



## **CCI Sourcing Program Helps U.S. Textile Industry Drive Growth in Latin America**

### ***FAS Funding Source: MAP and FMD***

The COTTON USA Sourcing Program, funded by MAP and FMD, is a successful partnership between Cotton Council International (CCI) and a group of U.S. cotton textile manufacturers designed to develop, grow, and maintain export markets for U.S. cotton. Since 2000, the COTTON USA Sourcing Program has worked throughout the U.S. – Western Hemisphere textile and apparel supply chain to introduce participating U.S. mills to potential customers in Latin America and strengthen relationships throughout the entire supply chain. Recent activities and highlights of the program are listed below.

CCI, funded by MAP hosted a group of U.S. mills at the Guatemala Apparel Sourcing Show in May of 2017. All participating mills were able to meet with their existing customers, which was a top goal for attending the event, according to pre-event survey results. After the show, post-survey results showed that 75% of the mills felt their participation in the COTTON USA pavilion improved their presence at the show and would help their sales in the CBI market.

CCI held their annual Western Hemisphere Sourcing Fair, funded by FMD, in June of 2017 in Cancun, Mexico. The Cancun Sourcing Fair brought together textile and apparel manufacturing representatives from Latin America, U.S. textile mills, fashion retailers, and brands. Over 700 individual buyer-seller meetings were arranged for participants by CCI staff. After the event, 91% of the brands/retailers and 68% of the Latin American manufacturers indicated they would increase their purchases of U.S. cotton yarn and products, based on post-survey results. Brands and retailers estimated purchasing over \$192.5 million worth of U.S. cotton products and manufacturers estimated purchasing \$3.6 million<sup>1</sup>. Total projected sales from brands, retailers, and manufacturers are projected to be \$196 million.

Part of CCI's Sourcing Program strategy is to increase consumption of U.S. cotton yarn and fabric in the corporate/uniform industry. In September of 2017, CCI organized a Uniform Manufacturing Tour in Mexico, inviting decision makers from U.S. uniform companies along with garment manufacturing

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<sup>1</sup> Dollar values in this paragraph were calculated using the National Cotton Council's *Upland Spot Cotton Price's* 2017 yearly average of \$0.7292/pound.

companies from the Western Hemisphere. Unfortunately, the trip was interrupted by the Mexico City earthquake and the tours were subsequently cancelled. However, even despite this unfortunate circumstance, over 100 meetings were held between the U.S. mills, uniform companies, and Western Hemisphere garment manufacturers. As a result of the event, 55% of the manufacturers are expected to purchase additional U.S. cotton products next year, according to post-survey results.

In January of 2018, CCI, funded by MAP, brought nine U.S. mills to the Colombiatex trade show in Medellín, Colombia. Colombiatex is one of the largest trade shows in Latin America and the mills attending the event indicated their primary objective for attending this show was to create business opportunities with new clients. The participating mills successfully made over 190 contacts at this show, 59% more than the previous year. Sales made at the 2018 show increased by 194% from the 2017 show, with the U.S. mills selling \$2.25 million worth of U.S. cotton in just three days, according to survey results gathered by CCI. Post-survey results also showed that an estimated \$2.8 million worth of U.S. cotton is expected to be sold in the future as a result of the Colombiatex show.

CCI has also managed an extensive advertising and public relations campaign on behalf of participating mills to raise awareness of the individual companies and their products. The Sourcing Program mills' logos were displayed throughout the region every month through trade advertising channels. The CCI Sourcing website, [www.cottonusasourcing.com](http://www.cottonusasourcing.com), had nearly 30,000 visitors, received over 300,000 hits and generated 15 trade leads in 2017. CCI also sponsors a company profile on LinkedIn Latin America.

Future Sourcing program activities coming up include the Colombia Moda trade show in July 2018 as well as CCI's biennial Sourcing Summit in Arizona in November 2018.