

COTTON USA TECHNICAL SEMINAR CONVINCES SPINNING MILLS TO USE MORE U.S. COTTON IN INDIA

FAS Funding Source: MAP

COTTON USA Technical Seminars in Ludhiana and Coimbatore, India, from Oct. 16-18, 2019 provided a forum for Cotton Council International (CCI), local spinning mills and leading textile machinery companies to discuss manufacturing process improvements with U.S. cotton.

Participants said they expect to purchase an additional 180,952 bales of U.S. cotton valued at approximately \$50.3 million as a result of attending the seminar. A post-event survey also revealed that 95% said they learned a lot about COTTON USA, while 100% would recommend this event.

Like other COTTON USA technical seminars in Indonesia, Vietnam and Bangladesh, this MAP-funded event in India leveraged recent research results that showed the significant technical and financial advantages of using U.S. cotton-rich yarns in the manufacture of knitted garments and woven fabric.

More than 100 participants—representing 42 textile mills and three U.S. cotton merchants—attended the COTTON USA Technical Seminars in India. The participating mills' total cotton usage in 2018 was more than 5 million bales, which account for more than 20% of cotton mill use in India. Fifteen COTTON USA licensee mills participated and bought more than 300,000 bales of U.S. cotton in 2018/19.

The agenda included spinning best practices, COTTON USA technical benefits, how to manage consistent quality using U.S. cotton, cotton trade and economics, U.S. cotton's sustainability and independent studies on "technical gems of U.S. cotton."

Textile machinery companies (Rieter and Uster) also discussed how to manage consistent quality with mixed lot procurement, how raw material handling is a key factor in achieving the consistent quality and the correct process to achieve the right yarn quality.

In MY 2018/19, the U.S. exported 1.05 million bales of Upland cotton to India, which is an increase of 88% as compared to 557,625 bales exported in the previous marketing year. For the same period, the U.S. exported 179,540 bales of U.S. Pima cotton, which is an increase of 7% as compared to 168,182 exported in previous marketing year. U.S. cotton accounts for more than 55% of all cotton imported in India.

