



**INTERNATIONAL  
COTTON  
ADVISORY  
COMMITTEE**

Private Sector Advisory Council

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**5<sup>th</sup> MEETING OF  
PSAC's COMMITTEE ON BRANDS AND RETAILERS  
Tuesday, 22<sup>nd</sup> August 2023  
8:00 a.m. Washington DC time**

- **Members' introduction.**
  
- **Objective II - Preparation for PSAC's session at the ICAC Plenary Meeting 'Private Sector Recommendations on policy making on Traceability':**
  - **Discussions on regulations on traceability**  
**Presentation on EU regulations**  
**Q&A with Ms. Kelli Hoggle**
  
  - **Discussions on the current traceability method**  
**Presentation by Better Cotton**  
**Q&A with Ms. Alia Malik**
  
- **Discuss some current problems faced by the Brands and Retailers with respect to traceability.**
  
- **Date and time of the next meeting.**