

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

PASCAL BRUN

Pascal has 15 years of experience in the Apparel and Textile Industry with multinational corporations such as H&M and Camaieu. His experience spans across execution and strategic management roles. After having worked in Europe, China and Bangladesh, across a variety of roles such as Supply Chain Manager and Country Manager, he is now responsible for leading and managing H&M's Global Supply Chain for Materials and is currently based in Hong Kong.

Pascal's expertise lies in his experience from integrating key Business KPI's with those of Sustainability. Under his leadership, H&M has achieved and implemented several key sustainable initiatives. Pascal also sits on the board of ICA and on the Council of Better Cotton initiative as the brands representative for the industry.