

## AGENDA

# Making cotton fair and sustainable for all, from farm to fashion

10:00-20:30 CEST,  
Wednesday 4<sup>th</sup> October 2023  
Building C, Vienna International  
Center, Austria  
Interpretation: EN/FR

For virtual participation, please  
access to:  
<https://un.interpret.world/loginlink?token=S-QP1BKcMA>



### 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**



---

## 08:30-onwards

### 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.

---

## 10:00–12:10

### HIGH-LEVEL PLENARY

Boardroom D (BR-D), 4th Floor, Building C

#### 10:00-10:15

#### Welcoming and Opening Remarks

*Moderated by*



**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.

14:00-15:30

**PARTNERSHIPS FOR PROGRESS**

Conference Room 1 (CR-1), 2<sup>nd</sup> Floor, Building C

14:00-14:05

**Opening Remark**



**Ms. Fatou Haidara**

Deputy to the Director General and Managing Director Directorate of Global Partnerships and External Relations and Director General's Special Representative for Africa, United Nations Industrial Development Organization

*Moderated by*

**Ms. Fatou Haidara**

Deputy to the Director General and Managing Director Directorate of Global Partnerships and External Relations and Director General's Special Representative for Africa, UNIDO

14:05-14:15

**Keynote Speech**

The economic and social development imperative of value addition in Africa's cotton sector



**H.E. Ms. Corinne BRUNET**

Ambassador of the Republic of Benin in France

14:15-14:25

**Technical Presentation**

Assessment on Cotton Value Chain Development Opportunities in West Africa



**Mr. Navdeep Sodhi**

Partner, Gherzi Textile Organization

14:25-15:05

**Partners and Stakeholders' Interventions**

**Private Sector Entities**



**Mr. Frederik THOR LARSEN**

CEO Otto International, SCAN-THOR Group



**Mr. Ritesh Kumar**

Chief Operating Officer, ARISE IIP



**Mr. Geoffroy Valéry**

President, M2A

**Financial Institutions**



**Mr. Hassan Kaleem**

Senior Operations Officer-Upstream, HUB Leader, West Africa, Manufacturing and Services, IFC



**Mr. Abah Ofon**

Senior Manager, Export Development, Afreximbank

**International Organizations**



**Mr. Stephen Fevrier**

Senior Advisor to the WTO Director General, WTO



**Ms. Céline Zigaul**

Senior MA Relationships & Collaboration Services Manager, FIFA



**Mr. Robert Skidmore**

Chief Sector and Enterprise Competitiveness, ITC



**Mr. Akos Koszegvary**

Chief of Division of Public Private Partnerships, UNIDO

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  
Meliadò**

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

4. Value Chain Innovations in Africa



**Mr. Ramakrishnan Janarthanan**  
Chief Project Officer, ARISE Integrated Industrial  
Platforms

**Q & A  
Wrap-up and Takeaways**

16:50-17:50

**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

Moderated by

**Mr. Terry Townsend**

Fiber Expert, Discover Natural Fibers Initiative, former Executive Director of the International Cotton Advisory Committee



**Q & A**

**Wrap-up and Takeaways**

---

17:50-18:00

**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**

2<sup>nd</sup> 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