



**Partenariat
pour le Coton**

Driving transformation across cotton, textile & garment value chains

HIGH-LEVEL EVENT ON THE *PARTENARIAT POUR LE COTON (PPC)*

**LEVERAGING TRADE AND INVESTMENT: CREATING A
GATEWAY TO COTTON VALUE-CHAIN TRANSFORMATION
IN THE C-4+ COUNTRIES**

Wednesday, 25 March 2026

17:00-18:35

Room B, *Palais des Congrès*

PROGRAMME

Convened by



WORLD TRADE
ORGANIZATION



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

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MISTRESS OF CEREMONY (MC), MS. JACINTE NOUSSI, MINISTRY OF COMMUNICATION, CAMEROON	
17:00-17:20	Opening Segment: Strategic Vision for Cotton Value Chain Gateway in West and Central Africa
Welcome by Cameroon (Host) Minister: - H.E. Minister Luc Magloire Mbarga Atangana, Minister of Trade Statements by WTO, UNIDO and ITC: - Dr. Ngozi Okonjo-Iweala, WTO Director-General - Mr. Gunther Beger, UNIDO Managing Director - Ms. Pamela Coke-Hamilton, ITC Executive Director Remarks by the Minister on behalf of C-4+ Ministers of Trade: - H.E. Mr. Moussa Alassane Diallo, Minister of Industry and Trade, Mali	
17:20-17:25	Setting the Investment Narrative: The Case for Building the Gateway
Mr. Navdeep Sodhi, Partner, Gherzi Textile Organisation AG	
17:25-18:00	High-Level Panel - Building an African Textile Gateway: Mobilizing Investment and Fostering Regional Cooperation
- Moderator: Frank Van-Rompaey, UNIDO Panelists: - H.E. Ms. Shadiya Alimatou Assouman, Minister of Industry and Trade, Benin - Dr. Sidi Ould Tah, President, African Development Bank (AfDB) - Dr. George Elombi, President, Afreximbank - Mr. Gagan Gupta, Founder and CEO, ARISE Integrated Industrial Platforms (ARISE IIP) - Mr. Adeeb Yousuf Al-Aama, Chief Executive Officer, International Islamic Trade Finance Corporation (ITFC) - Dr. Olasupo Olusi, CEO, Bank of Industry, Nigeria - Mr. Frederik Thor, CEO, Scan Thor Q&A session	
18:00-18:15	Special FIFA Segment: Sports for Development and Regional Sourcing
- Video message from the President of FIFA; - Statement by a representative of the FIFA administration, Mr. Gelson Fernandes, and FIFA Council member, Mr. Hamidou Djibrilla, representing the FIFA President; - Symbolic presentation of the apparel by Benin's Minister of Industry and Trade, FIFA Council member, the President of Fédération Camerounaise de Football (FECAFOOT), Mr. Samuel Eto'o, and FIFA Legends to the dignitaries in attendance.	
18:15-18:25	Delivering Outcomes and Next Steps
Launch of the PPC Investment Platform - Remarks by DDG Paugam, WTO - Remarks by the C-4 Minister	
18:25-18:35	Closing ITC session - Faces and Voices in the Value Chain: The People Behind the Fabric
This session will spotlight the people who bring African cotton to life - from the cotton fields to the fashion runway. Through two illustrated interventions by women experts of the ITC Ethical Fashion Initiative working closely with farming communities, artisans, and designers across the value chain, the session will offer a personal window into the skills, stories, and journeys behind the fabric. The discussion will highlight: - The role of women in driving transformation within the artisanal value chain; - The creativity and natural heritage that shape the beauty and uniqueness of the products; - The collaboration across C-4+ countries to produce premium products for regional and global markets.	
18:35	Invitation to Exhibition and Fashion Show, and Networking Reception





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Hosts:

World Trade Organization (WTO) and United Nations Industrial Development Organization (UNIDO)

Co-organizers:

C-4+ countries (Benin, Burkina Faso, Chad, Mali, Côte d'Ivoire), Afreximbank, FIFA, and ITC

Expected Audience:

Ministers of Trade and Industry, Ministers of Finance from C-4+, Cameroon and partner members, and WTO Members; Heads of international organizations and members of the *PPC* (WTO, UNIDO, FIFA, ITC, ILO, ICAC, UNODC, IAEA, Better Cotton, CMiA, AfDB, Afreximbank, ITFC, IFC, BOAD, AFC, Scanthor); donor agencies; private sector investors and brands/buyers; and strategic partners, regional and country stakeholders and general audience.

BACKGROUND

Launched at MC13 in Abu Dhabi, the *Partenariat pour le Coton (PPC)* is a flagship initiative that bridges the WTO's Development Dimension of Cotton with tangible industrialization and investment efforts across West and Central Africa. As a multi-stakeholder support mechanism, bringing together committed international organizations, financial institutions, and private-sector partners, the *PPC* supports countries in mobilizing the investment needed to transform the cotton-textile-garment (CTG) value chain and to translate trade into meaningful development outcomes.

The initiative aims to support the C-4+ countries in mobilizing USD 5 billion in investment over a 10-year period, generating USD 6 billion in value-added products, and enabling the region to position itself as a competitive West and Central African cotton and textile gateway for investment. This transformation will help ensure that cotton-producing countries capture a greater share of value addition, with an estimated 500,000 decent jobs, especially for women and youth, enhancing livelihoods, reducing irregular migration pressures, and strengthening social stability. The *PPC* is therefore about more than trade and investment alone; it is about leveraging both to produce sustained and inclusive development gains.

Following the successful completion of its diagnostic phase (2024-2025), which identified priority investment areas across the C-4+ countries, the *PPC* now enters a critical implementation phase. To effectively support countries in attracting investment, donor funding, blended-finance solutions, and risk-mitigation instruments must be mobilized at scale.

MC14 thus comes at a pivotal moment, a moment to reinforce commitment, catalyze investment, and accelerate the emergence of a stronger, more integrated regional CTG ecosystem across West and Central Africa.

OBJECTIVES AND EXPECTED OUTCOMES

1. Launch the start of the **new phase** of leveraging the *PPC* as a model for leveraging trade and investment for development through the strategic positioning of the **C-4+ countries as the gateway for cotton value transformation across West and Central Africa**.
2. Unveil priority investment areas and strategic partnerships for 2026-2030 through the **launch of the *PPC* Investment Platform as part of the investment promotion drive**.
3. Highlight emerging partnerships and potential **financing solutions**.
4. **Launch the Football for Schools Initiative by FIFA**.

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