



Seminar: Meeting Cotton's Competitive Challenges

A seminar on the topic of, "Meeting Competitive Challenges," will be held on April 18, 2013 at the Embassy of Switzerland, 2900 Cathedral Ave., NW Washington DC 20008-3499.

Analysts reported at the 71st Plenary Meeting of the ICAC that polyester now dominates the global fiber market, with cotton's share continuing to decline. It is expected that polyester fiber quality will improve and production capacity will increase further. Cotton faces additional competitive challenges such as competition with other crops, rising input costs, consumer pressures to reduce input use, and shifts in consumer spending away from clothing and home furnishings.

The objectives of the seminar are to explore the challenges facing the cotton industry, to reflect on the industry's future, and to advise ICAC members of possible actions, including appropriate government responses to near-term challenges facing the cotton market.

Time Table

10:30 AM	Registration
11:00 AM	Greeting and Opening Remarks by François Schmidt, Chair of the Standing Committee
11:15 AM	1 st Session: Overview of Competitive Challenges a. Report from the Secretariat on the Outlook for World Cotton Supply and Use b. Report Kevin Latner, Chair of the Working Group on Challenges from Competitive Fibers c. Comments from Jordan Lea, representing the Private Sector Advisory Panel, on Challenges Facing the Industry
12:30 PM	Lunch hosted by the Embassy of Switzerland
1:30 PM	2 nd Session: Prioritizing and Developing Strategies to Meet Challenges World Café Discussions: There will be six tables for small group discussions, with a Rapporteur at each table.) Question 1: Which challenge is the highest priority for the ICAC to address Question 2: Three strategies to address the highest priority
3:00 PM	Coffee Break
3:30 PM	3 rd Session: Responses to Challenges Summary of the notes from each table Discussion
4:00 PM	Conclusion: Chair of the Standing Committee: Next Steps