Cotton Portal
Trade intelligence for cotton

User Guide

WELCOME TO THE COTTON PORTAL

Trade Statistics  WTO background paper
Customs duties and taxes  WTO development assistance
Market Access Regulations  News and events
Business contacts  Learning centre
## Contents

1 INTRODUCTION .......................................................................................................................... 3
2 COTTON PORTAL WELCOME PAGE .......................................................................................... 4
3 CREATE AN ACCOUNT/ HOW TO SIGN IN .................................................................................. 5
   3.1 How to create an account ........................................................................................................ 5
   3.2 How to sign in ........................................................................................................................ 5
4 COTTON PORTAL DATA SEARCH ............................................................................................. 6
   4.1 Searching market information ............................................................................................... 7
   4.2 WTO Corner .......................................................................................................................... 9
   4.3 Cotton statistics .................................................................................................................... 11
   4.4 News and events .................................................................................................................. 11
   4.5 Learning Centre .................................................................................................................. 12
1 INTRODUCTION

The **Cotton portal** [www.cottonportal.org/cotton](http://www.cottonportal.org/cotton) is an on-line platform for market intelligence for cotton products, which enables cotton producers, processors, traders, investors and trade support institutions to better harness market opportunities in the sector.

The portal provides a single entry point for all the cotton-specific information available in the World Trade organization ("WTO") and the International Trade Centre ("ITC") databases which includes **trade statistics**, **applied tariffs**, and **non-tariff measures**. It also presents information on country-specific **business contacts, development-assistance** related information, as well as links to **other organizations** active on cotton.

**As a multi-language application**, the portal contributes to a more efficient cotton trading system, through transparency and accessibility of trade-related information, particularly for least developed countries.

The current version showcases English and French languages. The Spanish version of the website is under development. The **Portal** is designed to be dynamic and is continuously being further developed.

This user guide provides a step by step tool on how to use the Cotton portal website and is intended to help users get relevant information related to the cotton sector.

For further questions and suggestions, please get in touch with the Cotton Portal team at [marketanalysis@intracen.org / cottonclub@wto.org](mailto:marketanalysis@intracen.org / cottonclub@wto.org).
The portal's homepage contains a brief introduction to the website and provides direct links to WTO cotton-related news and to the latest WTO notifications related to cotton trade.

The Green navigation bar on the top of the website contains the following five main themes:

- **Market information**: Information on applied MFN and preferential tariffs, compulsory import requirements, WTO SPS and TBT notifications, trade statistics, etc;
- **WTO corner**: Links to WTO cotton web page, WTO Secretariat background paper, WTO monitored cotton development assistance and Agriculture Information Management System (AG-IMS);
- **Cotton statistics**: Information provided by ICAC in a form of charts on Cotton and related products for each country on consumption, ending stocks, production and yield, as well as weekly and monthly report;
- **News and events**: A webpage compiles cotton-related news from various sources such as the WTO website and Cotton-Afrique; and
- **Learning centre**: Links to other organizations active on cotton, publications related to cotton and training materials on cotton.

All information on the Cotton Portal is accessible for free to the public. Login is required to access Cotton Market Information. The following section explains how to sign in and create an account.

### 3 CREATE AN ACCOUNT/ HOW TO SIGN IN

#### 3.1 How to create an account

**Site registration**

Users who have not previously registered for free on the Cotton Portal or on ITC’s Market Analysis Tools platform must select "MY ACCOUNT/SIGN IN OR REGISTER" at the top, right corner, to access the new user registration page and submit information requested.

![Create an account](image)

Click here to create an account / sign in

#### 3.2 How to sign in

Users who have previously registered can sign in by:

Cotton Portal – email:  [marketanalysis@intracen.org](mailto:marketanalysis@intracen.org) / [cottonclub@wto.org](mailto:cottonclub@wto.org)
- Entering their **email address**
- Entering **Password**
- Selecting **Login** to advance to the next screen and begin using the application.

Users who have previously registered for the ITC’s Market Analysis Tools platform can use the same account for Cotton Portal.

**Forgotten Passwords**

If a user forgets his/her password, he/she must select "**Forgot your password**" in the sign in section.

**NB:** In order to benefit from all the functionalities of the vast resources available in the portal, we first recommend users to create an account with their credentials.

**4 COTTON PORTAL DATA SEARCH**

Users can navigate in and browse through each section of the portal and get relevant market information.

![Cotton Portal](image)

The navigation enables users to navigate and browse through the Cotton Portal based on theme/sub-theme. Users can navigate through the themes simply by clicking on the themes and get the required information. The themes are accessible through the theme frame. Once the theme is selected /clicked, the corresponding sub-themes are successively available.

The different elements available under the different themes/sections are as follows:

- **Market information**: Customs tariff and internal taxes, compulsory requirements, Trade statistics and Latest WTO notifications;
- **WTO corner**: WTO cotton web page, WTO secretariat background paper, WTO-monitored cotton development assistance and agriculture information management system.
- **Cotton statistics**: ICAC data and reports on cotton’s consumption, ending stocks, production and yield;
- **News and events**: WTO news and cotton Afrique news.
- **Learning centre**: including useful links such as the International Cotton Advisory Committee (ICAC), "Coton Afrique", EU-ACP Partnership on cotton ("COS-Coton"), FAO
and Common Fund Commodities; and publications (articles and technical papers) and training materials related to ICAC’s presentations at different meetings.

4.1 Searching market information

The search market information, available on the portal welcome page, allows you to narrow the search by including details such as the destination market of the product, the exporting country and the HS codes of the product concerned. This function allows users to quickly get the relevant market information related to customs tariff and internal taxes, compulsory requirements, trade statistics, and latest notifications for exporter and importer of a specific cotton product.

This search function can be either found on the welcome page (as shown above) or from the cotton market information section (as shown below).
4.1.1 Search Results

Below is an example of the search results. The results of a query will display information on market access (such as customs tariffs, compulsory requirement, trade statistics...); Business contacts and useful links related to the destination market and exporting country for a specific product.

Switch between the tabs to get information on Market Access, Business Contacts and Useful Links.

Click on each item to get additional details such as customs tariff information, compulsory requirement and some aggregate trade statistics between the selected countries. Depending on the item selected, additional option such as tables, graphs and statistical information provide access to a new page on ITC market analysis tools. Users will hence get opportunity to simply explore the wide range of market analysis tools as well as exporting all information to external worksheets/files.
4.2 WTO Corner

The WTO corner allows users to access the WTO cotton web page, the AG-IMS system on agriculture-related information notified by Members and questions raised and responses provided in the context of the Review Process carried out by the Committee on Agriculture. The section also provides access to the WTO secretariat background paper, the WTO-monitored cotton development assistance.

The following cotton web page provides details on discussion held at the WTO on trade reforms and development assistance aspects.
WTO DIRECTOR-GENERAL’S EVOLVING TABLE ON COTTON DEVELOPMENT ASSISTANCE

<table>
<thead>
<tr>
<th>Development Community</th>
<th>Programmes/Projects/Activities</th>
<th>Status</th>
<th>Operational Status</th>
<th>Disbursement Status</th>
<th>Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Business Partnerships Platform: improving access to global cotton markets for farmers in Pakistan</td>
<td>US$ 380,000</td>
<td>IP 2016-18</td>
<td>380,000</td>
<td>Pakistan</td>
</tr>
<tr>
<td>European Commission</td>
<td>Support to cotton recovery plan (Hex 2009)</td>
<td>€ 6,555,497</td>
<td>IP 2016-17</td>
<td>€ 6,591,475</td>
<td>Europe</td>
</tr>
<tr>
<td>European Commission</td>
<td>Intervention – Speed up the implementation of the rural property sector in the cotton Com m</td>
<td>€ 925,000</td>
<td>IP 2016-10</td>
<td>€ 929,919</td>
<td>Europe</td>
</tr>
<tr>
<td>European Commission</td>
<td>Consolidation of the Action Framework for the EU-Africa Partnership on Cotton</td>
<td>€ 11,000,000</td>
<td>IP 2016-10</td>
<td>€ 11,320,785</td>
<td>All African producers</td>
</tr>
<tr>
<td>France</td>
<td>Support to integrated management of agricultural resources (ASORAP) – CDD with a specific component for the enhancement of productivity in the cotton sector</td>
<td>€ 10,000,000</td>
<td>IP 2016-17</td>
<td>€ 10,376,822</td>
<td>Cameroon</td>
</tr>
<tr>
<td>France</td>
<td>CDD supports the cotton sector (seed, maintenance, animal traction agriculture, advice to producers, strengthening the cooperatives and supporting the inter-professional dialogue)</td>
<td>€ 16,000,000</td>
<td>IP 2016-17</td>
<td>€ 16,300,000</td>
<td>Cameroon</td>
</tr>
<tr>
<td>France</td>
<td>Study to enhance the cotton sector</td>
<td>€ 190,000</td>
<td>IP 2016-17</td>
<td>€ 192,000</td>
<td>France</td>
</tr>
<tr>
<td>France</td>
<td>Improvement of productivity and sustainability of farms in cotton areas. Reinforcement of governance of cotton sector within the framework of the institutional reform and strengthening of the capacities of the cooperatives and their unions, supporting the interprofessional dialogue and supporting the development of a common policy on cotton areas</td>
<td>€ 11,000,000</td>
<td>IP 2016-17</td>
<td>€ 11,320,785</td>
<td>Mali</td>
</tr>
</tbody>
</table>

Cotton Portal – email: marketanalysis@intracen.org / cottonclub@wto.org
4.3 Cotton statistics

The Cotton Statistics block provides information on ICAC data and reports on cotton's consumption, ending stocks, production and yield; in the form of charts on a specific country as seen below.

Also available under this section, weekly and monthly reports from ICAC which cover information on world cotton statistics, prices and distribution with graphs and tables as shown below.

![Cotton statistics chart](image)

4.4 News and events

Under this section, user can have access to a set of information related to cotton news such as the WTO news on cotton, cotton Afrique news and other cotton news.

![News and events](image)
4.5 Learning Centre

The Learning centre includes useful links such as the International Cotton Advisory Committee (ICAC), "Coton Afrique", EU-ACP Partnership on cotton ("COS-Coton”), FAO and Common Fund Commodities; and publications (articles and technical papers) and training materials related to ICAC's presentations at different meetings.
Useful links

- International Cotton Advisory Committee (ICAC)
  The ICAC is an association of members of cotton producing, consuming and trading countries. The mission of the ICAC is to assist members in fostering a healthy world cotton economy. The Committee achieves its mission by providing transparency to the world cotton market, by serving as a clearinghouse for technical information on cotton production and by serving as a forum for discussion of cotton issues of international significance. The role of the ICAC is to raise awareness of emerging issues, provide information relevant to the solving of problems and to foster cooperation in the achievement of common objectives. By serving as an objective statistical observer and by bringing together producing, consuming and trading countries and all segments of the cotton industry, the ICAC serves a unique role as a catalyst for constructive change.

- Coton All'igue
  The West Africa cotton portal, developed by the ThinkTankers.org network, is a platform that aims to facilitate public and private sector players in the cotton sector, as well as other regional and international partners. It provides real-time access to key strategic information on the technical, commercial and economic aspects as well as on the support and resources that can be mobilized by actors in the cottonicile sector.

- EU-ACP Partnership on Cotton (COS-Coton)
  The EU-Africa Partnership on Cotton is established to address the concerns raised by the fall of cotton prices during and beyond the 1990s. The EU-Africa Partnership on Cotton is structured around two components: 'Trade' and 'Development', which aim at establishing more equitable trade and enhancing the competitiveness and value addition of African cotton by optimizing the impact on producers’ income.

- FAO
  Achieving food security for all is at the heart of FAO’s efforts – to make sure people have regular access to enough high-quality food to lead active, healthy lives. Our three main goals are: the eradication of hunger; food insecurity and malnutrition; the elimination of poverty and the driving forward of economic and social progress for all; and, the sustainable management and utilization of natural resources, including land, water, air, climate and genetic resources for the benefit of present and future generations.

- Common Fund for Commodities
  The Common Fund for Commodities (CFC) is an autonomous intergovernmental financial institution established within the framework of the United Nations. The Agreement Establishing the Common Fund for Commodities was negotiated in the United Nations Conference on Trade and Development (UNCTAD) from 1976 to 1989 and became effective in 1989. The first commodity development project was approved in 1991.
Publications

Articles
- African ginners need long-term relationships
  Cotton International 2013
  By Matthias Knapppe, Programme Manager for Cotton, Textiles and Clothing, ITC
- Tanzanian cotton producers aim for 100% pure
  ITC annual report 2013
- African Cotton Development Initiative, 2/2011
- Developing the Cotton Value Chain in Africa
  International Trade Forum Issue 4/2011
- Understanding Cotton Demand and Promoting Origin - The Example of African Cotton
  International Trade Forum - Issue 4/2011
- Connecting Industry to the Market: The Future of Cotton in Africa (French version)
  International Trade Forum Issue 2/2010
  By Matthias Knapppe, Programme Manager for Cotton, Textiles and Clothing, ITC
  By Peter Hulm and Natalie Dorneici, ITC
- Textiles and Clothing, International Trade Forum Magazines

Technical papers
- Cotton and Climate Change, 2011
- Women in Cotton, 2011
- The Chinese Market for Clothing, 2011

Training materials

Presentations of the International Cotton Advisory Committee (ICAC)
- November 2017 - African cotton in the world context
- July 2017 - Cotton mill use: Threats & opportunities
- November 2015 - African cotton exports: Threats & opportunities
- July 2015 - The African Cotton Sector
- November 2014 - Cotton: Outlook 2015-20
- June 2014 - Cotton: Technology Transfer / Logistics in Africa
- October 2013 - Cotton: Employment and Value Chain Linkages
- June 2013 - Cotton: Challenges and Opportunities
An example:

Let’s take as an example of an Argentinean importer who would like to know more about the existing trade between his/her country and Brazil on Cotton seeds for sowing (HS 120721) as of 2017. On the cotton portal's welcome page, he/she selects Argentina as the import country and Brazil as the exporter by specifying the HS product (Cotton seeds HS 120721 in this case) and then click Submit button. The result is shown as follow:
Table 1: List of importing companies in Argentina

<table>
<thead>
<tr>
<th>Company name</th>
<th>Number of product or service categories traded</th>
<th>Number of employees</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>MLGOONERA ORA S.A.</td>
<td>1</td>
<td>40</td>
<td>Argentina</td>
</tr>
<tr>
<td>BRAILE HERMANOS S.R.L.</td>
<td>2</td>
<td>37</td>
<td>Argentina</td>
</tr>
<tr>
<td>EMILIO NAL. S.A. C.I.</td>
<td>3</td>
<td>351</td>
<td>Argentina</td>
</tr>
<tr>
<td>KIBRALIN S.R.L.</td>
<td>1</td>
<td>6</td>
<td>Argentina</td>
</tr>
<tr>
<td>MARES S.A.</td>
<td>1</td>
<td>40</td>
<td>Argentina</td>
</tr>
<tr>
<td>BOCICO S.A.</td>
<td>2</td>
<td>15</td>
<td>Argentina</td>
</tr>
</tbody>
</table>

As he/she is interested in the flows of the existing trade between the two countries, he/she clicks on the sub-item of "trade statistics", and then gets the following details which present information on trade flows, indicators, trade Map links between Argentina and Brazil. This option allows the exporter to extract relevant information on aggregate statistics for a list of supplying/destination markets in form of tables/graphs/maps as shown below:
**Figure 1: Trade statistics, list of supplying markets, trade indicators**

The table/graph opens up to a new window (ITC market analysis tools page) which gives access to multiple options: save/print/reset for further analysis and better explore ITC market analysis tools.
Table 2: List of supplying markets for the product imported by Argentina in 2016, 
Product: 120721 Cotton seeds for sowing

<table>
<thead>
<tr>
<th>Country</th>
<th>Trade in 2016 (USD thousand)</th>
<th>Value imported in 2016 (USD thousand)</th>
<th>Quantity imported in 2016</th>
<th>Unit value (USD/unit)</th>
<th>Growth in imported value between 2012-2016 (%)</th>
<th>Growth in imported quantity between 2012-2016 (%)</th>
<th>Growth in imported value between 2015-2016 (%)</th>
<th>Growth in imported quantity between 2015-2016 (%)</th>
<th>Ranking of partner countries in world exports</th>
<th>Share of partner countries in world exports (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>103</td>
<td>100</td>
<td>26</td>
<td>3,962</td>
<td>120</td>
<td>100</td>
<td>25</td>
<td>6.3</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Argentina</td>
<td>103</td>
<td>100</td>
<td>26</td>
<td>3,962</td>
<td>120</td>
<td>100</td>
<td>25</td>
<td>6.3</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Paraguay</td>
<td>95</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United States of America</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turkey</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 2: List of supplying markets for Cotton seeds sowing (120721) imported by Argentina in 2016
Figure 3: Bubble graph on prospect for diversification of suppliers for 120721 Cotton seeds for sowing

Figure 4: List of supplying markets for the product imported by Argentina in 2016, Product: 120721 Cotton seeds for sowing
**Figure 5:** WTO notifications on trade between Argentina and Brazil for the product

<table>
<thead>
<tr>
<th>Notification summary: G/SPS/N/BRA/1341</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Notification summary:</strong> G/SPS/N/BRA/1341</td>
</tr>
<tr>
<td>Brazil</td>
</tr>
<tr>
<td><strong>Symbol, size and description of context:</strong></td>
</tr>
<tr>
<td><strong>Notification:</strong></td>
</tr>
<tr>
<td><strong>Objects:</strong></td>
</tr>
<tr>
<td><strong>Keywords (SPS Only):</strong></td>
</tr>
<tr>
<td><strong>Engage on measures affected (SPS Only):</strong></td>
</tr>
<tr>
<td><strong>Comment deadline:</strong> 13/08/2013</td>
</tr>
<tr>
<td><strong>Links:</strong></td>
</tr>
<tr>
<td><strong>File:</strong></td>
</tr>
<tr>
<td><strong>Note:</strong></td>
</tr>
</tbody>
</table>
Cotton Portal

Trade intelligence for cotton
www.cottonportal.org

For queries, please contact:

marketanalysis@intracen.org
cottonclub@wto.org