

# THE GREEK COTTON IN THE MEDITERRANEAN

‘HIGH QUALITY – FAST DELIVERY’



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# Cotton in Greece

- 79,4% of total European cotton production.
- 9% of Greek's final agricultural output.
- Around 250.000 tons per year
- 100% machine picked
- Contamination free and non GMO
- The prevailing cotton status as well as the subsidies are the main factors that favored the expansion of cotton cultivation.

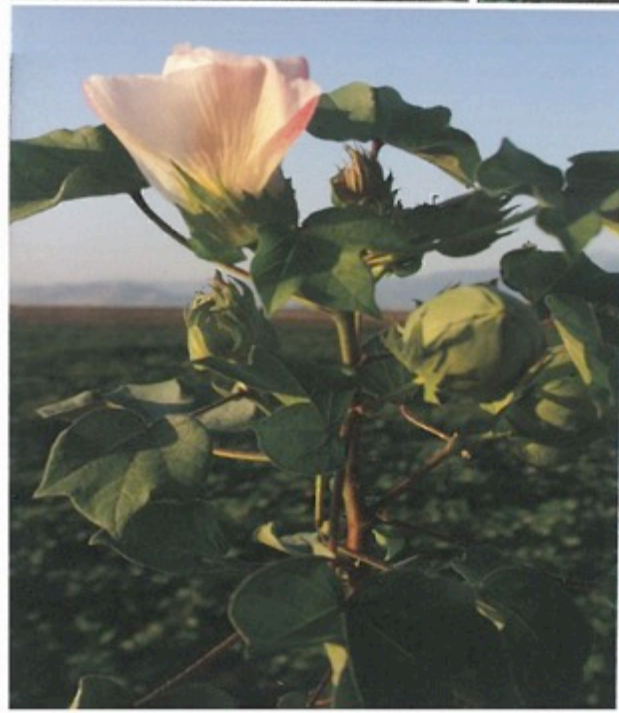
→ Important cash crop for farmers and an economically valuable part of the total national economy.



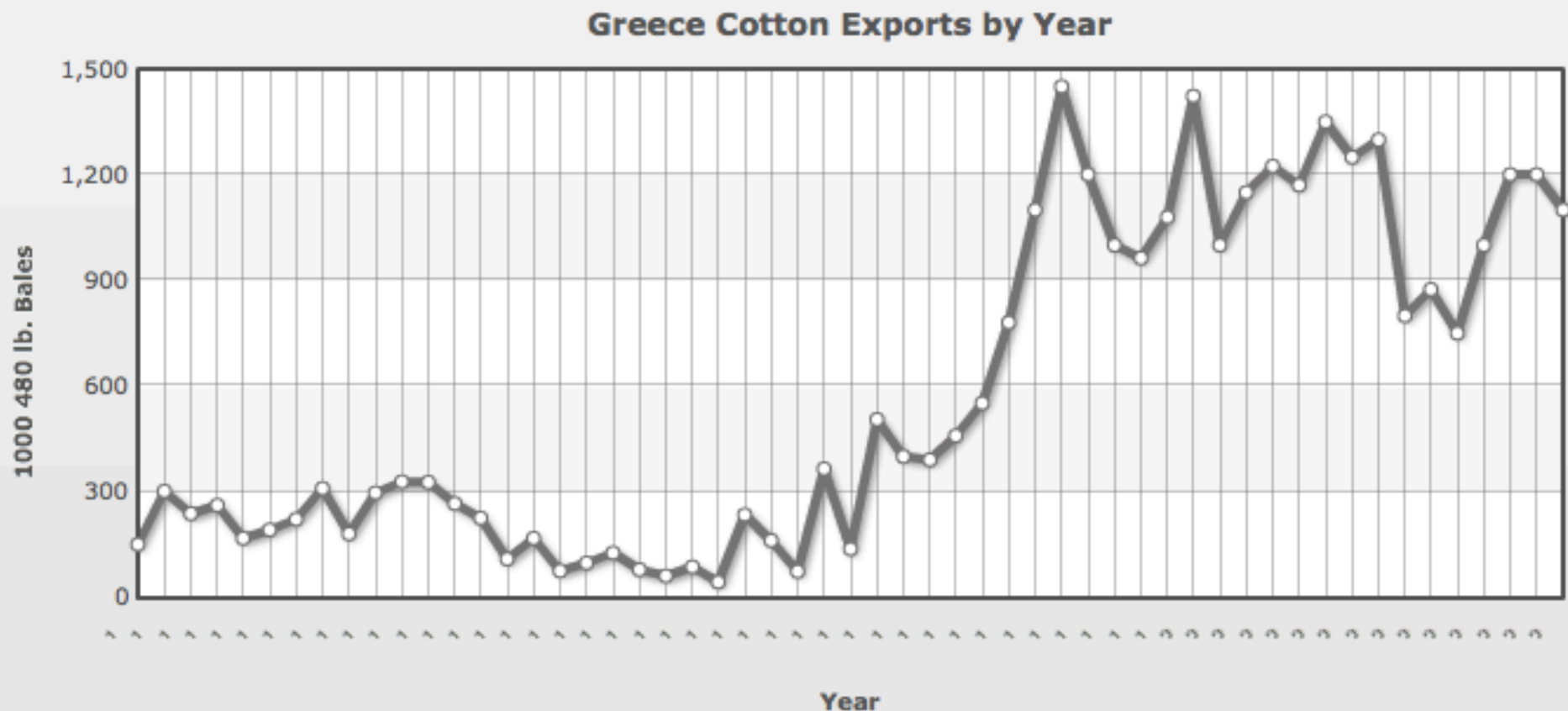
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# Drastic increase of Greek cotton exports after 1990



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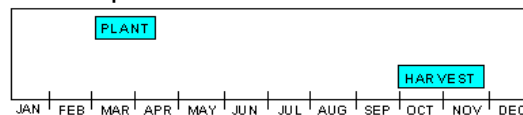
## Greece: Cotton and region names



### Legend

 Major growing areas

### Cotton crop calendar for most of Greece



JOINT AGRICULTURAL WEATHER FACILITY (NOAA/USDA)

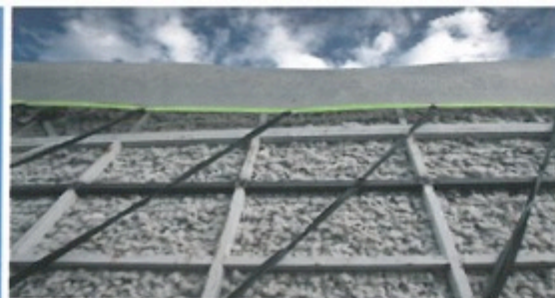
4 main cotton cultivating areas:

- **Thrace** in the northeast
- **Macedonia** in the north
- **Thessaly** in central Greece
- **Levadia** in lower Central Greece



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Piraeus port

Thessaloniki port



# INVESTING IN QUALITY

- Greek cotton has stable characteristics
- 1.1/8", 28gpt min, G5
- Differentiation strategy Quality>Quantity
- Fibermax, Elpida etc....

→ Creating “win win situations”



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# COTTON MADE IN EUROPE

- Greek Spain collaboration
  - Made in Europe label
  - Environmental friendly, Non GMO, Advanced agriculture practices
  - Value proposition for European garment importers
- Egyptian market can lead the way



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Thank you for your attention



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