



# PARTENARIAT POUR LE COTON (PPC)

Mobilizing investment to sustainably and inclusively transform the cotton–textile–garment value chain in West and Central Africa

## WHAT WE ARE AND WHAT WE DO

The Partenariat pour le Coton (PPC) was established as a platform to attract investment, mobilize development financing, and coordinate technical assistance programmes in C4+ countries. While these countries are among the world’s leading cotton producers, they capture only a small share of the value, as most cotton is exported in raw form. PPC works to close this gap by supporting the development of a complete cotton-to-garment value chain—from production and ginning to spinning, weaving, garment manufacturing, and improved access to markets.

## OVERALL OBJECTIVES

Through this integrated approach, PPC aims to help C4+ countries transition from raw cotton exporters into competitive, vertically integrated industrial hubs. The initiative contributes to sustainable development by fostering value addition, creating decent jobs, and strengthening regional integration. Ultimately, PPC provides a pathway for greater economic resilience and more inclusive growth across the region.

## KEY FIGURES

- Around 5 billion USD** in private investment will need to be mobilized over the next 10 years
- An estimated 500,000 direct jobs** (mainly for women and youth) will be created; livelihoods will be strengthened, leading to greater social stability
- A prominent platform of 16 partners** with growing interest of private sector companies to join
- “Once in a lifetime” opportunity** to add value to cotton and attract foreign investment — thanks to the reconfiguration of supply chains.

## C4+ COUNTRIES

Benin, Burkina Faso, Chad, Mali, Côte d'Ivoire

## PPC: FUNCTIONS | STRATEGIC VALUE PROPOSITION TO COUNTRIES

|                                                                                                                                                                                                                                                      |                                                                                                                                  |                                                                                                                                                     |                                                                                                                                     |
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| <b>Investment and finance</b><br>Support in mobilizing investment and development finance — engaging in investment promotion and facilitating access to concessional finance, strengthening bankability and mitigating financial and political risk. | <b>Market access and off-take</b><br>Supporting engagement with global brands/retailers and facilitating off-take opportunities. | <b>Technical assistance</b><br>Provision of coordinated technical and policy advisory services, including support for sustainability certification. | <b>Synergies and coordination</b><br>Facilitating the pooling of resources and aligning initiatives to generate multiplier effects. |
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## ENVISAGED IMPACT

|                                                                          |                                                                                           |                                                                                            |
|--------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <b>Economic impact</b><br>value-added trade, structural transformation . | <b>Social impact</b><br>Decent jobs, strengthened livelihoods throughout the value chain. | <b>Environmental impact</b><br>Climate resilience, environmentally sustainable production. |
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## INVESTMENT PROMOTION

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| <b>PPC as a single coordinated platform for:</b> <ul style="list-style-type: none"><li>– Access to finance and de-risking of investment</li><li>– Technical expertise</li><li>– Market linkages</li><li>– Policy support</li><li>– Sustainability certification support</li></ul> <p><a href="http://www.AfricaTextileInvest-CottonPartnership.com">www.AfricaTextileInvest-CottonPartnership.com</a></p> <p>For more details, please contact <a href="mailto:partenariat_pour_le_coton@wto.org">partenariat_pour_le_coton@wto.org</a></p> | <b>Market Access</b><br>Direct Linkages to Global Brands and Buyers <ul style="list-style-type: none"><li>– <b>Active Brand and Buyer Engagement:</b> Direct outreach to global brands and retailers — PPC facilitates connections between investors and end-buyers</li><li>– <b>Private sector partnerships:</b> Including FIFA, Otto International-Scan Thor and other major brands committed to sustainable sourcing</li><li>– <b>Sustainability certification support:</b> Ensuring products meet certification standards under international sustainability schemes.</li></ul> |
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Members of the Partenariat pour le Coton





# AfricaTextileInvest-CottonPartnership.com

## - the PPC's multilingual investors website

### Africa Textile Invest serves as a single-entry point for textile and garment investors.

As the dedicated gateway of the Partenariat pour le Coton (PPC), it translates coordinated support into a clear and practical pathway for global investors. The platform enables investors to move from interest to implementation by consolidating key information on country fundamentals, industrial zones, and a curated pipeline of investment opportunities in one place.

### What the gateway delivers

**Multilingual investor platform:** A central online hub providing clear, accessible information on textile and garment investment opportunities across C4+ countries.

**End-to-end value chain coverage:** A curated pipeline of investment opportunities spanning fast-start garment manufacturing, spinning, fabric production, and specialized segments such as medical textiles.

**Circular economy opportunities:** Targeted projects in textile recycling and the production of recycled yarn, supporting more sustainable industrial development.

**Standardized data for easy comparison:** Harmonized country profiles with consistent metrics, enabling investors to quickly assess and compare opportunities across markets.

### EXPLORE THE PLATFORM

| WHY Invest?                                                                               | WHERE to Invest?                                                                   | HOW to Invest?                                                         |
|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| Region's comparative advantages, investment fundamentals, and proven investment examples. | Country profiles: incentives, industrial zones, costs, and competitive advantages. | Clear investor journey with access to our full ecosystem at each step. |

### COUNTRIES FEATURED

| Benin, Burkina Faso, Chad, Mali, Côte d'Ivoire                                                                                                         |
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| Provide detailed country investment profiles covering industrial zones, labour costs, energy, incentives, trade agreements, and investment procedures. |

### INVESTOR SUPPORT AVAILABLE THROUGH THE PLATFORM

Investors can access a coordinated support package that brings together national authorities and international partner institutions to accelerate project setup, reduce execution risk, and improve bankability.

| Coordinated Technical & Policy Support                                                                         | De-Risking & Financing Solutions                                                                            | Market Access & Off-Take Facilitation                                                                                  | Sustainability & Compliance Enablement                                                       | Capacity Building & Industrial Readiness                                                                         |
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| Aligned technical assistance and policy frameworks across international institutions and national authorities. | Access to concessional finance, guarantees, and investment protection mechanisms to strengthen bankability. | Support to engage with global brands and retailers, helping investors secure market access and off-take opportunities. | Guidance on sustainability standards, certification pathways, and traceability requirements. | Integrated workforce training, technical assistance, and infrastructure support to ensure operational readiness. |

### YOUR INVESTOR JOURNEY — ONE PLATFORM. ONE ENTRY POINT.

| 1. Discover Opportunities                                             | 2. Engage & Clarify                                                            | 3. Prepare & De-risk                                                                     | 4. Enable Operations & Market Access                                            | 5. Implement & Scale                                   |
|-----------------------------------------------------------------------|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|--------------------------------------------------------|
| Explore countries, industrial zones, and curated investment concepts. | Refine project scope, location options, incentives, and regulatory frameworks. | Access technical, financial, and sustainability support to strengthen project readiness. | Facilitate workforce development, infrastructure solutions, and buyer linkages. | Support project execution and enable future expansion. |

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