



COTTON DAYS GENERATE OVER \$60 MILLION FOR U.S. COTTON INDUSTRY

FAS Funding Source: MAP

Cotton Council International (CCI) recently held Cotton Day events in Taiwan and Japan, sponsored by MAP funds. CCI's Cotton Days are one-day promotional and educational events designed to reach key decision makers throughout the global textile supply chain. The theme for both events this year was "What's New in Cotton", CCI's global promotion initiative that showcases new textile innovations in U.S. cotton-rich apparel and home textile products. In addition to showcasing CCI's "What's New" collection through mannequin displays and live fashion shows, the events also included seminars and presentations on sustainability and the benefits of U.S. cotton.

CCI's Taiwan Cotton Day was held on May 8, 2018. Over 160 attendees comprised of mills, manufacturers, brands, retailers, designers, and COTTON USA licensees attended the invitation-only event. The "What's New in Cotton" initiative demonstrated CCI's commitment to innovation by showcasing U.S. cotton-rich products with innovative features not usually associated with cotton products. CCI President, Mr. Ted Schneider, gave a presentation on sustainability and the responsible farming/production practices of the U.S. cotton industry. The event was featured in over 50 news and social media outlets, producing a PR value over \$250,000. Post-survey results show that 99% of attendees were overall "satisfied" with the event and 100% indicated they would recommend the event to a colleague. Impressively, 100% of attendees said they would purchase additional U.S. cotton as a direct result of the event.

CCI's Japan Cotton Day was held on May 10, 2018, marking the 23rd Cotton Day event in Japan. Over 270 attendees representing the entire textile supply chain attended the event along with 50 members of the press. The "What's New in Cotton" initiative, showcasing CCI's commitment to innovation in U.S. cotton-rich products, was discussed through presentations and showcased during a live fashion show. CCI President, Mr. Ted Schneider, once again gave a presentation on sustainability and the production/farming practices of the U.S. cotton industry. A networking reception at the end of the event offered guests an opportunity to network with VIP guests including; CEOs from spinners and manufacturers (e.g. Shikibo, Kondobo, and Kageyama), brands and retailers (e.g. Yamaki, Hotman, and Sanyo Shokai), and traders (e.g. Toyo Cotton and Toyoshima). The Japan Cotton Day event was featured in 335 different media outlets producing an impressive PR value over \$7 million. Post-event survey results showed that 96% of the audience was "satisfied" with the event and 82% indicated they would recommend the event to a colleague.

Post-survey results showed that 73% of attendees were expected to purchase additional bales of U.S. cotton as a direct result of the Cotton Day event.

Projected sales from both events are expected to reach over \$60 million, based on post-event survey results collected by CCI.