



From the Secretariat

For Release July 25, 2011

70th Plenary Meeting of the ICAC

**Buenos Aires & Ciudad de Presidente
Roque Sáenz Peña
ARGENTINA**

SEPTEMBER 4-10, 2011

***Public and Private Sector Roles in the Cotton Value Chain:
Ensuring Both Efficiency and Fairness***

Agenda Approved

The Agenda for the 70th Plenary Meeting of the ICAC since its founding in 1939 was approved by the Standing Committee at its 513th Meeting on Friday, July 22. With the world cotton industry having experienced record prices, high volatility and great changes in the structure of the industry, there is much for representatives from more than 40 countries and ten international organizations to discuss.

The Agenda includes six open sessions, 2 plenary sessions, two parallel sessions, five breakout sessions and numerous side meetings of panels and expert groups.

The full agenda with speakers and chairpersons, along with registration information, is available on the web at ICAC.org.

Open Sessions

- 1: The Roles of the State and the Private Sector in Technology Change
- 2: Farmers' Associations, Farmers' Organizations and Cooperatives: What are the Success Factors?
- 3: Organic Cotton Production: The Reality of Costs and Benefits
- 4: Managing the Impacts of Volatile Cotton Prices
- 5: Development of the Argentine Textile Industry: Policies for Growth
- 6: Technical Seminar: "Technological Innovations for Sustainable Development of the Cotton Value Chain"

Plenary Sessions:

- 1: The Role of Trade in Promoting Growth and Development (Discussion of the Doha Round)
- 2: Statements from Governments and International Organizations

Parallel Sessions:

- 1: Towards a Regional Program to Fight the Boll Weevil (Regional meeting among specialists from Argentina, Bolivia, Brazil, Colombia, Mexico, Paraguay, Peru, USA and Venezuela.)
- 2: Meeting of the Latin American Association for Cotton Research and Development (ALIDA)

Breakout Sessions

- 1: Ensuring Responsible Labor Standards in the Cotton Value Chain
- 2: Debunking the Myths: Answering the Attacks on Cotton
- 3: Demand Enhancement: Why it is Needed When Prices Are High
- 4: Measuring Cotton Supply and Use in the 21st Century
- 5: Opportunities and Benefits of Producing "Branded" Cotton

Participants in the 70th Plenary Meeting of the ICAC will have a unique opportunity to view the cotton value chain and links between research and production. The Government of Argentina, in cooperation with the provincial government of Chaco, is arranging complimentary travel from Buenos Aires to the cities of Sáenz Peña and Resistencia on Friday, September 9 and Saturday, September 10. Return flights to Buenos Aires

will be provided on Saturday morning September 10 and Sunday morning September 11. The portion of the plenary meeting in Sáenz Peña constitutes an extension of the official agenda of the plenary meeting. The technical tours on Saturday are integral to the subject matter of the plenary meeting.

Registration for the plenary meeting and hotel reservations can be made through the ICAC web site ICAC.org. When registering, participants need to indicate whether they will be traveling to Sáenz Peña and Resistencia on September 9 and 10.

Press releases are available via e-mail. Register online for this free service at:
<https://www.icac.org/cart/register.php?newsletter=1>

The Secretariat of the Committee publishes information related to world cotton production, supply, demand and prices, and provides technical information on cotton production technology. Detailed statistics are found bimonthly in *COTTON: Review of the World Situation*, \$185 per year via email, \$230 per year in hard copy. A monthly outlook is available by email for \$295 per year. Access to the latest weekly estimates of world cotton supply and use by the Secretariat is available on the Internet for \$460 per year. Access Secretariat reports at www.icac.org.