



# INTERNATIONAL COTTON ADVISORY COMMITTEE

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## 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 62<sup>nd</sup> 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.