

81ST PLENARY MEETING

MUMBAI, INDIA

🌐 2-5 December 2023

**Cotton Value Chain:
“Local Innovations for Global Prosperity”**



Mr Khaled Schuman

Khaled Schuman has 35 years of professional experience in business development, local and international marketing, sales and exports development, branding, operations management, product development, and market development. He received his MBA from the American University in Cairo's School of Business and has served as the Executive Director of the Cotton Egypt Association (CEA) since 2014. During his time at CEA, he has helped create a robust and credible International Licensing programme for the Egyptian Cotton Logo through traceability and total transparency. He has played a major role in protecting the 'Egyptian Cotton' name from fraudulent use, thus increasing the demand for Egyptian cotton throughout the supply chain globally, and enhancing the country's relationships and cooperation with reputable US and European retailers. In addition, Mr Schuman played a key role in launching and supporting the Better Cotton Initiative in Egypt to help make Egyptian cotton more sustainable for consumers.