



Bangladesh Cotton Day Attendees Believe U.S. Cotton Quality is Superior

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Bangladesh is an emerging opportunity market for U.S. cotton. It is the largest manufacturer of cotton apparel products and the largest importer of cotton globally yet the U.S. has only a 10% share of imports compared to a 40% share globally. CCI's primary objective with this *Cotton Day* event, sponsored by MAP funding, was to promote the advantages of U.S. cotton to Bangladesh's supply chain in an effort to expand market share in Bangladesh. Over 240 key individuals, including mill owners, senior production and sourcing executives, and garment manufacturers attended Cotton Day in Bangladesh to learn more about U.S. cotton.

While *Cotton Days* have traditionally been consumer-focused promotional events, recent *Cotton Days*, including the event in Bangladesh, have added an educational and technical component to directly target key purchasers of U.S. cotton with a special focus on mills and manufacturers. This new approach to *Cotton Days* was very successful as pre- post-event survey results found the percentage of attendees indicating they were "very familiar" with U.S. cotton after the *Cotton Day* doubled from 33% to 66%.

Cotton Day Bangladesh included multiple presentations about U.S. cotton from key organizations and influencers including Cotton Council International (CCI), Staplcotn, Cargill, and Roger Gilmartin, a technical expert on the textile industry. The presentations covered a variety of relevant topics including cotton growth, world supply, ethics and responsibility, bale packaging, and cost comparisons.

The educational portion of the event was followed by a fashion show highlighting creative and innovative ideas for U.S. cotton apparel.

The focus on educating the Bangladeshi market was a huge success! The post-event survey results showed 86% of the attendees perceived U.S. cotton quality to be better than cotton from other regions, as compared to 73% who held this belief prior to the event. In addition, an impressive 76% of the attendees were expected to purchase more U.S. cotton after attending *Cotton Day*.

Finally, and most important, **expected U.S. cotton sales as a result of this event totaled nearly 700,000 bales at an estimated \$61 million USD.**