Thank you for participating in World Cotton Day 2023!

World Cotton Day 2023 is jointly hosted by the United Nations Industrial Development Organization and the Food and Agriculture Organization of the United Nations, in cooperation with the World Trade Organization, the International Trade Center, the United Nations Conference on Trade and Development, the International Cotton Advisory Committee and the International Atomic Energy Agency.

The World Cotton Day (WCD) was established in 2019 when four cotton producers in sub-Saharan Africa (Benin, Burkina Faso, Chad and Mali, known as the Cotton Four/C4) proposed a World Cotton Day to raise awareness on the need for value addition and market access for cotton and cotton-based products from Least Developed Countries. The United Nations officially recognized WCD as an international day to commemorate annually on 7 October (A/Res/75/318). Over the past years, the date offered an opportunity to share knowledge and showcase cotton-related activities. Events take place worldwide, but the main event is being organized by one of the principal development partners, on a rotating basis.

This year the WCD is held under the theme “Making cotton fair and sustainable for all, from farm to fashion”. It aims to bring together heads of international organizations, country representatives, development partners, the private sector and industry experts to review trade and production trends, discuss development options, mobilize resources and promote technical expertise with a view to enhancing fairness and sustainability in the cotton sector.

The WCD 2023 programme includes a high-level plenary session, a ‘partnership for progress’ session and two thematic panels. WCD offers an all-day exhibition featuring booths showcasing cotton-related activities, programmes and products, and a fashion show displaying cotton fashion and designers from different parts of the world with a special focus on Africa.

WCD is a relatively new international observance, and we look forward to using this event as a foundation for marking WCD in the future. We kindly invite you to provide your valuable feedback on the event of this year and ideas to strengthen future events to promote the cotton sector by scanning the QR code.

Yours sincerely,
World Cotton Day 2023 Team
**ARRIVAL AND BADGE COLLECTION FOR REGISTERED PARTICIPANTS**
Gate 1, Vienna International Center, Austria

- Only for registered participants with email confirmations. On-the-spot registration is not possible.
- Security check through Gate 1 of the VIC.
- Collection of conference badges:
  - All registered speakers and general participants can collect their badges from the “Registration Desk” in the lobby of Gate 1.
  - Registration for the Permanent Missions will take place at the Info desk in front of Boardroom D, 4th floor, Building C.

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**HIGH-LEVEL PLENARY**
Boardroom D (BR-D), 4th Floor, Building C

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker</th>
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| 10:00-10:15 | Welcoming and Opening Remarks                                    | Mr. Gerd Müller  
Director General of United Nations Industrial Development Organization  
Ms. Rita Isiba  
Engagement & Inclusion Specialist  
Mr. QU Dongyu  
Director General of the Food and Agriculture Organization  
Ms. Ngozi Okonjo-Iweala  
Director-General of the World Trade Organization |
| 10:15-10:30 | Keynote Speech                                                      | H.E. Ms. Wanledom Robertine  
Minister of Commerce and Industry of Chad, coordinator of the Cotton-4 countries and Côte d'Ivoire |
| 10:30-10:40 | Invited Presentation: Global Sustainable Cotton Outlook          | Mr. Eric Trachtenberg  
Executive Director of the International Cotton Advisory Committee |
| 10:40-12:10 | High-Level Roundtable Discussion                                  | H.E. Mr. Médard LAOUKEIN KOURAYO  
Minister of Production and Agricultural Transformation of Chad |
Mr. QU Dongyu  
Director General of the Food and Agriculture Organization

Mr. Gerd Müller  
Director General of United Nations Industrial Development Organization

Mr. Rafael Mariano Grossi  
Director General of the International Atomic Energy Agency

Ms. Ngozi Okonjo-Iweala  
Director General of the World Trade Organization

Ms. Ghada Fathi Ismail Waly  
Director General/Executive Director of the United Nations Office at Vienna/United Nations Office on Drugs and Crime

Mr. Albert Muchanga  
Commissioner for Economic Development, Trade, Tourism, Industry and Minerals, African Union Commission

Mr. Eric Trachtenberg  
Executive Director of the International Cotton Advisory Committee

Ms. Dorothy Tembo  
Deputy Executive Director of International Trade Center

Mr. Ruy Pereira  
Director, Brazilian Cooperation Agency

12:10–14:00  
LUNCH BREAK  
Cafeteria, Ground Floor, Building F

Note: The cafeteria on the ground floor of Building F offers a variety of lunch options at your own expense. You can pay with your Eurest card/app or debit, credit card in a cashless way.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Speaker/Entity</th>
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<tbody>
<tr>
<td>14:00-15:30</td>
<td><strong>PARTNERSHIPS FOR PROGRESS</strong></td>
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<td>Conference Room 1 (CR-1), 2nd Floor, Building C</td>
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<tr>
<td>14:00-14:05</td>
<td><strong>Opening Remark</strong></td>
<td>Ms. Fatou Haidara</td>
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<td>Deputy to the Director General and Managing Director</td>
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<td>Directorate of Global Partnerships and External Relations and Director General’s Special Representative for Africa, United Nations Industrial Development Organization</td>
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<tr>
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<td>Deputy to the Director General and Managing Director</td>
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<td></td>
<td>Directorate of Global Partnerships and External Relations and Director General’s Special Representative for Africa, UNIDO</td>
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<tr>
<td>14:05-14:15</td>
<td><strong>Keynote Speech</strong></td>
<td>H.E. Ms. Corinne BRUNET</td>
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<td>Ambassador of the Republic of Benin in France</td>
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<td>14:15-14:25</td>
<td><strong>Technical Presentation</strong></td>
<td>Mr. Navdeep Sodhi</td>
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<td>Partner, Gherzi Textile Organization</td>
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<td>14:25-15:05</td>
<td><strong>Partners and Stakeholders’ Interventions</strong></td>
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<td><strong>Private Sector Entities</strong></td>
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<td></td>
<td>Mr. Frederik THOR LARSEN</td>
<td>Mr. Ritesh Kumar</td>
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<td></td>
<td>CEO Otto International, SCAN-THOR Group</td>
<td>Chief Operating Officer, ARISE IIP</td>
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<td>Mr. Geoffroy Valéry</td>
<td>Mr. Abah Ofon</td>
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<td></td>
<td>President, M2A</td>
<td>Senior Manager, Export Development, Afreximbank</td>
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<td>Mr. Stephen Fevrier</td>
<td>Mr. Robert Skidmore</td>
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<td></td>
<td>Senior Advisor to the WTO Director General, WTO</td>
<td>Chief Sector and Enterprise Competitiveness, ITC</td>
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<td>Mr. Céline Zigaul</td>
<td>Ms. Akos Koszegvary</td>
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<tr>
<td></td>
<td>Senior MA Relationships &amp; Collaboration Services Manager, FIFA</td>
<td>Chief of Division of Public Private Partnerships, UNIDO</td>
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<td>Mr. Hassan Kaleem</td>
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<tr>
<td></td>
<td>Senior Operations Officer-Upstream, HUB Leader, West Africa, Manufacturing and Services, IFC</td>
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<td>Mr. Abah Ofon</td>
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<td>Senior Manager, Export Development, Afreximbank</td>
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WORLD COTTON DAY 2023

15:05-15:25 Comments by Development Partners

H.E. Mr. Carl Hallergård
Head of Delegation and Ambassador, Delegation of the European Union to UNIDO

Mr. Ruy Pereira
Director, Brazilian Cooperation Agency

15:25-15:30 Closing Remarks

Mr. Emmanuel Tra Bi
Director General of Industry, Côte d’Ivoire

15:30-15:45 COFFEE BREAK
2nd Floor, Building C

15:45-18:00 THEMATIC PANELS
Conference Room 1 (CR-1), 2nd Floor, Building C

15:45-15:50 Opening Remark

H.E. Mr. Moussa Alassane DIALLO
Minister of Industry and Trade, Mali

Moderated by
Mr. Fabrizio Meliadow
Economic Affairs Officer, Agriculture and Commodities Division, the World Trade Organization

15:50-16:50 Panel 1: Sustainability and Innovation

1. Highlighting progress in cotton: Better Cotton's journey to launch a traceability solution

Ms. Jacky Broomhead
Senior Traceability Programme Manager, Better Cotton

2. Effective, Innovative, and Sustainable Crop Protection

Mr. Gustavo Bosio
Director, EMEA Region, Government Affairs, FMC Corporation

3. Innovation in Sustainable Solutions: ECOHUES waterless dyeing technology for cotton textiles

Mr. Wesley Choi
President of Ventures, Tessellation Group

Q & A
Wrap-up and Takeaways

4. Value Chain Innovations in Africa

Mr. Ramakrishnan Janarhanan
Chief Project Officer, ARISE Integrated Industrial Platforms
Panel 2: Competitiveness and Trade

1. Simultaneous improvement of cotton fiber quality and yield for high quality variety

   **Mr. Youlu Yuan**
   Professor, the Institute of Cotton Research, Chinese Academy of Agricultural Sciences

2. African cotton for textiles, accessories and fashion: makes Africa a possible textile distribution market

   **Ms. Mary Concilia Anchang**
   President, African Chamber for Trade and Commerce

3. Cotton made in Africa - from farm to fashion?

   **Mr. Christian Barthel**
   Head of Business Development, Aid by Trade Foundation

4. Sustainable supply chain for decent work, competitiveness and inclusive growth

   **Ms. Arianna Rossi**
   Senior Research and Policy Coordinator, International Labour Organization

Closing Remarks of World Cotton Day 2023

Conference Room 1 (CR-1), 2nd Floor, Building C

**Mr. Gunther Beger**
The Managing Director of Directorate of SDG Innovation and Economic Transformation, United Nations Industrial Development Organization

Side activities

All day

- Cotton Exhibition and Booths
  2nd Floor, Building C

18:30-19:30

- Fashion Show
  Mozart Hall, Ground Floor, Building S

19:30 -20:30

- Closing Reception
  Mozart Hall, Ground Floor, Building S