



**THE COTTON COMPANY
OF ZIMBABWE LTD**

FAX / E-MAIL

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TO : INTERNATIONAL FORUM FOR COTTON PROMOTION
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FROM : T. WICKS – DIRECTOR (GINNING & MARKETING)

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Dear Sir

INTERNATIONAL FORUM FOR COTTON PROMOTION : ZIMBABWE POSITION

The current situation is that discussions have been reinitiated with ZITMA (Zimbabwe Textile Manufacturers Association) to stimulate interest in cotton promotion activities in the downstream textile chain.

The major constraint to promotional activities is one of finance given the difficult macroeconomic environment prevailing in Zimbabwe, coupled with the fact that the textile chain has not bought in to the concept that cotton consumption needs promoting in the Zimbabwe market.

Hopefully once the financial situation stabilizes the industry will see the merits of promoting the consumption of cotton products domestically.

Yours faithfully

T. WICKS
DIRECTOR (Ginning & Marketing)

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