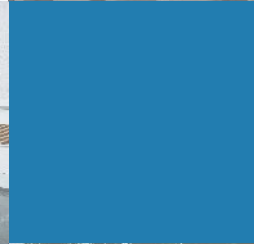
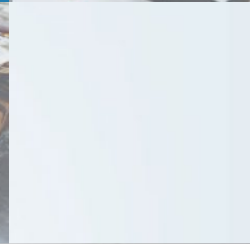
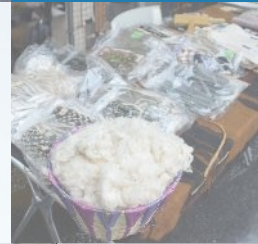
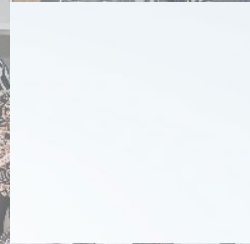
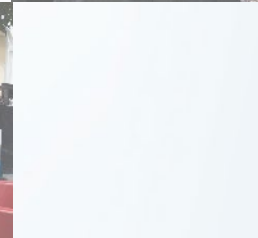
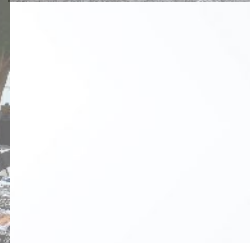




**WORLD COTTON DAY**  
**JOURNÉE MONDIALE DU COTON**  
**DÍA MUNDIAL DEL ALGODÓN**  
**2020**



**7 October 2020**



# WTO

- Special edition of the WTO Website and News Item on WCD 2020
- WTO Stand & photo exhibition
- Video stations (from members, UNCTAD, BCI, private sector)

## At the WTO - Stands

- C4, China and ITC: Masks, Cotton items & Cotton-related documentations





# Photo exhibition

*Cotton - From the Field to the Fabric and beyond*



  
WORLD COTTON DAY  
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2020

**FROM *the* FIELD  
to *the* FABRIC and  
BEYOND**

**DES CHAMPS  
au PRODUIT FINI  
et AU-DELÀ**

The World Cotton Day is a global celebration of cotton and its stakeholders, from field to fabric and beyond.

The photos and stories shared in this handbook are the result of the work of the cotton industry.

This exhibition is on [www.wco.org/worldcottonday](http://www.wco.org/worldcottonday)

This handbook is on [www.wco.org/worldcottonday](http://www.wco.org/worldcottonday)



# ITC Ethical Fashion Initiative

Photos on the value chain of processing cotton into artisanal textiles ( Bogolan )



# Quotes



**Uta Abrahamson**  
Permanent Representative of Costa Rica to the WTO  
Chair of WTO Committee on Agriculture in 2004 & 2005

“  
On the occasion of World Cotton Day 2020 celebrations, I would like to highlight the critical importance of cotton in the WTO agriculture negotiations.

WTO members have taken several meaningful steps in favor of cotton trade in the past years but a lot remains to be done, and I look forward to assisting members in their efforts to make progress and collectively deliver concrete results to level the playing field for cotton producers, especially in least-developed countries.



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**Kangchen Zhang**  
Permanent Representative of China to the WTO

“  
Plains of cotton stretch in roll,  
Like a field covered in snow.  
Lean farmers in ragged robes,  
Bend over from harvest to sow.  
Bags of bolts turn into white gold,  
When will they have a life to hold?



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**Alexandre Parola**  
Permanent Representative of Brazil to the WTO

“  
Cotton has a meaningful trade and development component and is central to Brazil's international agricultural technical cooperation.  
At 2020 World Cotton Day, we reiterate our commitment as a reliable partner for cotton development assistance, currently implementing initiatives in Africa, Latin America and the Caribbean.



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**Aguir Jolo Machado**  
Permanent Representative of the European Union to the WTO

“  
Supporting sustainable cotton value chains has great potential to help eradicate poverty, provide decent jobs to youth and improve the lives of small-scale farmers, especially women and children. World Cotton Day is an opportunity to celebrate our joint efforts.



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2020

Members, Observers, IGOs, Industry, Associations and private sector quotes on the **importance of cotton** in their respective perspectives and on the commemorations of the special date.



**Dongyu Qi**  
Director-General, FAO

“  
The World Cotton Day will constitute a unique opportunity to raise awareness about the importance of this sector in realizing our common objectives of eradicating poverty and freeing the world from the scourge of hunger, as well as the challenges faced especially by the vulnerable countries.



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2020



**Haruna KABORE**  
Minister of Commerce, Industry and Handicrafts of Burkina Faso, Cotton-4 Coordinator

“  
On the occasion of the commemoration of World Cotton Day 2020, the Cotton-4 (Benin, Burkina Faso, Chad, Mali) reiterates that eliminating the distorting effects of domestic support measures remains its priority in negotiations at the WTO.

While thanking the technical development partners for the efforts already made, we invite them to support national initiatives for the development of cotton value chains with a view to improving the living conditions of millions of producers in least developed countries.



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2020

[www.wto.org/worldcottonday](http://www.wto.org/worldcottonday)



# Global Activities



Thousands of posts on Social Media



Members/observers were encouraged to **celebrate** WCD across the globe, at the **local level**, and on **social media** to give **exposure and recognition** to cotton farmers, processors, researchers and businesses.

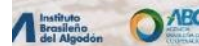
## Who participated?

- NGOs
- Governmental agencies
- Private companies
- International organisations
- Students
- Public health professionals
- Media organisations
- Private persons hosting or performing events to mark the day

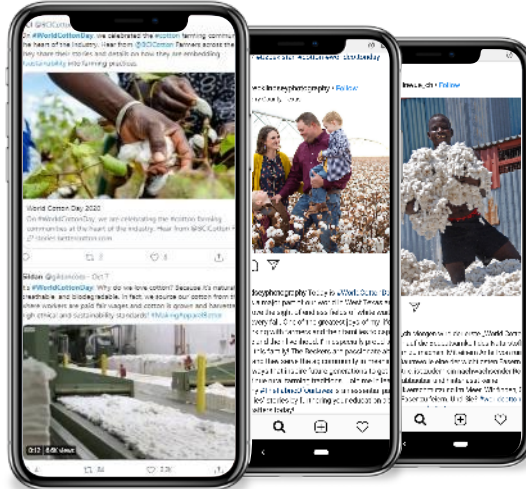
# Global Activities

Reported activities include:

- Conferences
- Briefing about Good Agricultural Practices
- Good performances Awards
- Cotton related Website launch
- Webinars
- etc.



# Social Media



The Hashtag  
#WorldCottonDay  
was used

2206  
Times

Posted by the WTO :

- 20 quote cards – *Ministers/Ambassadors of various Members, IGOs, Associations, private sector ...*
- 3 posts on the WTO news item
- 2 videos
- 5 infographics



# Thank You!



Projeto +Algodão, em parceria com a FAO

