advertising

Developing a co-op advertising program with your key customers is an excellent way to promote cotton to the retailer, and to your ultimate customer, the consumer.

10 Ways to Publicize Your Cotton Promotion Efforts

By Anne Martin. The purpose of public relations is to create an image for you and your cotton promotion efforts. Used effectively, PR can raise awareness, create excitement, give you an edge over alternative products, and put cotton in the forefront of the minds of your target audience.

More: [Anne Martin's bio](#)

How to Protect Your Fiber Mark

By David Weinstein. Here are important questions to ask about the word, design, and/or combination of them you use in connection with your fiber products. From now on I use *logo* for any or all of these things. What options are available to you if, after spending a great amount of time and money developing a product logo, you learn use of the logo cannot occur everywhere, or anywhere, the product is or will be offered? Why would someone else's use of a confusingly similar logo for the same or similar products create problems for you? Where should you look to find whether your use of the mark may or will present liability risks? When should you ask and answer these questions?

More: [David Weinstein's bio](#)

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Promoting Cotton on a Limited Budget:

10 Quick and Easy Ways, By Richard W. Silvia

While major consumer and trade advertising is an important part of getting the cotton message out to the general public, it requires a major commitment of time, energy and a big budget. There are many less expensive opportunities to promote the benefits of cotton fiber and cotton products. The key to great promotions is to maximize your dollar commitment by tying in trade partners and getting as much publicity as possible for your efforts. Try these sure-fire approaches the next time you want to promote cotton to the industry or to your target consumer audience.

These techniques work whether or not you have a textile industry, and whether or not you have a logo.

1. Develop a Point of sale display promoting cotton products

Find a retail partner in your country an offer to promote cotton products in their store. Begin a dialog. Offer to supply counter cards, window displays and brochures promoting the benefits of cotton. If your budget allows, develop a newspaper advertising tie-in promoting this sales opportunity.

2. Develop a hangtag program for manufacturers of cotton products.

Develop a hangtag using your cotton logo or mark and offer it to manufacturers of cotton products. You can co-op (absorb a percentage of the cost of the tags) to make it more worthwhile for a manufacturer or retailer to use them. Tie in key retailers in the same market with point of sale displays promoting the hangtag programs

3. Give an award to designers, manufactures, or retailers in your country for new designs or innovations highlighting cotton and its benefits.

Run a contest within the textile or retail industries in your country and award prizes to the most innovative designs or ideas. Throw an awards party and invite the press to maximize publicity. If it is successful, make it an annual

event.

4. Do a fashion show.

Find up and coming designers and ask them to develop fashion items in cotton. Get a top retailer to promote the designers with you. And have the fashion event in their store to maximize consumer response. Invite the press to get top coverage for the designers and the cotton message.

5. Find a Textile, Design, or Fashion focused college, to work with to run a contest for students to develop unique fashions from cotton products.

Offer a scholarship to the winning designer, and a laptop computer to two runners up. Invite the press to the awards ceremony to maximize publicity.

6. Rent a billboard

Highway billboards in high traffic areas are a great way to get the cotton message out. Keep the message simple and prominently display your cotton logo for maximum tie-in effect. Or just use the word 'cotton'.

7. Develop signage at key sporting events

Major soccer, football, baseball or autos racing events offer an excellent opportunity to promote your logo and cotton message to a captive audience. This not only will promote your message to the huge audience in attendance, but also you will benefit from the television coverage that will show your logo as well.

8. Become Television Savvy

Get involved with local education television shows and use this opportunity to highlight benefits of cotton. Develop a strong public relations message. Find a local up and coming celebrity to promote your cotton message. Consumer and early morning talk shows are a perfect way to promote new apparel fashions from cotton. You should also take the opportunity to promote the comforts of cotton for the home in sheets and towels in programs catering to home decorating.

9. Become Magazine Savvy

Take your public relations message to consumer magazines. Magazines are constantly looking for the latest trends and information for their readers. Tie in your cotton message with the latest fashion information and trends. Inform consumers of the latest developments in cotton and how it they will benefit from these cotton innovations. This is a cost effective way to develop publicity, which targets your key audience- women 18-44.

10. Develop a consumer-friendly website

If your web site is strictly aimed at the cotton industry, develop another one aimed at the consuming public. Make it easy to navigate, and fill it with cotton promotion ideas, consumer tips on buying and caring for cotton garments and possibly games and contests. Spice it up with great fashion shots of cotton products and make it fun. Update the site monthly to keep them coming back. This is a great way to get the cotton message directly to the consumer

More: [Richard W. Silvia's bio](#)

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Ten Ways to Publicize Your Cotton Promotion Efforts

By Anne Martin

The purpose of public relations is to create an image for you and your cotton promotion efforts. Used effectively, PR can raise awareness, create excitement, give you an edge over alternative products, and put cotton in the forefront of the minds of your target audience.

Public relations includes a variety of marketing tactics that strengthen credibility, enhance image, develop goodwill or influence public opinion. These tactics, such as speeches, special events, newsletters, annual reports and news releases, are targeted to an audience. PR involves communicating who you are, what you do, why you do it, and how you make a difference. By tapping into the tried-and-true techniques of PR, you can reach potential new customers, opinion leaders and decision-makers, and remind existing ones of how cotton will enhance their economies.

PR can be hard to define: Many don't truly know what it is, and some confuse it with advertising. Publicity, the result of good public relations, means your message appears in an editorial context (the editorial parts of a newspaper, magazine, or radio or television broadcast) rather than in an advertisement. With PR, the editor or producer determines whether your news gets covered and if so, from what angle. What people read, see and hear is what the publication or show's editor or producer thinks will interest his reader or viewer. This third-party messaging implies endorsement: Someone other than you is trumpeting the virtues of cotton, which adds powerful credibility to your message.

Ten Effective Public Relations Tactics

Brochures and web sites are effective PR tools, but following are ten other effective PR tactics with which you may be less familiar, and which can elicit great results:

1. Media Relations

Publicity (defined above) is often the result of media relations, such as news releases, press kits, media advisories, news conferences, press tours, and personal letters or phone calls to editors and reporters, all designed to communicate your message to the press. Get to know your press targets personally: PR is all about relationship-building, and a member of the press corps will be far likelier to take your call or read your press release if he or she knows your name.

2. Special Events

Events draw attention to your cotton promotion efforts and bring people together to learn about them. Consider hosting an open house to special members of your constituency; promote your efforts at a trade show, hold receptions that target those who can help you raise awareness for cotton; and give speeches about your efforts. The more frequently your message is communicated in a public forum, the likelier it is to be remembered.

3. Newsletters

Publications like this newsletter contain short articles intended to keep your constituents up-to-date on what your organization and its people are doing. Think about starting your own quarterly or bi-annual newsletter to share cotton information with your audience.

4. News Sheets and Action Alerts

Action Alerts are one or two page communicating urgent or recent information. The intent is to motivate the reader to take a specific action, such as write a letter to a public official or change a purchasing habit. These can be effective tools in your arsenal as you build awareness for cotton.

5. Tip Sheets

These one or two-sided sheets contain advice, instructions, or other information of particular use to your audience. The objective is to show off your expertise in the area of cotton, and share information in an altruistic yet promotional manner. These sheets are usually formatted as bulleted or numbered lists.

6. Letters to the Editor and Op Ed Pieces

Promote your expertise by writing a letter to the editor or an Op Ed piece responding to relevant items in the news. Be ubiquitous as a spokesperson and outspoken advocate of cotton and cotton promotion.

7. Speakers Bureau

Arrange to speak at meetings of professional and trade associations, service clubs, civic organizations, and community groups to raise awareness of cotton among your audience, and those who could potentially assist you in your efforts.

8. Sponsorships

If you don't want to organize a special event, sponsor a relevant event that somebody else is organizing. Make sure your sponsorship is acknowledged on advertising, programs, posters, or other promotional materials.

9. Charitable Contributions

Even though a donation generally has to be very large to make news, a consistent commitment to giving back to your community by supporting causes related to your cotton promotion efforts does much to enhance your image. Be sure your donation is acknowledged in the recipient's newsletter, annual report, or other promotional materials.

10. Thank You Notes and Letters

Directly thanking opinion leaders and supporters for their help, customers for their business, and donors for their contribution will encourage repeat actions, and is good business practice. A small thank you can go a long way to being remembered the next time you reach out to the same individual or organization.

Anne Martin is president of Anne Martin Marketing Communications, a public relations and web development firm specializing in home furnishings and lifestyle clients. She is the recipient of numerous awards for public relations, advertising and newsletter excellence. [More...](#)

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

A Recipe for Cooperative Advertising

Developing a co-op advertising program with your key customers is an excellent way to promote cotton to the retailer, and to your ultimate customer, the consumer.

There are many levels of involvement, depending on the budget that you have allocated for the project. Some approaches such as television or consumer magazine advertising can be very expensive. Other projects such as developing in-store promotions can be handled by most budgets. The real goal is to create excitement for cotton products in the mind of your customer.

Cooperative advertising was a mainstay of the synthetic fiber companies for many years as a way to sell more pounds of fiber, and the amount of money allocated for co-op advertising was directly tied to the amount of pounds sold. Today, fiber companies are taking a fresh look at targeting specific programs to build brand awareness, and allocating the budget for each individual program. The old rules with approximately 3% of the selling price allocated for co-op advertising no longer applies. Targeted advertising for brand identification has become the norm.

Obviously you can develop an advertising or promotional program on your own, but the real "win-win" situation occurs when you are able to get a partner to cover part of the costs in an advertising program, or to develop an additional promotion effort to continue to support the growth of cotton. Your initial introduction into co-op advertising may involve some or all of the following:

- Fully paid ads by your organization
 - You can offer to pay for an ad or series of adds for a key manufacturer or retailer if they promote cotton products using your cotton logo predominately in their ad.
 - Develop your own ad and offer to highlight a key manufacturer in the ad if they use and promote cotton and use your cotton logo on their products.
- Partially paid ads by your organization
 - You can offer to pay 25%, 50%, or 75% of the cost of an ad depending on the level of involvement by the manufacturer or retailer. The normal approach is a 50/50 payment option with your organization paying half of the cost of the ad if the manufacturer or retailer pays the other half.

- You can offer to pay for one ad if the manufacturer or retailer pays for an additional ad. The objective of the "one and one" approach is to commit your advertising partner to promote the program on their own, using their own dollars and advertising department, but promoting cotton using your cotton trademark. These approaches can effectively double your advertising effort and dollars.

Here are some time-tested winners to promote cotton products in the marketplace:

- Work with some of your **key manufacturers** to develop an advertising program to promote cotton.
 - Develop an ad to run in key **trade magazines** to promote cotton products, and offer to tie-in your target manufacturers' cotton programs. Require that the manufacturer use your Cotton Mark or Logo effectively on their products and in their own advertising. These approaches will effectively double your advertising effectiveness.
- Find a **retail partner** who will advertise cotton programs in newspapers and circulars and pay for a portion of the advertising cost.
 - This is a great way to reach the consumer at a relatively low cost. By covering a portion of the advertising cost, you can insure that the cotton message will be seen. You might offer to support a one-page supplement of new fashion items from cotton if the cotton logo is predominantly displayed on the page.
- Find a **retail partner** and offer to develop a point of purchase display promoting cotton products.
 - This is an effective use of your advertising budget. Counter cards are inexpensive, and promote your cotton message directly to the consumer. Retailers like it because it because the cotton message helps to promote sales of their cotton products. Try to tie this in at a time that the retailer is developing a promotion specifically for cotton products. Offer to help defray the cost of a window promotion of cotton products if you can display signage promoting your cotton logo.
- Develop a hangtag program
 - Most manufacturers use hangtags to promote the features of their garment, sheet or towel. They are a built-in advertising opportunity aimed at the consumer. Take advantage of this approach and develop your own, aimed at the benefits of cotton.
 - Offer it to your manufacturing partners at your cost. Because you are buying it in a larger volume and offering it to many manufacturers, the volume cost will be lower for the individual manufacturer. You should verify that the product meets your specifications for cotton products. By developing your own hangtag, you will assure

that the cotton message is effectively told.

- This approach works well if you actively support your logo to the consumer, and the added recognition at retail will build brand awareness for cotton products.

Do's and Don'ts!

- **Do** take control of the program as it relates to the use of the cotton logo and the cotton message. Remember it is your money- so spend it effectively!
- **Do** begin with a small program until you are comfortable that co-op advertising works for you. If the program is too unwieldy, it may be too difficult to control, and too difficult to quantify the results
- **Do** be sure that any co-op ads that you pay for have been run! It is too easy to take the retailer or manufacturer's word that the money was spent in the manner agreed to.
- **Do** put everything in writing! Make sure that your retail or manufacturing partners understand what they are expected to do to receive payment for their part in the partnership. If the rules are vague and open to interpretation you will have no one to blame if you are not satisfied with the results.
- **Don't** make the program too complicated! It is difficult to control your cotton message and proper use of your logo unless it is clearly defined, but remember the real goal is to expand the cotton message. Making it easy for your manufacturing or retail partner to comply is an important step.
- **Don't** forget that this should be fun and beneficial to all. True partnerships work best if all parties feel that they got value for their time and effort. Proper planning and attainable goals will lead to growth in cotton awareness and sales of cotton products for all parties involved.

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Fiber Logos are Valuable Assets Entitled to Legal Protection

Copyright 2003
David A. Weinstein
All Rights Reserved

Here are important questions to ask about the word, design, and/or combination of them you use in connection with your fiber products. From now on I use *logo* for any or all of these things. What options are available to you if, after spending a great amount of time and money developing a product logo, you learn use of the logo cannot occur everywhere, or anywhere, the product is or will be offered? Why would someone else's use of a confusingly similar logo for the same or similar products create problems for you? Where should you look to find whether your use of the mark may or will present liability risks? When should you ask itself and answer these questions?

How you respond to these questions can have an impact on your product's success or lack of success. The right to use a logo free and clear of infringement claims by others and use by imitators is essential to success. Routine selection and use without regard to or recognition of favorable or unfavorable business and legal consequences may lead to a product's failure.

Logos, or trademarks as they are known in legal circles, can be among your principal intangible assets. Often they are the primary and, in some instances, the only readily available means the public relies upon to distinguish products containing or made of your fiber from products containing or made of from a different fiber.

EGYPTIAN COTTON owned by the Alexandria Cotton Exporters Association, WOOLMARK owned by Woolmark Americas, Inc, and ALPACA combined with a design owned by Asociacion Internacional de la Alpaca COTTON, are examples of logos that immediately bring to mind specific fibers. They are extremely valuable. The owners of these logos devote a significant amount of money, time, and effort to promote the fibers they identify with the objective of attracting and encouraging the public to purchase products containing or made of those fibers. Generally, the public relies upon such logos as assurance that the products they identify are of a uniform and consistent nature.

Fiber logos are subject to ownership under the area of law dealing with unfair competition, specifically trademark law. The legal rights associated with a logo allow the owner to exclusively

use it and prevent others from subsequently using the same or confusingly similar logo to identify identical or related products.

Selecting a logo

Because a logo usually becomes a valuable asset, you should give a great deal of thought to its selection. If you adopt and use a logo that is confusingly similar to a logo previously used and/or registered by someone else in the United States or elsewhere you may have problems. Your use might be challenged and if a challenge is successful, you will lose more than the right to use the logo. You may lose all the time, effort, and money you devoted to developing a desirable reputation for the product under the logo. Moreover, it is likely you will incur legal expenses to defend and/or settle an infringement claim.

Keeping these possibilities in mind, at the time you are thinking about selecting a logo and before your use, it is prudent to determine whether anyone uses and/or has registered a confusingly similar logo anywhere in the United States or elsewhere you offer or will offer the product. A confusingly similar logo is one used in connection with a product that is the same as or similar to the product under consideration and similar in sound, appearance, and/or meaning to the proposed logo, ignoring differences in spelling.

To learn whether there may be obstacles to registering your logo in a country, it can be worthwhile to have a trademark search conducted before filing and obtain an opinion about registrability. Generally, this is an approach to take that I recommend to my clients. If the search indicates it is unlikely you will be able to register your logo, you save the costs and fees applicable to filing if you decide not to file.

A trademark search can involve looking at government records as well as various publication and organization name listings and other name/logo information sources in every country where you want to use the logo. Avoid selecting and using any identical or closely similar logo that you know to be used by others for the same or related products.

How rights are acquired and where they can be enforced

In the United States the process of acquiring rights to a logo is not complicated assuming the logo is available. Proprietary rights are acquired by simply by using the logo on or in connection with products. Registration or the filing of documents with a governmental body is not required. However, these rights are not nationwide in scope at that time unless the logo is used throughout the country at the time of first use. These rights exist in each geographic area where the products the logo identifies are offered and promoted. They expand geographically as use of the logo expands geographically. Federal registration is an exception to this basis for acquiring rights and

is mentioned below.

As a consequence, the person who first uses a logo in a particular geographic area obtains the exclusive right to use it there for the products the logo identifies and typically has a basis to challenge a later user of a confusingly similar logo for the same or similar products regardless that the later user has been able to incorporate or qualify to do business under the name in that state/area.

The right to exclusively use a logo continues as long as the logo is continuously used to identify the products. Misuse of the logo or failure to stop others from using a confusingly similar logo could jeopardize the owner's rights.

Registration of a logo in the United States does not result in its protection in other countries. Similarly, registration in another country does not result in protection in the United States. Protection for a logo is on a country-by-country basis. Accordingly, it is unlikely you have rights in your logo in a country outside the United States unless you have registered it there, regardless that your products may be distributed in the country. If this is the case, it is possible for someone else to file to register the identical logo in that country before you file to register there and prevent you from using your logo on products you distribute in that country and prevent you from registering it there.

In some instances, it is possible to obtain protection in many countries by filing a single application. Doing this can give you widespread coverage. For example, you can file a European Community application with the objective of obtaining protection in the 25 member countries, rather than filing a separate application for each member country. This is a recommended approach because there are many advantages that arise from it including a sizeable cost savings in filing and attorney fees.

For countries that are not part of a trade union that provides for trademark protection throughout member countries by a single filing, it is necessary to register in each country where you want protection. For instance, is necessary to file separate applications in Japan, China, Korea, Malaysia, Indonesia, and Thailand if you want protection in each of these countries.

Ownership

In most instances in the United States, the actual user of a logo is the owner. In other countries, the registrant is usually the owner and user. An individual who creates the logo does not necessarily own it. Where a party other than the owner uses the logo with permission of the owner, such permission should be documented by means of a written license agreement.

Registration

In the United States, registration of a logo with the United States Patent and Trademark Office is not required to obtain rights and does not create rights. In other countries, the government agency responsible for trademarks handles registration.

Although registration in the United States is not required to gain rights, it is desirable because it gives certain benefits. Federal registration is handled by the United States Patent and Trademark Office in Washington, D.C. and offers significantly greater benefits than does a state registration of a logo. Federal registration is communicated to others through use of the encircled letter "R", R, or the phrase "Registered U.S. Patent and Trademark Office" in association with the logo. This notice should not be used unless a logo is federally registered. The designation "Tm" is commonly used in association with a logo that has not been federally registered.

In most countries, the application filing date is very important. It can be the measuring date for when rights begin in a country, including the United States. Frequently it is referred to as the priority date. In the event of a conflict between two logos, the priority date can be a determinative factor regarding which logo is infringing.

Depending upon the country where registration is sought, it is possible to obtain a registration in as short a period as a few months after filing an application. In other cases, the registration process can take anywhere from one to two or more years to complete. However, despite the time involved, usually rights begin the date an application is filed.

Scope of rights

Not all words, names, phrases, designs or combinations of them are capable of functioning as protectible logos. The common or generic name by which a particular product is known is free for use by all businesses to accurately refer to their services or products. In addition, a word, name, etc. which describes the nature, function, quality or geographic origin of a particular product initially may not be protectible as a logo if there is no evidence to the effect that it is recognized by the relevant public as identifying and distinguishing a particular product rather than describing a characteristic of it.

Misspelling a descriptive word or name will not normally result in the creation of an otherwise unprotectible logo at the time it is first used. Even when a descriptive word or name does attain the status of a protectible logo, other businesses may continue to use it in a non-trademark sense to properly and correctly describe the product without violating the rights of the business that claims rights to it as a logo.

The protection available to a business with regard to a logo will vary depending upon the distinctiveness of the logo and the way it is used to identify the products. Generally, words, names, and the like that are laudatory or highly suggestive of an attribute of the product it is used to identify, or which are commonly used as elements of logos by others, have little distinctiveness and are considered to be weak logos entitled to a limited scope of protection. That is, such logos may be simultaneously used by unrelated businesses to identify closely similar products without any violation of rights as long as the logos differ in some way and the products can be distinguished.

Words and names that do not communicate any characteristics about the products would be viewed as strong logos entitled to a broad scope of protection. Such logos may be in the form of coined words (KODAK) or arbitrary in the sense that the known meaning for the word is not applicable to the product (i.e. CAMEL for cigarettes).

This type of logo may require more input, from an advertising standpoint, to establish customer recognition for the product at the outset because there is no readily perceivable association between the logo and the product. In spite of this factor, it is highly desirable that a business utilize this type of logo because of the greater degree of protection available.

Infringement

Where the logo of a particular fiber producer is used to identify competitive or related products by an unauthorized user of the logo it is in the interest of the logo owner to challenge such use with a view towards stopping it where circumstances merit such activity. Unauthorized logo users will undoubtedly adversely effect the business of the logo owner in a number of ways and possibly jeopardize the owner's rights in the logo. The sale of products will be lost by virtue of consumers purchasing the infringer's products, relying upon the appearance of the logo in connection with them, in the belief that they come from, are sponsored by or are in some way connected with the owner of the logo.

It is unnecessary to prove that members of the relevant public are actually confused by an infringer's use of a logo. The law only requires a showing of likelihood of confusion. The result of a successful showing of confusion, before a court, may be an injunction prohibiting the infringer from continuing use of the confusingly similar logo and, possibly a money award to the challenging party.

Conclusion

There are many other aspects of using and protecting logos that are relevant but which are not mentioned in this article. It is not necessary to know about or fully understand them to recognize

that logos can and should be protected.

More: [David Weinstein's bio](#)

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Relationship between the ICAC and the IFCP

The International Forum for Cotton Promotion was formed in November 2000 at the 59th Plenary Meeting of the International Cotton Advisory Committee in Cairns, Australia. The two organizations are separate, with separate budgets and officers. The IFCP is composed of private sector organizations in the cotton industry, while the ICAC is an organization of governments.

While the organizations are separate, they collaborate on matters related to world cotton consumption. The ICAC provides partial funding for IFCP activities, and the ICAC Secretariat manages the IFCP bank account as per instructions from IFCP officers. The ICAC Secretariat assists the IFCP by hosting its web site and by facilitating communication among members.



ICAC Homepage

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Membership Application

Enhancing National Cotton Demand

The Members and Officers of the International Forum for Cotton Promotion (IFCP) cordially invite you to consider membership in the organization.

The IFCP is a non-governmental body composed of national and international cotton industry organizations. The mission of IFCP is to increase consumer demand and consumption of cotton through the implementation of national cotton demand enhancement programs. The Forum serves as a clearinghouse for information about proven techniques of cotton promotion, best practices in retail-level communication, and cost-effective measures of boosting consumer demand. Membership is open to all non-governmental cotton organizations or companies.

Company/Organization Name:

Address:

City:

Country:

Telephone:

Fax:

Email:

Website URL:

Your name:

Your Title:

Signature:

Organization or Company Description, including your interest and current activities in cotton promotion:

Dues: \$5,000.00(USD)*

Applications for membership shall be directed to the IFCP, via email at ifcp@icac.org, by fax to (202) 463-6950, or via mail at the following address:

International Forum for Cotton Promotion 1629 K Street, NW Suite 702
Washington, DC 20006 USA

Payment Information:

The Secretariat can process credit card payments.

Remittance may also be made in the form of a check or draft, payable to the International Cotton Advisory Committee at 1629 K St., NW, Room 702, and Washington, DC 20006.

Remittance may be made by wire transfer to Citibank F.S.B., Washington, DC, USA, ABA Routing Number 254070116 to the account of ICAC Number 66571073.

*In the case of multiple members from the same country, participating organizations will have the option of paying a full assessment each to become full members or sharing the \$5,000 (USD) obligation to share a membership. Dues shall be payable within three months of the organization's successful application for membership. Subsequent dues, should they become necessary, will be assessed at a level determined by a two-thirds vote of the membership and payable as per the above stated terms.

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Membership in the IFCP

What is the IFCP all about?

The International Forum for Cotton Promotion (IFCP) is a forum of cotton institutions committed to the promotion of cotton. The mission of the IFCP is to encourage increased consumer demand for cotton. The principal objective of the IFCP is to encourage and facilitate national market development programs, organized by associations and commercial organizations in individual countries, and funded from domestic resources. The IFCP serves as a clearinghouse for the exchange of proven ideas and strategies to be implemented by national organizations, and by facilitating the establishment and expansion of national demand enhancement efforts.

Why should I join the International Forum for Cotton Promotion?

New cotton promotion techniques are developed every season. Some techniques are more effective than others, not necessarily because the techniques are inferior, but because the circumstances or timing may be inappropriate. What is correct for one environment may not be right for another.

By learning about these techniques, including successes and failures, you have an automatic advantage in planning your strategy.

Who participates in the organization?

Any non-governmental organization involved in cotton promotion, can join IFCP, and many have. Our organization includes some of the most experienced cotton promotion specialists in the world, to companies that are just beginning new programs.

As representatives of other industry segments join and become active, we hope to involve the entire supply chain, including retailers, and to streamline cotton promotion to a science.

How can joining benefit my company or organization?

There is no other forum in the world where like-minded experienced cotton promotion specialists are willing to share their experiences and techniques through discussions, presentations, written

literature, and Internet vehicles. In addition, you will keep abreast of emerging technologies that can be used toward promotional advantage.

By belonging to this network of cotton promotion specialists, you are less likely to make false starts in creating programs that don't work, and more likely to utilize techniques that will improve business and profit margins.

Why is it important to increase cotton consumption on a national retail level?

When we increase consumption on a national retail level, we improve cotton's market share internationally at the expense of synthetic fibers.

For more information please contact us at ifcp@icac.org

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

International Forum for Cotton Promotion

The mission of the International Forum for Cotton Promotion (IFCP) is to encourage increased consumer demand for cotton.

The principal objective of the Forum is to encourage and facilitate national market development programs, organized by associations and commercial organizations in individual countries, and funded from domestic resources.

The Forum is achieving this objective by serving as a clearinghouse for the exchange of proven ideas and strategies to be implemented by national organizations, and by facilitating the establishment and expansion of national demand enhancement efforts.

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Officers of the IFCP

Chair:

Mr. Allen Terhaar
Cotton Council International
1521 New Hampshire Ave. NW
Washington, DC 20036
Tel (1 202) 7457805
Fax (1 202) 4834040
aterhaar@cotton.org

Vice Chair:

Ms. Brooke Lewis
Cotton Australia
Level 2
490 Crown St. Surry Hills
NSW 2010
Tel (61 2) 93608500
Fax (61 2) 93608434
brookelewis@cottonaustralia.com.au
www.cottonaustralia.com.au

Treasurer:

Mr. Mark Messura
Cotton Incorporated
6399 Weston Parkway
Cary, NC 27513
Tel (1 919) 6782220
Fax (1 919) 6782230
mmessura@cottoninc.com

Executive Director

Jeffrey P. Silberman
International Forum for Cotton Promotion
1629 K Street NW, Suite 702

Washington, DC 20006 USA

Tel: (202) 463-6660

Fax: (202) 463-6950

jeff@icac.org

© 2004 International Forum for Cotton Promotion

Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

Membership

IFCP Membership Directory

The IFCP is comprised of some member countries from the International Cotton Advisory Committee (ICAC).

Australia

Mr. Phillip Russell Cotton Australia Ltd.	Level 2 490 Crown St. Surry Hills NSW 2010	Tel (61 2) 93608500 Fax (61 2)93608555 philliprussell@cottonaustralia.com.au www.cottonaustralia.com.au
----------------------------------------------	--------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Ms. Brooke Lewis	Level 2 490 Crown St. Surry Hills NSW 2010	Tel (61 2) 93608500 Fax (61 2) 93608434 brookelewis@cottonaustralia.com.au www.cottonaustralia.com.au
------------------	--------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Brazil

Mr. Andrew Macdonald Santista Têxtil S A	Av Maria Coelho Aguiar, 215 Bloco A — 2 andar Jardim Sao Luis—Santo Amaro Sao Paulo SP 05804-900	Tel (55 11) 2731795 Fax (55 11) 8480787 macdonald@santistatextil.com.br www.santistatextil.com.br
---------------------------------------------	-----------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Mr. Pablo Antonio Skaf Asociacao Brasileira da Industria Textil (ABIT)	Rua Marques de Itu 968 Sao Paulo SP CEP 01223-000	Tel (55 11) 3660101 Fax (55 11) 36678209 secretariageral@abit.org.br abit@abit.org.br www.abit.org.br
---------------------------------------------------------------------------------	---------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Egypt

Mr. Amin A. Abaza
Alexandria Cotton
Exporters' Association
(ALCOTEXA)

16, Sesostris St.
Alexandria

Tel (20-2) 336.1516
Fax (20-2) 336.4031
mncc@internetegypt.com
www.alcotexa.org

Mr. Soghi A. Mashaal
ALCOTEXA

12, Talaat Nooman St.
P.O. Box 1772
Alexandria

Tel (20 3) 480-8615
Fax (20 3) 487-3002
alcotexa@idsc.gov.eg
www.alcotexa.org

Mr. Heinz Burgstaller
Egyptian-German
Cotton Sector
Promotion Program

4D, El-Gezira Str.
Zamalek
Cairo 11211

Tel (20 2) 33-65-416
Fax (20 2) 33-65-415
cspp@idsc.net.eg

Germany

Mr. Jan B. Wellmann
Bremen Cotton Exchange

Wachtstrasse 17-24
28195 Bremen
Room no. 409

Phone +49 (421) 33970-0
Fax +49 (421) 33970-33
info@baumwollboerse.de
www.baumwollboerse.de

India

Mr. Suresh A. Kotak
East India Cotton
Association

Navsari Building
240 D.N. Road
Fort Mumbai 400 001

Tel (91 22) 2404876, 2401640
Fax (91 22) 2405578
eica@bom8.vsnl.net.in
kotakco@bom4.vsnl.net.in

Italy

Mr. Giovanni Robba
Associazione Tessile
Italiana

Viale Sarca, 223
20126 Milano

Tel (39 02) 66103838
Fax (39 02) 66103863
info@asstex.it
www.asstex.it

Poland

Mr. Zbigniew
Roskwitalski
Gdynia Cotton Association

P. O. Box 107
7 Derdowskiego Str.

Tel (48 58) 6207598
Fax (48 58) 6207597
ib@gca.org.pl
www.gca.org.pl/izba_ang/

South Africa

Mr. Hennie Bruwer
Cotton South Africa

P. O. Box 912-232
Silverton
Pretoria 0127

Tel (27 12) 8041462
Fax (27 12) 8048616
henniebruwer@cottonsa.org.za
www.cottonsa.org.za

Spain

Mr. Jaume Artigas
Centro Algodonero
Nacional

Via Layetana, 32 y 34
Barcelona 08003

Tel (34 93) 3198950
Fax (34 93) 3198962
can@teleline.es
www.centroalgodonero.com

Mr. Salvador Maluquer
Asociación Industrial
Textil de
Proceso Algodonero
(AITPA)

Grand Via 670
08018 Barcelona

Tel (34 93) 3189200
Fax (34 93) 3026235
maluquer@aitpa.es
aitpa@aitpa.es
www.aitpa.es

Elena Saenz
Agrupación Española
de Desmotadores de
Algodón

Castello 115, Of. 522
28006 Madrid

Tel (34 91) 5642930
Fax (34 91)5642928
aeda@entorno.es
www.aeda.es

Turkey

Mr. Tuncer Ogun
Istanbul Textile &
Apparel Exporters
Associations (ITKIB)

Cobancesme Mevkii,
Sanay
Caddesi, Dis Ticaret
Kompleksi
B Blok Yenibosna-
Bahcelievler
Istanbul- Turkey

Tel (90 212) 4540220
Fax (90212) 4540425
ab@itkib.org.tr
www.itkib.org.tr

UK

Mr. Robert Williams
Liverpool Cotton
Association (LCA)

620 Cotton Exchange
Bldg.
Edmund Street
Liverpool L3 9LH

Tel (44 151) 2366041
Fax (44 151) 2550174
staff@lca.org.uk

USA

Mr. Alan Terhaar
Cotton Council
International

1521 New Hampshire
Ave. NW
Washington, DC 20036

Tel (1 202) 7457805
Fax (1 202) 4834040
aterhaar@cotton.org

Mr. Berrye Worsham
Cotton Incorporated

6399 Weston Parkway
Cary, NC 27513

Tel (1 919) 6782421
Fax (1 919) 6782234
bworsham@cottoninc.com

Mr. Mark Messura
Cotton Incorporated

6399 Weston Parkway
Cary, NC 27513

Tel (1 919) 6782220
Fax (1 919) 6782230
mmessura@cottoninc.com

Zimbabwe

Mr. Silvester Nguni
The Cotton Company of
Zimbabwe Ltd

PO Box 2697
1 Lytton Road

Tel (263 4) 726902
snguni@cottco.co.zw
cottco@cottco.co.zw

IFCP Objectives

The Forum's objectives are as follows:

Primary Objective

"To encourage national marketing development programs through the exchange of ideas and experiences, for the purpose of increasing international cotton consumption and market share."

Secondary Objectives

"To increase membership of the consortium"

"To grow awareness of cotton in the member countries"

About the Members of the IFCP

Please note: this section is not complete — based on available information

Alexandria Cotton Exporter's Association (ALCOTEXA)

Founded in 1959, ALCOTEXA is a non-profit membership organization whose members include individuals and companies engaged in the cotton-exporting sector, such as producers, traders, spinners and other bodies dealing in the cotton industry.

ALCOTEXA maintains database information on Egypt's cotton industry, issues reports and publications relating to the cotton industry and manages arbitration and disputes between cotton exporters and producers regarding quality, variety or contract issues. ALCOTEXA is managed by a General Assembly comprised of its membership that appoints a Management Committee.

Brazilian Textile and Apparel Industry Association (ABIT)

Founded in 1957, ABIT sponsors companies of every segment of the textile industry, including cotton growing, synthetic raw materials, textile fibers, spinning, weaving, knitwear, dyeing, printing and apparel manufacturing.

ABIT's mission is to support the sustainable development of the Brazilian Textile industry, representing its interests in the presence of governmental and international organizations as well as making the textile sector better known to the general public.

One of the relevant events sponsored by ABIT is the ABIT Fashion Prize, that gathers important personalities of various sectors and the press to make public which companies of the textile industry have stood out within their particular activity sector throughout the year, thus bringing those involved in the production process and the final consumers to a closer contact.

Cotton Australia

Cotton Australia supports Australian cotton growers by representing and advancing the interests of the industry to governments, non-government organizations, the media and the community.

The organization part-funds local Cotton Grower Associations and Food and Fiber Groups, sponsors national and local initiatives and events, implements marketing and promotional activities, manages a retail and education facility and communicates with growers on a daily basis.

It works to ensure an environment conducive to efficient and sustainable cotton production and places great importance on building solid relationships between cotton growers and their communities.

Cotton Australia is funded by a per-bale voluntary levy, collected from cotton growers.

Cotton Council International

Cotton Council International (CCI) is the international division of the National Cotton Council of America. CCI's mission is to increase exports of U.S. cotton, cottonseed and U.S. manufactured cotton products through activities that affect every phase of the marketing chain.

CCI's COTTON USA Market Development and Promotions program is a multi-faceted program that works to increase the competitiveness and profitability of companies who utilise U.S. cotton fiber and U.S. manufactured cotton products. From CCI's offices in Washington, DC; London; Seoul and Hong Kong - and consulting arrangements in Asia, Latin America and Europe - the COTTON USA program reaches over one billion current and potential customers of U.S. cotton in more than 50 countries worldwide.

Cotton Incorporated

Cotton Incorporated is the research and marketing company representing U.S. cotton producers and importers of cotton products into the U.S. Their mission Statement is "To increase the demand for, and profitability of cotton through research and promotion." This is done through a range of promotional and research strategies including advertising, public relations, fashion marketing and retail promotions.

Cotton South Africa

Cotton SA acts as an industry forum by means of facilitating industry committees for the promotion of common policies and industry matters. Cotton SA is a non-profit seeking company. Cotton SA performs the following essential functions:

- The rendering of information services
- The stimulation of production and the usage of cotton
- The enhancement of the marketability of cotton through research, quality standards and norms as well as training
- To act as an industry forum
- To act as an advisory body to various Government Departments
- To apply for appropriate statutory measures in terms of the Act and to administer such measures
- Small scale cotton farmer development

East India Cotton Association

The East India Cotton Association was set up in 1921 to regulate effective cotton trade in India. Its principal functions today are:

- Facilitating smooth, ready and forward delivery based trading in cotton among members
- Fixing of daily rates for basic grades and various staples
- Providing market intelligence by collecting, compiling and disseminating relevant data on supply, demand and prices of cotton
- Publishing weekly bulletins and annual volume of cotton statistics
- Preparing and maintaining grade and staple standards in respect of all varieties of cotton
- Providing arbitration facilities
- HVI cotton fiber testing
- Enabling research in improving the yield and quality of cotton through COTAAP Research Foundation

Gdynia Cotton Association

Connected with the textile industry since 1935, the Gdynia Cotton Association is a professional, non-profit international corporation representing the Polish cotton trade and industry. The GCA

offers a wide range of services:

- The Court of Arbitration settles quality and technical disagreements arising from contract disputes in the sale, or purchase of cotton.
- Organizes cotton classification courses in Polish, English and Russian;
- Offers testing of cotton in quality assured laboratories.
- Distributes "By-laws and Rules" of the GCA in English, Polish and Russian;
- Disseminates the current "value differences tables" for cotton.
- Organizes the International Discussion Forum during the bi-annual International Cotton Conferences in Gdynia.
- Represents the interests of our members before state authorities, international institutions and other organizations.
- Organizes training courses and seminars.

Istanbul Textile and Apparel Exporter's Association (ITKIB)

The Istanbul Textile and Apparel Exporter's Association is a combination of the leading textile exporters associations. With 28,000 members, ITKIB represents about 80% of Turkey's textile and apparel exports. The associations include those for carpets, leather and leather wear, textiles and ready-to-wear garments.

Founded in 1986, with origins from the 1940s, it has changed the face of Turkish exports by being outward looking and progressive. Some of the functions of ITKIB are:

- Building excellent international relations
- Marketing Turkey and its products
- Providing research, education and training
- Encouraging the country's young designers

Liverpool Cotton Association (LCA)

Established for over 160 years, the LCA is the world's leading international cotton trade association and arbitral authority. Services to members include:

- Arbitration services
- Laboratory testing facilities
- International Cotton Trade Seminar
- The Industry's largest Annual International Trade Dinner
- Training and Seminars
- Rule Books in many languages

The Liverpool Cotton Association, representing as it does a significant segment of the raw cotton

industry through a diverse membership of merchants and spinners, is intrinsically linked to the promotion of raw cotton against other fibers. Clearly the UK has a huge textile retail market but importantly also represents companies in over 55 countries that buy and sell raw cotton.

For many years the Association has continued to ignore, or has failed to afford a priority to the task of arresting the decline of raw cotton sales and usage against man made substitutes, preferring instead to concentrate upon trading rules, arbitration and membership. However these things are clearly linked in that the decline of the commodity will ultimately lead to the decline of the Association. We have seen this with other commodities all too often.

It is difficult for the UK and the LCA in particular to 'promote and market' raw cotton but it certainly is able to act as a conduit for the transfer of ideas, information and data within the international community. This is what the Association does best and was the main purpose for joining the IFCP. For example, this year the LCA is able to include a keynote presentation on the purpose and functions of IFCP, in its annual conference and dinner programme. Where else within the cotton community do so many Members of the industry gather together in one place?

There are other ways of influencing events too, largely through the pivotal communication links the Association maintains with the Committee for International Cooperation between Cotton Associations (CICCA). CICCA represents over 1750 different companies from the industries of 15 nations, many of whom support huge spinning and textile industries. By acting as an enabler the imperative of raw cotton promotion can be debated and disseminated within a large sector of the international industry.

The LCA does not sponsor cotton promotion, rather it helps to ensure that the underlying message that the threat to the raw cotton industry comes not from conflict raging in cotton producing regions but from oil and the fiber bi-product that it is able to produce in ever more sophisticated form. Cotton touches the lives of everyone and it is up to the few within the raw cotton industry to do more with less to ensure, arrest and reverse the decline of market share that has been a feature of this industry for far too many years.

The LCA stands ready to play its part in any way possible.

The Cotton Company of Zimbabwe Ltd.

Discussions have been reinstated with ZITMA (Zimbabwe Textile Manufacturers Association) to stimulate interest in cotton promotion activities in the downstream textile chain.

The major constraint to promotional activities is one of finance; given the difficult macroeconomic environment prevailing in Zimbabwe coupled with the fact that the textile chain has not bought into the concept that textile consumption needs promoting in the Zimbabwe

market.

Hopefully once the financial situation stabilizes, the industry will see the merits of promoting the consumption of cotton products domestically.

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004

Spring 2004, Volume 2
Cotton Promotion Bulletin
The Journal of the International Forum for Cotton Promotion

View From the Chair

Fall 2003, Allen Terhaar

The IFCP officers commend the IFCP membership on the significant progress they achieved at the organizational level, and in their progress toward developing a plan for moving forward with national demand enhancement efforts. We heard some excellent reports from India, Turkey, and Colombia at the IFCP seminar, in Gdansk. We also heard some very appropriate suggestions from IFCP members on activities to consider in moving the agenda forward, particularly a suggestion to hold an intensive session on consumer research and demand enhancement strategies during the first half of 2004. Each of these ideas should be given serious consideration within the scope and financial resources of the IFCP.

While the progress to date is impressive, in a lot of ways our work is just beginning. Cotton consumption continues to be challenged by alternative fibers in every market around the world. In spite of an increase in cotton off take in recent years, cotton continues to lose market share. An optimistic future for the full range of participants in the cotton sector -- from producer, to trader, to manufacturer, to retailer -- can only come if the consumer is convinced of cotton's advantages and acts upon that conviction by purchasing our products.

The IFCP is a catalyst and a coordinator for efforts to enhance demand within our countries. I want to thank each of the members for their contributions to the IFCP, and urge others to join us in enhancing visibility and demand for products by joining the IFCP.

Allen Terhaar
Chairperson
International Forum for Cotton Promotion

© 2004 International Forum for Cotton Promotion
Last Updated Wednesday March 7th, 2004