

Associations urge cotton, textile sectors for joint action

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The [Better Cotton Initiative \(BCI\)](#), UK-based Committee for International Cooperation Between Cotton Associations (CICCA) and International Cotton Association (ICA), US-based International Cotton Advisory Committee (ICAC) and Switzerland-based [International Textile Manufacturers Federation \(ITMF\)](#) recently called for collaborative action from the cotton and textile sectors during the COVID-19 crisis.

The loss of demand resulting from

[COVID-19](#) and the preventative measures that are being applied throughout the world affects the cotton and textile sectors from end to end, ICA said in a press release.

“It is essential for each trading partner to be mindful of each other’s position. We must strive to find mutual agreements which keep in mind our shared commitment to the long-term health of the international cotton and textile trade, and to the principles of fair and equitable trading practises on which it is built,” the press release said.

The organisations urged all those engaged in the cotton and textile value chains to commit to

take action that contribute to the recovery of the sectors starting 2021; communicate, collaborate and be responsive to the needs of their counterparties; continue to respect the trade rules that govern the sectors; recognise and publicise positive behaviours; and identify and call out negative, counter-productive commercial behaviours.

“The constraints we are currently facing will pass and many of the freedoms that we are used to are likely to return before too long. We have confidence in the future of our industry,” the press release added.

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