



**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* •



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.

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.

WHO?



Government
Officials



International
Organizations



Private
Sector



Global
Retailers



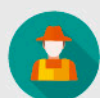
Development
Partners



National
Cotton
Associations



Universities,
Research
Institutions



Producing &
Consuming
Countries



Agricultural
Extension
Services

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.

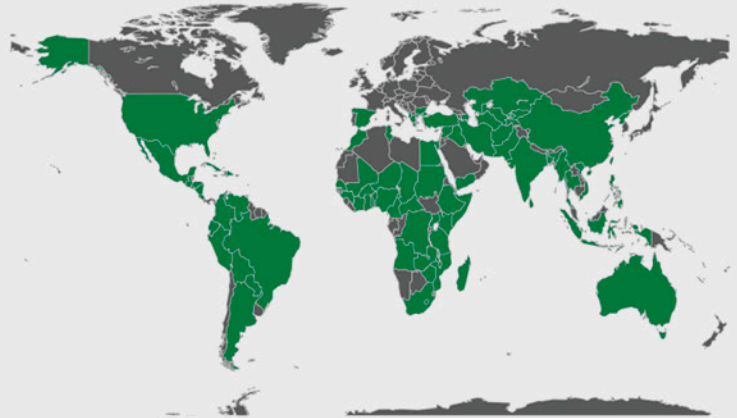
A GLOBAL COMMODITY



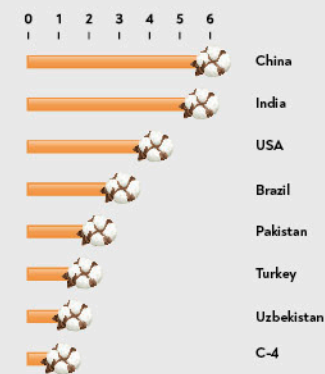
Source: FAO and ICAC (2018)

PRODUCED ALL OVER THE WORLD

World Production 25 MILLION TONNES



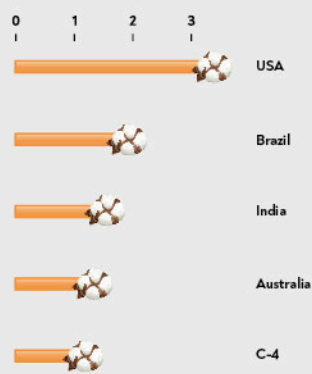
MAJOR PRODUCERS



Source: ICAC (2018)

(Million tonnes)

MAJOR EXPORTERS



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

