A High-Level Plenary Session with Heads of State, Heads of International Organizations and Executives from the Private Sector.

The Partners’ Conference Development partners will discuss and consolidate support for the new project on Cotton by-products and for other development initiatives.

Side Events Thematic sessions organized by Partner Organizations, Academics, the Private Sector, NGOs and National Cotton Associations on selected topics of interest.

Cotton Exhibition Cotton stakeholders to exhibit their Cotton-related activities and products.

Photo Contest To encourage photographers around the world to communicate strong and positive messages underlining the importance of the Cotton value chain.

ITC Fashion Event To display Cotton fashion and designers from different parts of the world with a special focus on Africa.

GIZ/ICAC Closing Reception To bring together WCD participants for a unique global networking opportunity.

A GLOBAL CELEBRATION

The launch of WCD will be celebrated in different countries across the globe with various events giving exposure to farmers, processors, researchers and businesses participating in the event. These specific activities will be organized at the country level and livestreamed at the WTO Headquarters.

HOW?

• At the WTO in GENEVA

WHO?

400+ Participants celebrating Cotton in Geneva (with thousands more around the world)

30+ Countries will give exposure to producers, processors, and businesses

20 Exhibitions and booths from governments and the private sector

7 Side events, roundtables and workshops

THE GENEVA LAUNCH IN NUMBERS

A GLOBAL CELEBRATION OF COTTON AND ITS STAKEHOLDERS, FROM FIELD TO FABRIC AND BEYOND

7 OCTOBER 2019

WHAT?

At the initiative of the C-4 (Benin, Burkina Faso, Chad and Mali), the WTO will host the launch of World Cotton Day (WCD) on 7 October 2019. The WTO Secretariat is organizing the event in collaboration with the Secretariats of FAO, UNCTAD, ITC and ICAC. This event stems from the C-4 official application for the recognition of a World Cotton Day by the United Nations General Assembly, reflecting the importance of Cotton as a global commodity.
WHY COTTON?

COTTON IS IMPORTANT TO LEAST-DEVELOPED, DEVELOPING AND DEVELOPED ECONOMIES WORLDWIDE.

A GLOBAL COMMODITY

Produced in 75 COUNTRIES
USD 18 BILLION of Annual Trade
USD 50 BILLION of Annual Revenue
26 MILLION Growers

Produced ALL OVER THE WORLD

World Production 25 MILLION TONNES

MAJOR PRODUCERS

0 1 2 3 4 5 6
1 1 1 1 1 1

China
India
USA
Brazil
Pakistan
Turkey
Uzbekistan
C-4

Source: ICAC (2018)

MAJOR EXPORTERS

0 1 2 3
1 1 1

USA
Brazil
India
Australia
C-4

Source: FAO (2018)

DEVELOPMENT ASSISTANCE

USD 490 MILLION NOTIFIED FOR 182 PROJECTS WORLDWIDE

Source: WTO (2018)

COTTON 4 (C-4)

BENIN, BURKINA FASO, CHAD AND MALI ARE THE CO-AUTHORS OF THE 2003 WTO COTTON SECTORAL INITIATIVE

DID YOU KNOW?

SOCIAL IMPACT A single tonne of Cotton provides year-round employment for 5 people on average, often in some of the most impoverished regions.

WATER USAGE Cotton is a drought-resistant crop, with a deep root system ideal for arid climates. Seasonal rainfall at critical points in the plant’s growth is sufficient to produce a high yield.

LAND USAGE Cotton occupies just 2.1% of the world’s arable land, yet it meets 27% of the world’s textile needs.

INNOVATION For instance, Cotton-based filaments are appealing to 3D printers because they conduct heat well, become stronger when wet, and are more scalable than materials like wood pulp.

FIBRE, FOOD AND FEED In addition to its fibre used in textiles and apparel, food products can be derived from Cotton, such as edible oil and animal feed from the seed.

Source: ICAC

AND ALMOST NOTHING IS WASTED

Source: FAO (2018)

COTTON LINT Textiles Apparel

PETROLEUM FIBRE 27%

COTTON FIBRE 65%

OTHER COMPONENTS 18%

MEAL Fertilizer Animal feed

EDIBLE OIL Oil and fat for food products

LINTERS Furniture Cellophane Photographic film Battery boxes Paper Currency Cosmetics Nanocellulose applications Bandage, cotton buds Cotton balls

WASTE Fuel Packaging Fertilizer Animal feed

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