



**WORLD  
COTTON DAY**  
WTO Launch

# WORLD COTTON DAY *at a* GLANCE

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

**7 OCTOBER 2019**

• **SAVE the DATE** •

## 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.

## 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?



**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.



Government Officials



International Organizations



Private Sector



Global Retailers



Development Partners



National Cotton Associations



Universities, Research Institutions



Producing & Consuming Countries



Agricultural Extension Services

## AND MORE...



**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.



**Cotton Connections:** Fashion show organized by ITC showcasing six West African designers from Cotton-4 countries and a special guest from Niger



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

## THE GENEVA LAUNCH IN NUMBERS



**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



**400+**

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



# WHY COTTON?

# FACTS & FIGURES

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

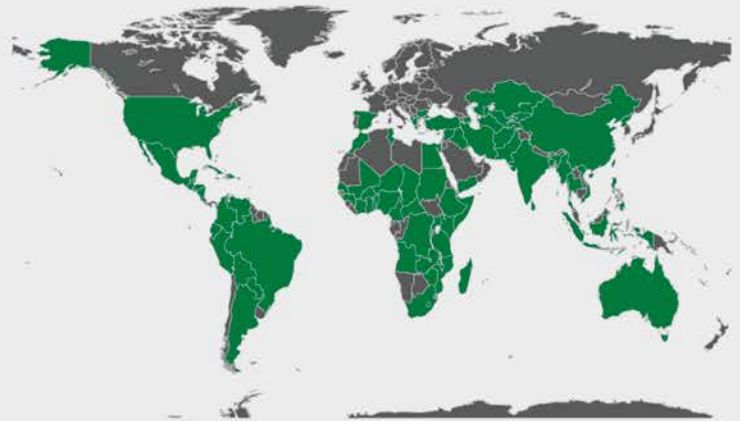
## A GLOBAL COMMODITY



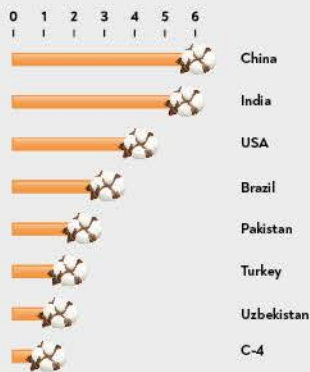
Source: FAO and ICAC (2018)

## PRODUCED ALL OVER THE WORLD

World Production **25 MILLION TONNES**



## MAJOR PRODUCERS



Source: ICAC (2018)

## MAJOR EXPORTERS



Source: FAO (2018)

(Million tonnes)

## 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

