

COTTON USA EuroMed Sourcing Fair in Barcelona Provides Sourcing Assistance

FAS Funding Source: MAP

Cotton Council International (CCI) held the first EuroMed COTTON USA Sourcing Fair in Barcelona, paid for with MAP funds, to provide regional sourcing assistance for companies looking for U.S. cotton fiber and yarns to manufacture high quality textile products. The event brought together nearly 70 participants from seven countries in Europe and Africa, including garment and fabric manufacturers, yarn mills, brands and retailers.

“It’s a very good opportunity to meet new suppliers,” said Marie-Hélène Ambrogi of the French brand La Redoute.

Buyers and sellers of U.S. cotton-rich textiles held more than 1,000 meetings over the two-day period. As a result of participating, 85% of attendees are likely to purchase U.S. cotton/products after attending the Sourcing Fair, compared with just 66% prior to the event. Post-event surveys showed that mills and manufacturers expect to sell an additional \$14.2 million in the next year due to the Sourcing Fair. In addition, 97% of attendees would recommend participating in a CCI Sourcing Fair to a colleague.

“The EuroMed COTTON USA Sourcing Fair in Barcelona gave mills, manufacturers, brands and retailers a closer look at U.S. sustainable production and our industry’s commitment to quality cotton, as well as for attendees to build important business relationships throughout the supply chain,” Ted Schneider, CCI guest speaker and Louisiana cotton producer, said. “COTTON USA is the cotton the world trusts because our family farmers constantly use and pursue the latest innovations and technologies to deliver uniform, consistent, sustainable and contamination-free cotton for less downtime, more productivity and superior quality yarn, fabric and products.”

The EuroMed Sourcing Fair proved to be a valuable educational opportunity. Some 88% of attendees were somewhat/very familiar with COTTON USA after the Sourcing Fair, as compared with just 62% prior to the event. Moreover, 92% of attendees believed U.S. cotton quality is better than cotton from other regions after the Sourcing Fair, compared with 74% who held this belief prior to the event.

Participants included eight yarn suppliers, nine fabric suppliers, 29 garment suppliers and 13 brands/retailers from the following countries: Egypt, Israel, Italy, France, Spain, Morocco, Tunisia and Turkey. Participating brands and retailers included: Artsana, Benetton, Carven, Desigual, Dodo Bar Or, La Redoute, Max Mara, Original Marines, Perseus, Pompea, Spring, Stefanel and Tendam.