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Cotton Promotion Bulletin
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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

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