



COTTON USATM
THE COTTON THE WORLD TRUSTS

WHAT CAN CCI DO FOR YOU?

MILL/MANUFACTURER BENCHMARKING STUDY RESULTS



TO LEARN MORE, PLEASE CONTACT YOUR LOCAL CCI REPRESENTATIVE.
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WHAT CAN CCI DO FOR YOU?

Cotton Council International, or CCI, a nonprofit organization whose mission is to promote U.S. cotton fiber and products to trade and consumers, has been working with the cotton industry around the world for over 60 years. But what can CCI do for you in your business?

CCI commissioned a third-party vendor to investigate its relationship with mills and manufacturers around the world to better understand what CCI is doing well and how it can improve in the future. In the spring of 2017, a survey of 228 mill and manufacturer contacts (134 of which were licensees and 94 non-licensees) was conducted in six regions around the globe, representing 17 countries. The goal of the survey was to solicit feedback from mills and manufacturers around the globe regarding their perceptions of U.S. cotton, CCI, and the COTTON USA brand.



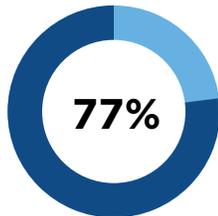
WHAT CAN CCI DO FOR YOU?

Results found that mill and manufacturers overwhelmingly find value in both CCI and its offerings as well as the COTTON USA brand. CCI offers a variety of programs aimed at making connections throughout the supply chain, making it easier for consumers of U.S. cotton to meet the needs of their demand. Sourcing fairs held around the globe, including events in the U.S., Hong Kong, and Cancun are opportunities to bridge the supply chain by bringing together representatives from across the industry.

In addition to specific sourcing events, CCI representatives also attend international trade shows such as Heimtextil (Frankfurt), Première Vision (Paris), Colombiatex (Medellin), Intertextile Shanghai Home Textiles, and Intertextile Shanghai Apparel Fabrics and Cotton Days events in Asia. These events attract companies throughout the industry and provide a more informal atmosphere for CCI to facilitate supply chain connections.

MILL/MANUFACTURER BENCHMARKING STUDY RESULTS

Of the 228 mill and manufacturer representatives surveyed, 77% believe the COTTON USA brand adds value to their business. Many of the licensees have been associated with COTTON USA for years, also pointing to the value placed on this program.



The COTTON USA Mark
adds value to my business.

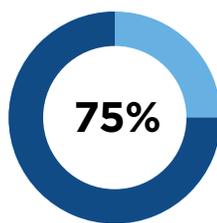
(Top 2 Box Score – Strongly/Somewhat Agree)

MILL/MANUFACTURER BENCHMARKING STUDY RESULTS

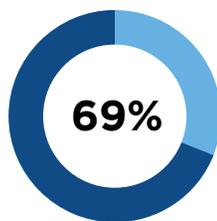
However, the value of COTTON USA is not only in the brand but also its people. Of the mill and manufacturer representatives surveyed, 69% indicated that CCI provides advice on their supply chain and three-quarters noted that CCI helps to create networking relationships within the supply chain.

These results suggest CCI events and connections are having the desired effect, creating networking opportunities to make it simpler for the industry to buy and sell U.S. cotton and U.S. cotton products.

Highly satisfied or satisfied with how Cotton Council International...



...helps me create networking relationships with the supply chain.



...provides advice on my cotton supply chain.

MILL/MANUFACTURER BENCHMARKING STUDY RESULTS

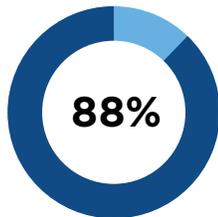
In addition to networking, CCI provides more individualized resources for mills and manufacturers. CCI representatives visit hundreds of mills and manufacturers around the world throughout the year to discuss problems the mills and manufacturers may be encountering as well as to update them on the U.S. cotton industry. In addition to these visits, CCI also sets up educational seminars and events to discuss U.S. cotton.

For example, the COTTON USA executive delegation sends U.S. industry leaders into the customer markets to discuss the U.S. industry while the COTTON USA orientation tour brings mill and manufacturer representatives to the U.S. to tour industry facilities and learn from industry leaders. CCI will often educate mills and manufacturers on sustainability efforts within the U.S. industry, new technologies to reduce and eliminate contamination, and other current topics within the U.S. cotton industry.

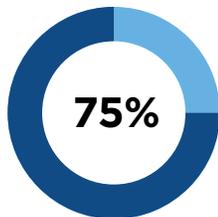
MILL/MANUFACTURER BENCHMARKING STUDY RESULTS

Results of the survey found that mills and manufacturers do believe CCI's outreach provides a benefit. 88% surveyed indicated that a CCI representative is available when they have questions or need assistance and three-quarters responded that CCI provides educational knowledge about the industry.

Highly satisfied or satisfied with
how Cotton Council International...



...has representatives available when I have questions or need assistance



...provides educational knowledge

CONCLUSION

Overall, the results of this third-party research suggest that CCI's programs are working. Mills and manufacturers overwhelmingly find value in their business from the COTTON USA brand. But perhaps more importantly, they also find value in CCI's people.

CCI's representatives are perceived as knowledgeable and willing to assist when needed. In addition, through CCI's international relationships, mills and manufacturers find value in the networking opportunities afforded by becoming a member of the COTTON USA licensing program.

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CCI is an EEO employer.

