

World Cotton Day on 7 October Highlights the Importance of Cotton for Development Policy



Bremen, 7 October 2020. Stemming from a 2019 initiative of the African Cotton-4 countries Benin, Burkina Faso, Chad and Mali, World Cotton Day will take place this year on 7 October. The event is organised by the Geneva-based World Trade Organisation (WTO) and is supported by the Food and Agriculture Organisation of the United Nations (FAO), the United Nations Conference on Trade and Development (UNCTAD), the International Trade Centre (ITC) and the International Cotton Secretariat (ICAC). The Bremen Cotton Exchange is also involved.

“Cotton is often underestimated because it is so natural. Behind it are millions of people, for example many farmers, field workers, employees in ginning factories, logistics providers and traders. We want to honour their achievements,” said the President of the Bremen Cotton Exchange, Stephanie Silber.



Stephanie Silber, President of the Bremen Cotton Exchange

According to the WTO, the aim of World Cotton Day is to highlight the global economic importance of cotton and to raise awareness of the raw material by recognising the work of everyone involved in its cultivation, processing and trade. At the same time, within the framework of international cooperation, it is hoped that supporters and investors can be found to aid with technological and economic progress within the cotton value chain.

This time, the entire world cotton community will be involved in World Cotton Day on Wednesday, 7 October 2020. A wide variety of campaigns and events are taking place everywhere to draw attention to the importance of cotton and its possible uses.

Cotton is one of the most relevant agricultural raw materials in the world. Around 26 million tonnes of it are harvested annually. Approximately 150 million people in almost 80 countries around the world live from the cultivation of the natural fibre. A large number of these live in developing countries, where cotton cultivation is of particular importance as a cash crop.



Ripe, open cotton on the field surrounded by closed bolls

Cotton is known as an agricultural product that is turned into a textile. The raw material is indispensable in fashion and clothing – and has been for thousands of years. But the use of cotton now goes far beyond textiles. For example, cosmetic products such as hand creams and hair

shampoo are made from the oil of cotton seeds. The raw material is also used in the manufacture of banknotes, furniture and technical textiles, as well as in medical technology.

Against the background of the current discussion on sustainability and sustainable consumption, the role of natural fibres is becoming even more important. Cotton is biodegradable and a renewable resource. It can be grown again and again in agriculture through cultivation in crop rotation. This secures incomes and enables efficient value creation within the global production and processing chain.

The Bremen Cotton Exchange will actively support World Cotton Day with cross-media coverage. In addition, in time for World Cotton Day, three thematically different, emotionally appealing short films about cotton will be launched. They are aimed at consumers as customers of the textile and clothing trade and provide



information about the benefits and properties of cotton and answer questions about its sustainability. In keeping with the times, they will be published via virtual media.

More information on World Cotton Day: <https://worldcottonday.com/>

More information about the short films: <https://baumwollboerse.de/en/cotton-videos/>

Contact:

Bremen Cotton Exchange

Elke Hortmeyer, Director of Communications and International Relations

Wachtstraße 17-24

28195 Bremen

Germany

Tel.: +49 421 3397016

Email: hortmeyer@baumwollboerse.de

www.baumwollboerse.de



About the Bremen Cotton Exchange

Based on its experience gained in over 140 years of dialogue with the market, the Bremen Cotton Exchange is regarded as a recognised authority and a strong partner in the industry. Today, this not only applies to the cotton trade, spinners / weavers and service providers for the cotton industry, but also to the downstream textile and clothing industry.

The Cotton Exchange is an international arbitration body. Judgments made by the Arbitration Court of the Cotton Exchange are in accordance with the New York Convention of 1958. They are internationally recognised and therefore quickly enforceable.

As a joint venture with the International Cotton Association Ltd. (Liverpool), we have been running the International Cotton Association Quality and Research Centre Bremen GmbH since 2011. This has made us the international centre for cotton testing and research, quality training and certification. Bremen is home to a state-of-the-art laboratory equipped with the latest equipment.

Every two years, the cotton world gathers in Bremen: Together with its testing laboratory, the Fibre Institute Bremen (FIBRE), the Bremen Cotton Exchange hosts the International Cotton Conference, which has become the world's leading conference in the field of cotton testing. Around 600 guests from all over the world regularly travel to the Hanseatic city to attend the high-ranking sessions at the Bremen City Hall and take the opportunity to make personal business contacts.