



INTERNATIONAL FORUM FOR COTTON PROMOTION
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International Forum for Cotton Promotion Breakout Session Summary

The IFCP held a Demand Enhancement session entitled *Cotton Promotion: A Call to Action* due to the changing world economic circumstances and the reshuffling of trade-flow patterns. The session was introduced by Dr. Alejandro Plastina of the ICAC Secretariat, who projected eroding market share for cotton in the coming years, based on current available information.

It was agreed that product development, project development, and product promotion techniques were controllable factors in improving cotton's market share. Working with higher education, based on the model developed by the IFCP and other techniques used currently by cotton promotion organizations, was accepted as efficient ways to create product development influencers, attract publicity, and maximize exposure of cotton to consumers in an efficient and inexpensive way. Several members agreed to explore installing the model in their own countries.

Jeffrey Silberman
Executive Director

