

Passion for Cotton!

35th International Cotton Conference Bremen from 25 to 27 March 2020

Keynotes: Focus on Sustainability and Climate Change

Bremen, 10 February 2020. The International Cotton Conference Bremen starts on 25 March in the Hanseatic city's historic Town Hall. But before subject-specific questions are discussed in depth in the individual sessions, the concise and inspiring



Bremen Townhall

keynotes by leading business experts from science and industry will draw attention to the current trends and challenges in the industry at the start of the conference. A large part of the presentations is shaped by the current discussion on environmental and sustainability issues and the resulting consequences for the global

economy.

Climate Change and Sustainability

“Climate change - a storm in a teacup?” asks **Kai Hughes**, Executive Director of the International Cotton Advisory Committee, Washington D.C., USA, in a provocative speech. The aim of his presentation is to work out the challenges of climate change especially for agriculture and cotton production. This should form the basis for later discussion on concrete approaches and solutions within the cotton community.

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With his lecture “The HUGO BOSS sustainability programme ... and what our customer has to do with it” **Andreas Streubig**, Director of Global Sustainability at Hugo Boss AG, Metzingen, Germany, rolls up the textile value chain from a different angle, starting at the consumer level. As a representative of a premium brand for women's and men's clothing, Streubig discusses sustainability as a strategic element of the corporate strategy and provides information on how elements of the strategy are being implemented at Hugo Boss.

Rüdiger Senft, Head of Sustainability at Commerzbank, Frankfurt am Main, Germany, looks at the changing role of banks in financing the cotton market. In addition to a general introduction to the topic of sustainability and banking regulation, Senft's presentation deals with the financing of the cotton trade from a social and ecological point of view.



Session at the Townhall

The opening session on 25 March is hosted by **Bill Ballenden**, founder and owner of Dragontree, Swindon, UK, an online auction platform for the cotton trade. As a former cotton manager for Louis Dreyfus in Europe and Asia, Bill Ballenden has many years of experience in the industry.

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Cross-Cutting Issues: Digitalisation, Gender, Value Chains

The subsequent session in the conference programme with the headline “A Wider View” is devoted to currently defining trends and important cross-cutting issues in the industry. This goes far beyond classic cotton themes.

A lecture by **Mark Messura**, Senior Vice President, Global Supply Chain Marketing for Cotton Incorporated, Cary, North Carolina, deals with the role of cotton in an increasingly digitally controlled supply chain. Significant keywords here are faster delivery times, vertical integration, transparency and traceability.



The presentation by **Roger Gilmartin**, Managing Director of Tri-Blend Consulting, Charlotte, USA, entitled “The secret recipe for timely, cost-optimised and high-quality cotton clothing” promises exciting and enlightening

insights. Tri-Blend Consulting conducts studies on the performance of different cotton varieties during the entire consumption process to the finished yarn and evaluates them from an economic point of view.

Amy Jackson, from the Better Cotton Initiative, London, UK, presents ICA Liverpool's “Women in Cotton” initiative. With this commitment, the initiative aims to

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increase the influence of women in the cotton industry and give them a stronger voice, for example by building networks in cooperation.

Navdeep Singh Sodhi, International Strategic Management Consultant at the Gherzi Textile Organisation, Switzerland, gives an insight into the current development of the value chain for cotton, textiles and clothing in Africa. Looking ahead to the coming decades, also in view of population growth, Africa is seen as having a high potential for building economic structures to improve income and prosperity.

Thomas Schneider, Professor at the University of Applied Sciences in Berlin and active in the field of production planning and control, textile materials and materials testing will host the session. A leading light in his field, Thomas Schneider has more than 30 years of experience in scientific and application-oriented research in the textile and fibre sector, including at the Fibre Institute Bremen e.V.

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About the International Cotton Conference

From 25th to 27th March, the International Cotton Conference Bremen in the historic town hall offers ten highly topical conference sessions with relevant subjects that currently challenge the internationally networked cotton textile industry. The International Cotton Conference is organised by the Fibre Institute Bremen (FIBRE) and the Bremen Cotton Exchange. During the week beginning on March 23th and later additionally to the Conference, group meetings of internationally operating textile associations and cotton organisations will take place. In addition, there will be the public event Sustain, organised in cooperation with the daily newspaper Weser-Kurier. At Sustain, the headline “City and Change - The Future of Textile Retailing” is all about the vitality of the clothing trade in the city centres and the competition from online sales.

We will continuously inform about further contents of the Cotton Conference and of the supporting programme. Current news about the conference and programme details is also available on the internet site of the conference. We are looking forward to media coverage. We gladly take interview requests and refer you to the right person to talk to. We are already inviting journalists to the conference. Accreditations can be made any time via the conference homepage <https://cotton-conference-bremen.de/press> .

For further information and interview requests, please contact:

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About the Bremen Cotton Exchange

- Founded in 1872 to strengthen the interests of the cotton trade and consumption in Germany, the Bremen Cotton Exchange has now been in the cotton business for more than 140 years. As an international court of arbitration, the Bremen Cotton Exchange always stands for neutrality.
- We offer various services to our members. Clear and neutral data and analyses are a part of this.
- As the ICA Bremen, together with the International Cotton Association in Liverpool and in cooperation with the Fibre Institute Bremen, we provide the International Quality Testing and Research Centre in Bremen. The Hanseatic city has now become the international centre for cotton testing and research, quality training and certification.
- We represent our members in all the important international bodies in the cotton world.

About the Fibre Institute Bremen e. V. (FIBRE)

- In its 60-years history, the Institute has developed from a cotton testing laboratory into a successful research institute in the fields of future-oriented fibres, technical textiles and fibre composites at the University of Bremen. It deals with basic scientific and application-oriented questions along the entire process chain from fibre production to the manufacturing of fibre composite components and more for the aircraft industry.
- FIBRE's central international importance in cotton is shown by its work on the international harmonisation of cotton testing [e.g. round tests in cooperation with the ICAC and USDA-AMS], its work in central committees [ICAC Committee on Standardised Instrument Testing of Cotton (CSITC), ITMF Cotton Testing].

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