PASSION FOR COTTON!

INTERNATIONAL

Cotton

CONFERENCE

BREMEN 2021

THE HYBRID EDITION

MARCH 17 - 18

BREMER BAUMWOLLBÖRSE · SEIT 1872 ·

FASERINSTITUT

FIBRE

BREMEN

INTERNATIONAL Cotton CONFERENCE BREMEN 2021
THE HYBRID EDITION
MARCH 17 - 18

2021 - WE CONNECT THE WORLD

- The **35th International Cotton Conference Bremen** will take place on **March 17 and 18, 2021**
- New and innovative format: a virtual hybrid solution with a variety of communication and networking offers
- Specialists from the worldwide textile supply chain will be provided a forum for scientifically founded and practically useful new insights into key issues surrounding

  → **cotton production**
  → **cotton quality**
  → **textile processing**
  → **innovative cotton-based products**
  → **the textile supply chain**

- There are keynote lectures, oral presentions and poster prentations, industry break-out sessions and extensive meeting opportunities between the participants

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THE COTTON WEEK

The **„Bremen Cotton Week“ March 15 – 18, 2021** is surrounding the conference, implementing numerous gatherings and meetings of international associations, committees and personal meet-ups.

All meetings are going to be hosted in our online event platform, ensuring that conference and meeting participants can connect and interact at the same location without having the hassle of numerous logins, links and tools.

CSITC	ICAC Task Force Commercial Standardization of Instrument Testing of Cotton (confirmed)
ITMF	International Textile Manufacturers Federation Cotton Testing Committee (confirmed)
DNFI	Discover Natural Fibers Initiative (confirmed)
SEEP	Expert Panel on the Social, Environmental and Economic Performance of Cotton (envisaged)
PSAP	Private Sector Advisory Panel (envisaged)
ACME	Association of Cotton Merchants in Europe (envisaged)
CICCA	Committee for International Co-operation Between Cotton Associations (envisaged)

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WHAT'S NEW?

- ✓ **New date**: March 17 – 18, 2021
- ✓ **New time structure**: 2 instead of 3 days, from 11 am – 6 pm CET (GMT +1)
- ✓ **New session structure**: daily keynote session followed by two parallel conference tracks (conceptual and technical track) with three sessions each
- ✓ **New interactive track**: daily networking formats featuring speed networking, 1:1 meetings, industry break-outs, discussion forums and poster presentations
- ✓ **New online event platform**: not only streaming lectures – real-time interaction and matchmaking opportunities among all participants with community features!
- ✓ **Special participant tickets**: we are supporting the industry with the one-time offer of 99/199 EUR! Bremen is connecting all cotton experts worldwide for the biggest community meeting!
- ✓ **Extensive online direct marketing** and social media marketing to spread the word together with our partners

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THE PROGRAMME

Day 1: Wednesday, March 17th, 2021

10.00 am	Warm-up activities: meet Bremen & speed networking			
11.00 am	Official Opening and Welcome Free Hanseatic City of Bremen Bremen, Bremen Cotton Exchange, Fibre Institut Bremen (FIBRE)			
11.15 am	Keynotes (K1)			
	Conceptual Track	**Technical Track**	**Interaction Track**	
12.30 pm	Supply Chain Transparency (C1)	Textile Processing 1 (T1)	Poster Presentations 1 (I1)	
1.45 pm	Break & networking activities: 1-1 meetings, virtual tables			
2.45 pm	**Panel Discussion:** Responsible Cotton Production Programs (C2)	Cotton Breeding and Production (T2)	Open Conference 1 (I2)	
4.45 pm	Cotton - a Wider View (C3)	Cotton Production and Ginning (T3)	Industry Break-Outs 1 (I3)	
6.00 pm	End of first day & open end networking			

Day 2: Thursday, March 18th, 2021

10.00 am	Warm-up activities: meet Bremen & speed networking			
11.00 am	Welcome to the second conference day Bremen Cotton Exchange, Fibre Institut Bremen (FIBRE)			
11.15 am	Keynotes (K2)			
	Conceptual Track	**Technical Track**	**Interaction Track**	
12.30 pm	Strengthening Resilience in Cotton Production (C5)	Textile Processing 2 (T4) Innovative Textile and Technical Products (T5)	Industry Break-Outs 2 (I4)	
1.45 pm	Break & networking activities: 1-1 meetings, virtual tables			
2.45 pm	**Panel Discussion:** Circular Economy (C6)	Cotton Quality & Testing 1 (T6)	Open Conference 2 (I5)	
4.45 pm	Passion for Sustainability (C7)	Cotton Quality & Testing 2 (T7)	Poster Presentations 2 (I6)	
6.00 pm	End of the conference and farewell			

Version 2021-01-12

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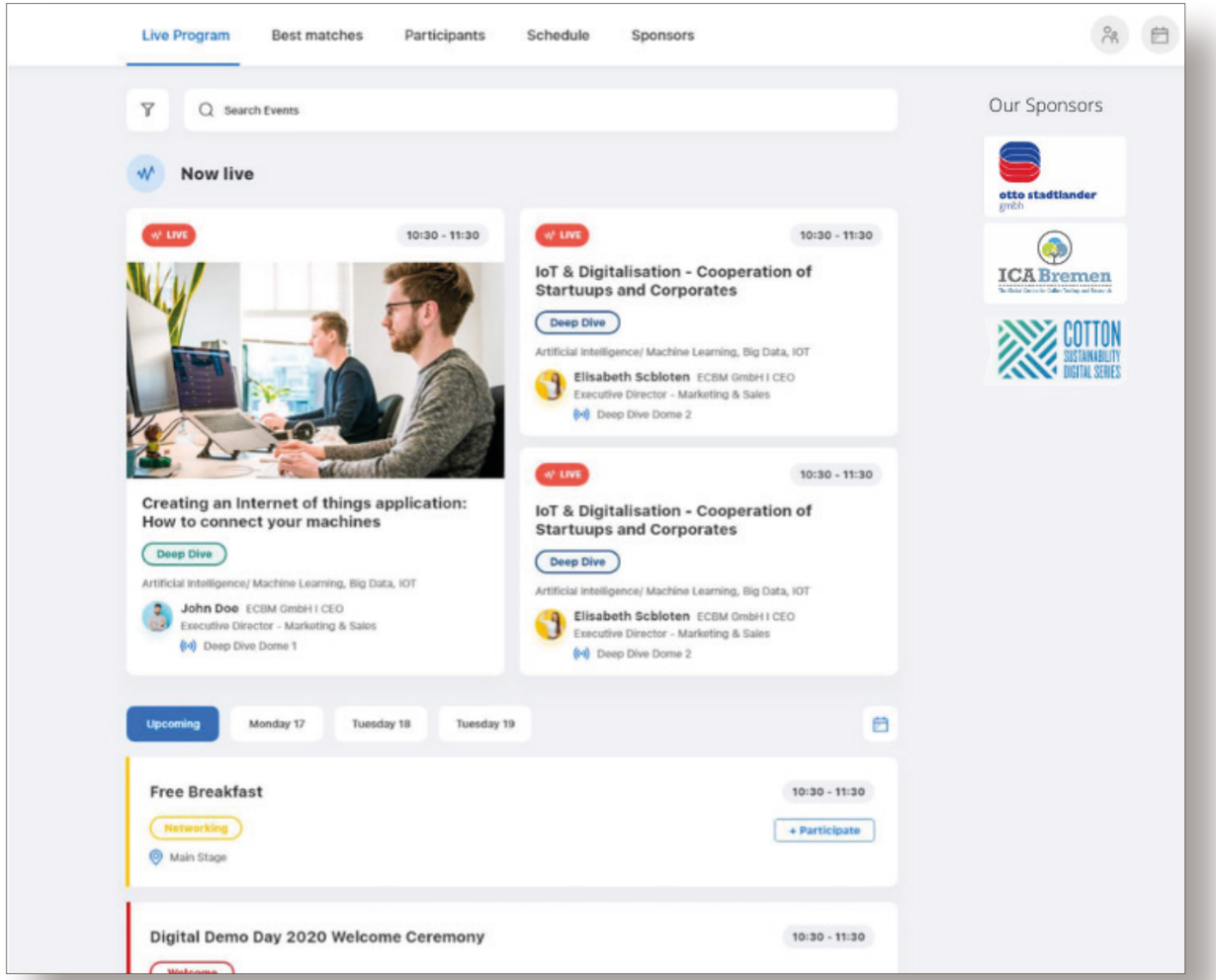
THE VIRTUAL PLATFORM – WELCOME SCREEN

A CONTENT AND NETWORKING EXPERIENCE

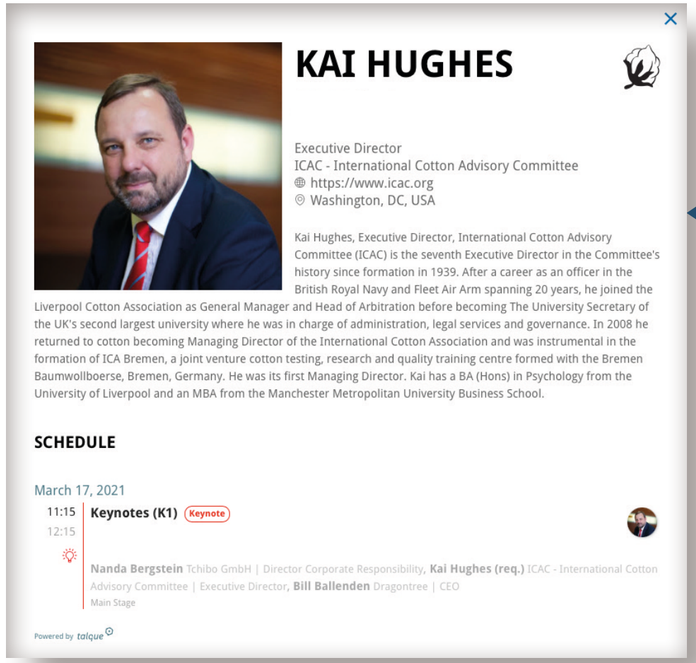
- **Live Program** at a glance
- Find also:
  - → your **Best Matches**
  - → all **Participants**
  - → the whole **Schedule**
  - → all **Sponsors**' profiles

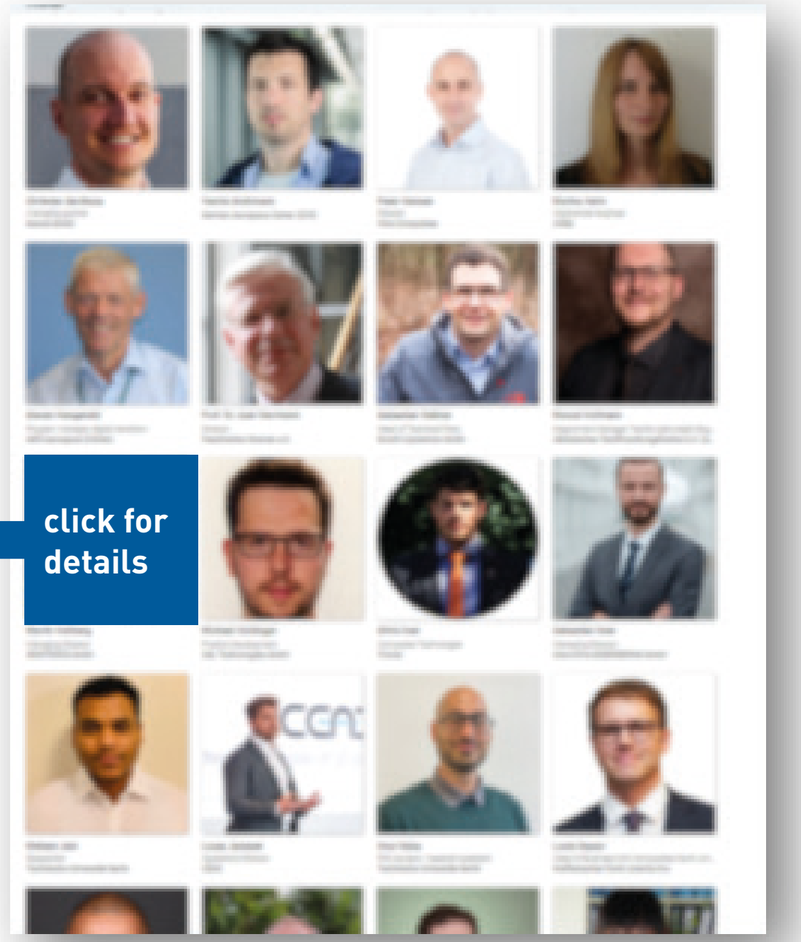
  as well as
  - → your personal contact list
  - → your personal calendar
- All sponsor logos visible in rotation on the right sidebar with link to sponsors' profile on the platform



THE VIRTUAL PLATFORM – SPEAKERS' PROFILES

- Overview and details on the speakers' profiles





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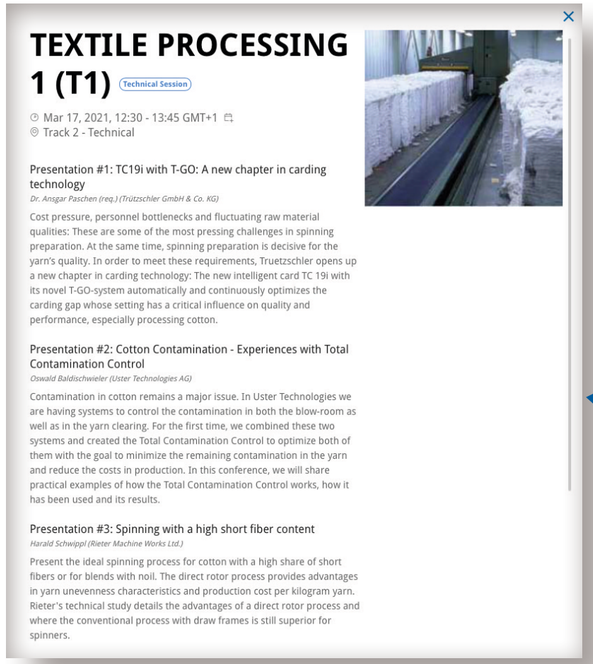
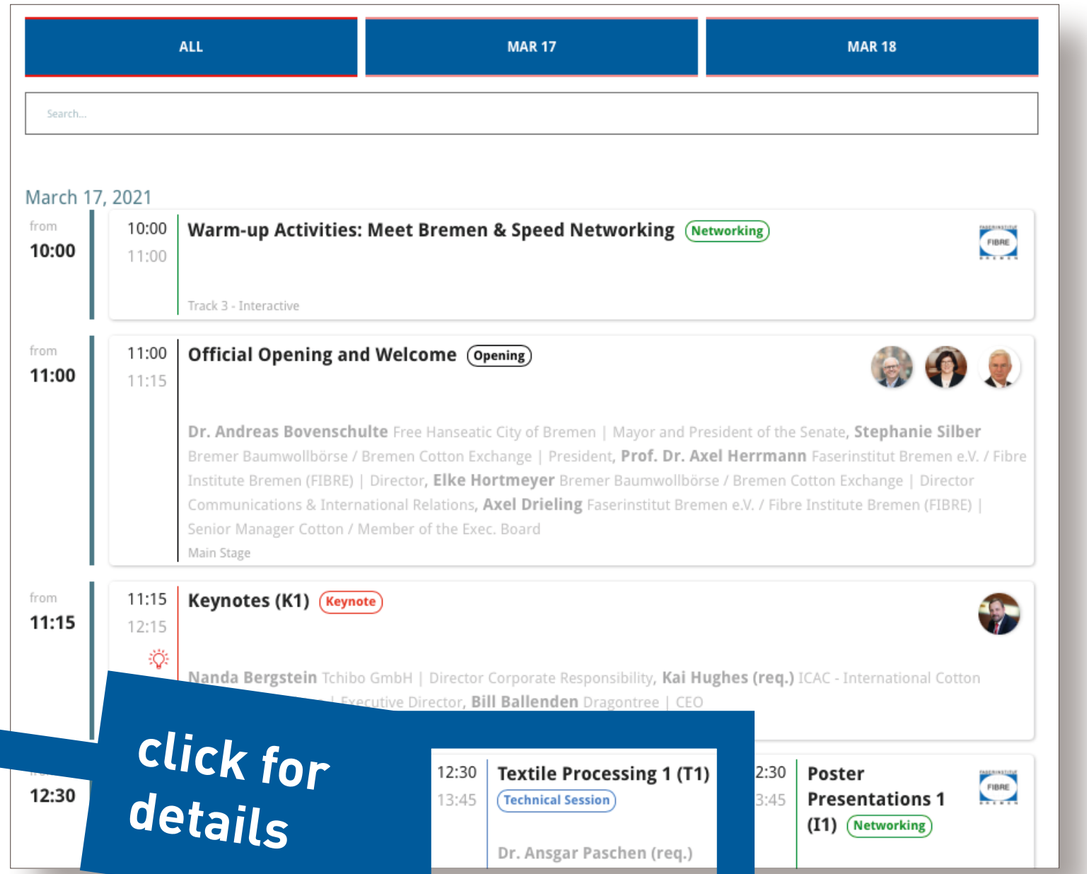
THE VIRTUAL PLATFORM – THE AGENDA

- Agenda overview and detailed information
- Personal agenda for each participant



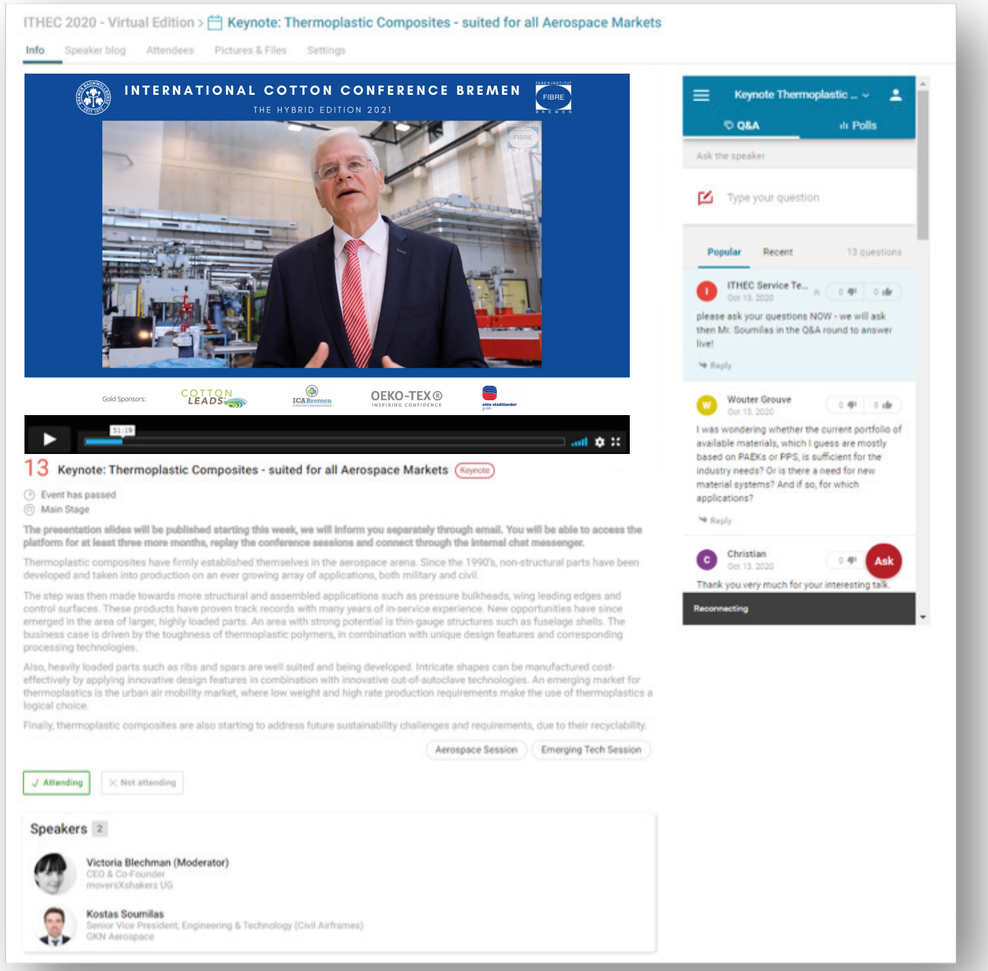


click for details

8

THE VIRTUAL PLATFORM – THE SESSIONS

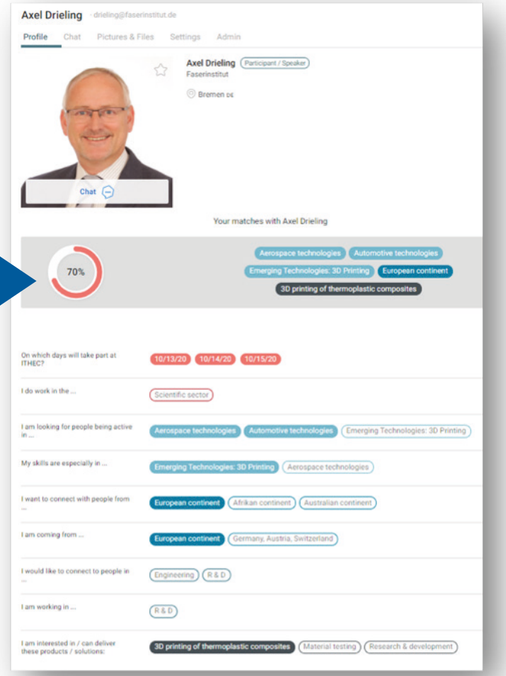
- During the sessions, continuous interaction between participants and speakers via chat, polls and Q&As, moderated by the session chairs
- Live presentation of posters via video integration
- Virtual 1:1 or group meetings to make an appointment or for instant video calls



VIRTUAL PLATFORM – INTERACTION

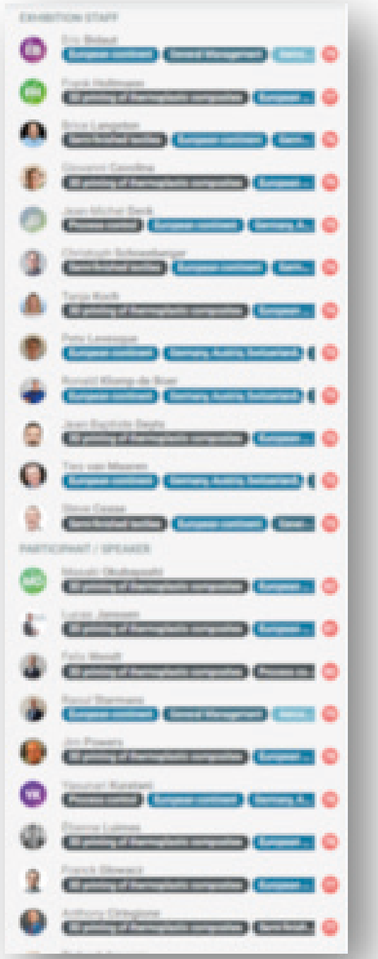
- Direct contact as well as document exchange per text or video chat is possible via the global list of participants, speakers as well as attending representatives of the sponsors
- Participant profile with matchmaking criteria
- Best matches list (extract from the global list of participants) for easy access to participants that meet your interests best

PARTICIPANT PROFILE



MATCHING YOUR CRITERIA IN PERCENT

LIST OF PARTICIPANTS



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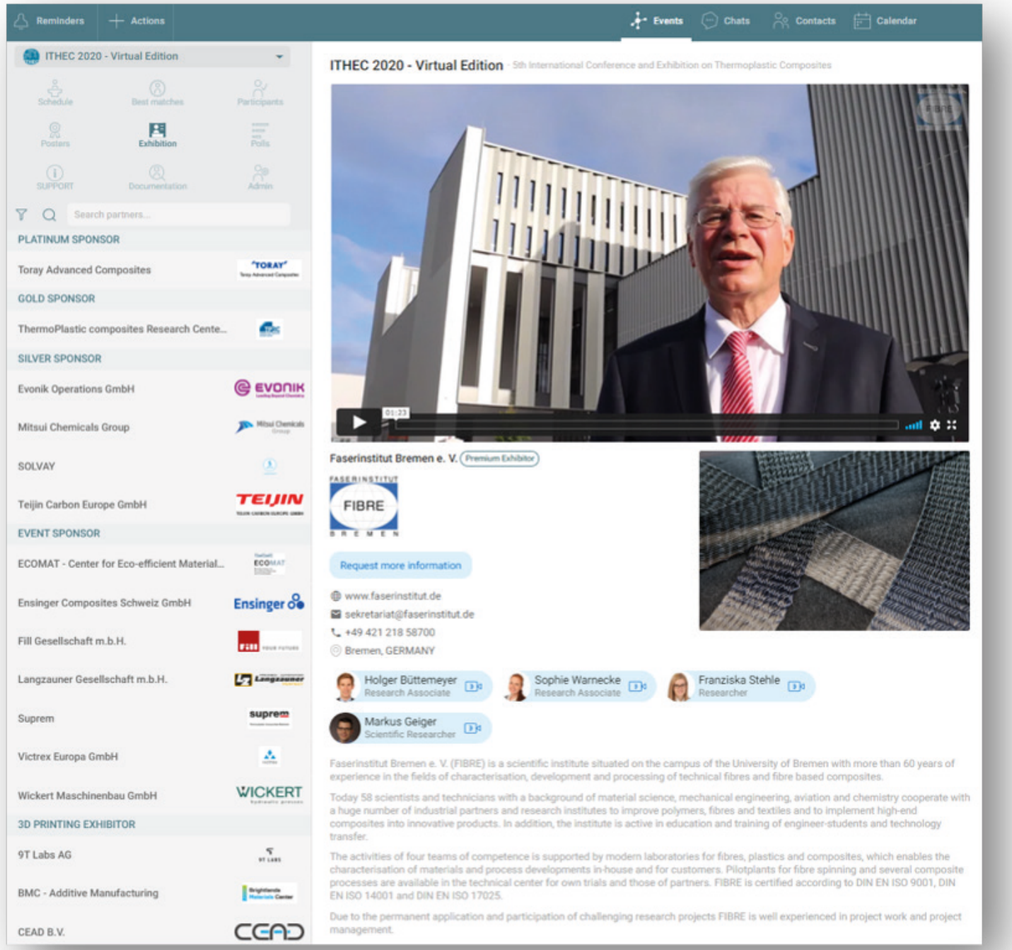
VIRTUAL PLATFORM – VIRTUAL EXHIBITION BOOTH FOR ALL SPONSORS

- High visibility in the list of sponsors (on the left hand of the screenshot)
- Sponsor‘s company profile including short description, logos, teaser pictures, social links, media gallery, documents, staff list
- Sponsor‘s employees registered for the conference respectively the virtual platform may be contacted directly via the company profile (e.g. via chat, direct call or video call)
- Integration of media gallery with pictures and videos as well as file gallery for all common file formats



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THE VIRTUAL PLATFORM – SPECIAL FEATURES FOR GOLD SPONSORS

- Top visibility of Gold Sponsors' logos in a **live-stream overlay** during lectures
  (see on the bottom of the pictured full screen video stream on the right)

- One dedicated **push notification** to all participants

  → Sponsor's text plus link

  → Send to each participant on the platform as well as to each participant's email address

  → Sponsor determines day and time in advance

  → Sender is the Cotton Conference

- "**Meet the Sponsor**" - own 20-minute-session during "industry break-out" on the interaction track

  → Sponsor's short lecture plus interaction

  → Sponsor determines own session's title

  → Short webinar on the easy video conferencing technique prior to the conference

  → Participants of sponsor's session are visible for sponsor's speaker; a list may be stored

INTERNATIONAL Cotton CONFERENCE BREMEN 2021 THE HYBRID EDITION MARCH 17 - 18

SPONSORSHIP PACKAGES 2021

SPONSOR'S VISIBILITY BEFORE, DURING AND AFTER THE CONFERENCE AND HOW TO PARTICIPATE

BEFORE THE CONFERENCE	GOLD EUR 5,000	SILVER EUR 3,000	BRONZE EUR 1,500
Your company profile (logo, sponsor's text, link) on the website www.cotton-conference-bremen.de	✓	✓	✓
Your company logo featured in the footer of press releases in the run-up to the conference	✓	✓	✓
Your company logo featured in the Bremen Cotton Report in the run-up to the conference	✓	✓	✓
Presence in the conference newsletter that is distributed to a broad international target group	Logo, short text, link to website	Logo, short text	Logo
Visibility on social media channels of the Bremen Cotton Exchange*	✓	✓	-

*** Gold + Silver Sponsoring:**
Visual for social media channels (example)

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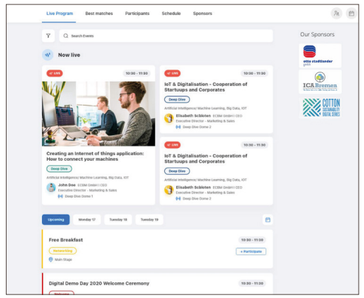
SPONSORSHIP PACKAGES 2021

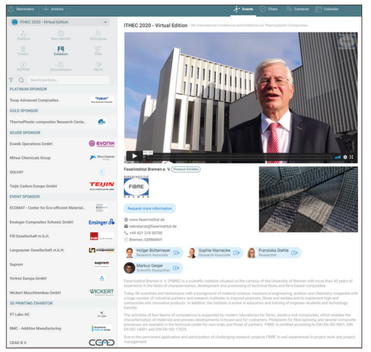
ON THE PLATFORM **DURING** THE CONFERENCE	GOLD EUR 5,000	SILVER EUR 3,000	BRONZE EUR 1,500
Advertisement in the event issue of the conference newsletter	Full page	Half page	–
Your company logo in a sponsor slider*	✓	✓	✓
Your company logo in the live-stream overlay during lectures (footer)	✓	–	–
Acknowledgement during opening session	✓	✓	✓
Your own virtual exhibition booth: logo, description, hyperlinks, products & solutions, media files & documents*	✓	✓	✓
Support your virtual exhibition booth and interact with all attendees by video call or chat (only for sponsor's staff attending the conference)	✓	✓	✓
Digital matchmaking between participants based on defined questions and areas of interest with integrated business speed dating	✓	✓	✓
Dedicated push notification to all participants (1x)	✓	–	–

*** For all sponsors:**

The sponsor slider on the right side bar



The virtual exhibition booth



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SPONSORSHIP PACKAGES 2021

PARTICIPATE IN THE CONFERENCE	GOLD EUR 5,000	SILVER EUR 3,000	BRONZE EUR 1,500
Complimentary registration for participating in the International Cotton Conference	2	1	-
Meet the sponsors: Own featured break-out session: 20 minutes (1x)	✓	-	-

AFTER THE CONFERENCE	GOLD EUR 5,000	SILVER EUR 3,000	BRONZE EUR 1,500
Your company logo in the footer of the closing email to all participants	✓	✓	✓
Acknowledgement in the final press release	✓	✓	✓
Acknowledgement in the Bremen Cotton Report after the conference*	✓	✓	✓
Conference platform stays open after the event enabling later contact	✓	✓	✓

*** For all sponsors:**
Acknowledgement in the Bremen Cotton Report

ENGLISH VERSION

BREMEN COTTON REPORT NO. 01/02 - JANUARY 07, 2021

BREMEN COTTON EXCHANGE EST. 1872

BREMEN COTTON REPORT

IN THIS ISSUE:
CHINA TO IMPORT UP TO 2 MILLION TONNES OF COTTON ..... p. 105
COTTON AND WATER: IRRIGATION MANAGEMENT AND BEST PRACTICE ..... p. 111
COVID-19 REVIEW: IMPACTS ON GLOBAL COTTON SECTOR ..... p. 123

THE COUNTDOWN HAS BEGUN
35TH INTERNATIONAL COTTON CONFERENCE BREMEN - THE HYBRID EDITION

Welcome! The 35th International Cotton Conference Bremen will take place on 17 and 18 March 2021 in a completely new, and at the same time innovative format. The organizers, the Bremen Cotton Exchange and the Fibre Institute Bremen (FIBRE), have opted for a future-oriented, virtual hybrid solution with a wide range of communication options.

The motto of the conference, which was originally planned to take place in March 2020 before it was postponed, will be the same in 2021: Passion for Cotton. However, the meeting point for the international cotton value chain is not, as usual, the historic Bremen Town Hall in the centre of the old Hanseatic city, but a virtual conference room characterised by interaction.

"It will be all about exchanges on important future issues among key members of international industry associations, working groups and scientists. Viewed from this perspective, the conference will be organised as a 'hybrid edition', both virtually and with a face-to-face section", explain Ms. Elke Hortmeyer for the Bremen Cotton Exchange and Mr. Axel Drieling for the Fibre Institut Bremen (FIBRE).

FROM PASSIVE TO ACTIVE COMMUNICATION

On the official homepage of the International Cotton Conference at www.cotton-conference-bremen.de

Continue on page 10

2021 WE WISH ALL OUR BREMEN COTTON REPORT READERS A HAPPY, HEALTHY AND PROSPEROUS NEW YEAR!

AVERAGE PRICES CIF BREMEN
[CASH ON ARRIVAL, MICRONAIRE GROUP 5]

Nearby Deliveries - in US-Cents/lb

In e. Nominal, e.g. = not quoted	21/12/20	04/01/21
	Medium Staple	
West Africa	Strict Middling, 1 1/8"	86.00	91.25
	Middling, 1 3/32"	84.00	89.25
East Africa	Strict Middling, 1 1/8"	84.50	90.00
	Middling, 1 3/32"	82.50	88.00
C.I.S.	Strict Middling, 1 1/8"	85.25	90.50
	Middling, 1 3/32"	83.25	88.50
	Strict Low Middling, 1 3/32"	81.25	86.50
Greece	Strict Middling, 1 1/8"	n.a.	n.a.
	Middling, 1 3/32"	85.75	92.00
	Strict Low Middling, 1 3/32"	84.00	91.00
Spain	Strict Middling, 1 1/8"	87.25	92.00
	Middling, 1 3/32"	85.75	90.00
	Strict Low Middling, 1 1/16"	84.75	89.00
Brazil	Strict Middling, 1 1/8"	87.25	92.00
	Middling, 1 3/32"	85.25	90.00
	Strict Low Middling, 1 1/16"	83.25	88.00
Argentina	Middling, 1 3/32"	n.a.	n.a.
	Strict Low Middling, 1 1/16"	n.a.	n.a.
USA (UKG/F)	Strict Middling, 1 1/8"	89.50	95.00
	Middling, 1 3/32"	87.50	93.00
	Strict Low Middling, 1 1/16"	85.50	91.00
India	S-6, 1 1/8"	86.00	89.00
	Mach, 1 3/32"	83.00	88.00
Turkey	Middling, 1 3/32"	n.a.	n.a.
	Strict Low Middling, 1 3/32"	n.a.	n.a.
		Long/Extra-Long Staple	
Egypt	Giza 86, GFG	n.a.	n.a.
	Giza 96, GFG	126.00	126.00
USA Pima	Gr. 2, 1 1/16"	166.00	166.00
Israel Pima	Fr. 1, 1 1/16"	139.00	163.00
Israel Acala	Fr. 1, 1 1/8" - 1 5/16"	121.00	123.00
Bremen CIF-Index (M 1 3/32")		83.40	88.75

Note: Bremen CIF-Index (M 1 3/32") on 30.12.2020: 86.10 US-cents/lb

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OUR SPONSORS

We thank the following companies for their generous contribution in support of the 35th International Cotton Conference Bremen 2021 - The Hybrid Edition

GOLD SPONSORS

COTTON LEADS

ICA Bremen
The Global Centre for Cotton Testing and Research

otto stadtlander gmbh

SILVER SPONSORS

Cotton Sustainability Digital Series
Hosted by BCI

COTTON MADE IN AFRICA

BRONZE SPONSORS

ATS
ASSEKURANZMAKLER

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THE END

THANK YOU VERY MUCH FOR YOUR ATTENTION!

WE WOULD BE PLEASED TO WELCOME YOU TOO AS SPONSOR OF THE
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