



U.S. Cotton Industry Anticipates Nearly \$900 Million After Hong Kong Sourcing Fair

FAS Funding Source: MAP

Cotton Council International (CCI) recently held their annual Hong Kong Sourcing Fair, funded by MAP. This private, invitation-only event brings together yarn and fabric mills, garment manufacturers, global brands, and retailers. The Sourcing Fair features one-on-one meetings in a private trade fair setting, a conference program, and networking events including luncheons and receptions. The conference program included presentations from industry experts on topics such as sustainability, the global cotton economic outlook, and CCI's global promotion initiative, "*What's New in Cotton*". This year's Hong Kong Sourcing Fair brought together nearly 400 participants, including sourcing executives and manufacturers, from over 20 different countries.

The Hong Kong Sourcing Fair allowed CCI an opportunity to educate attendees about the benefits of U.S. cotton through presentations, a "*What's New in Cotton*" display, and individual business meetings. After the event, post-survey results indicated that familiarity with COTTON USA had increased from 73% to 87%. In addition, 96% of attendees indicated the quality of U.S. cotton was better than cotton from other regions. CCI's Hong Kong Sourcing Fair continues to be an extremely successful event, with post-survey results indicating 96% of attendees would recommend the event to a colleague.

Post-survey results, collected by CCI, also showed that 57% of attendees purchased or sold U.S. cotton at the event. Attendees reported sales and purchases over \$550 million¹, as a direct result of the event. In addition, post-survey results also showed that 88% of attendees plan to purchase or sell an additional nearly \$900 million¹ worth of U.S. cotton over the next year as a direct result of the event.

¹ Dollar values were calculated using the National Cotton Council's *Upland Spot Cotton Price's* 2018 yearly average to-date of \$0.7793/lb.