Integrating Sustainability in the Production, Distribution and Procurement Process

KHALED SCHUMAN
Executive Director
Cotton Egypt Association
kschuman@cottonegyptassociation.com
About CEA

CEA is globally responsible for the licensing program of the Egyptian Cotton Logo Trade Mark.

Members of CEA span along the whole value chain from ginneries, traders to international brands and retailers.
Activities

Protection

Promotion

Sustainability
PROTECTION

• Traceability and Transparency throughout the Egyptian cotton supply chain in Egypt and Globally
• Partnership with Bureau Veritas
• Manufacturing Coding System
• DNA Samples Testing.
• Egyptian Cotton Logo Accreditation for the whole supply chain from cotton bale No. till Retailers’ shelves.
Random production orders traced back to the Egyptian cotton bale ID.
• Members along the Egyptian cotton value chain until brands and retailers in Egypt and Globally

• Participation to specialized fairs, exhibitions and conferences

• Organization of workshops, conferences & field visits

• Partnerships with initiatives to promote sustainability for cotton, such as UNIDO, Better Cotton, BMZ-PTB
Egyptian Cotton the most recognised brand in the US

Authenticating the Legacy of Egyptian Cotton™

Cotton Egypt Association™ strives to protect and promote the value added of the Egyptian Cotton™ identity in supply chains end-to-end. Its alliance with Bureau Veritas CPS marks a global leadership in testing, inspection and certification (TIC) services alongside its exclusive DNA testing procedure to protect buyers from any false Egyptian Cotton™ labels.

Cotton Egypt Association
27, Qasr El Nil St.
Cairo, Egypt
Tel: +202 37168000
Fax: +202 37168033
info@egyptiancottonassociation.com
www.cottonegyptassociation.com
Retailers Awareness Campaigns

Direct Visits

- John Lewis & Partners
- Next
- M&S
- ASDA
- The White Company
- Walmart
- Kohl's
- Costco Wholesale
- Macy's
- Dunelm
- Bed Bath & Beyond
SUSTAINABILITY

• Egyptian cotton logo trademark is based on a solid traceability system starting from cotton bales
• Participation to COP 27, several workshops about sustainability in the cotton industry
• 2019 Partnership with the Egyptian cotton project implemented by UNIDO
• 2023 Strategic partnership signed with Better Cotton
• 2023 Partnering with PTB on Alliance for quality for organic cotton
Strategic partnership

Ensuring traceability

Technical support to implementing partners and farmers

Training to farmers and extension services

Uptake of sustainable BC cotton

**BC in Egypt: Bringing Stakeholders Together**
COTTON EGYPT ASSOCIATION

PROTECTING AND PROMOTING the Legacy of Egyptian Cotton.

THANK YOU