

**74th plenary meeting of the International Cotton Advisory Committee
(ICAC)**

Eng. Khaled Schuman

Cotton Egypt Association is an NGO established by the Ministry of Industry and foreign trade to manage, promote and protect the Egyptian cotton and the Egyptian Cotton Logo owned by the ministry and Alexandria Cotton Exporters Association.

Currently we can find in many retailers products that are labeled 100 % Egyptian cotton while they are not.

Through DNA analysis, there will be greater control for the Egyptian cotton products throughout the supply chain. We are checking samples globally. We are communicating with the retailers and manufacturers to make awareness about the DNA analysis, the Egyptian cotton logo and our new concept of total transparency golden seal.

Cotton Egypt Association will closely work hand in hand with every honest entity in the supply chain to guarantee that the consumer is getting the best quality genuine Egyptian cotton products. We are entering a new era in protecting the white gold.