



World Cotton Day

AGENDA

12PM – 1:30PM HKT (UTC+8)

WELCOME

Bruce Atherley

Executive Director

Cotton Council International

THERE'S MORE TO COTTON THAN YOU THINK

WORLD COTTON DAY 2021

Kai Hughes

Executive Director

International Cotton Advisory Committee

THE CIRCULARITY OF COTTON

COTTON FOR GOOD:

WHY RESPONSIBLE FASHION MATTERS

Maxine Bédat

Director, New Standard Institute

THE BETTER COTTON INITIATIVE

Alan McClay

CEO, Better Cotton Initiative

SUSTAINABILITY THROUGH PRECISION AGRICULTURE

THE U.S. COTTON TRUST PROTOCOL

Bruce Atherley

COTTON GROWN AROUND THE WORLD

WHITE GOLD COTTON

Marco Mtunga

President, African Cotton Association

THE IMPORTANCE OF COTTON TO INDIA

Manek Gupta

Managing Director, Viterra India

SPREADING THE POWER OF OPTIMISM THROUGH COTTON T-SHIRTS

Bert Jacobs

CEO and Co-Founder, Life is Good

CLOSING REMARKS

Bruce Atherley