New Procedures in Protecting And Promoting The Egyptian Cotton Heritage



Eng. Khaled Schuman Executive Director

Cotton Egypt Association

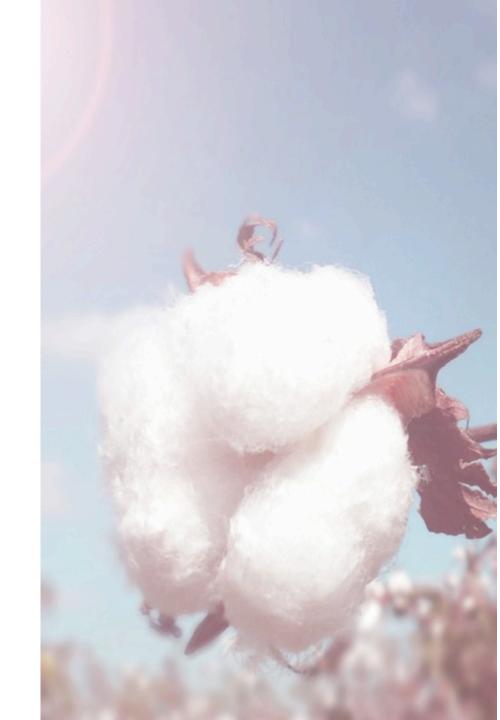


WHO IS COTTON EGYPT ASSOCIATION?

- Cotton Egypt Association is a non-profit association that was established in 2005.
- CEA exclusively manages the registered Egyptian Cotton™ logo trademark, that is owned by the Ministry of Trade and Industry and Alexandria Cotton Exporter's Association.
- CEA is responsible for the licensing program to protect the Egyptian Cotton™ luxury heritage.

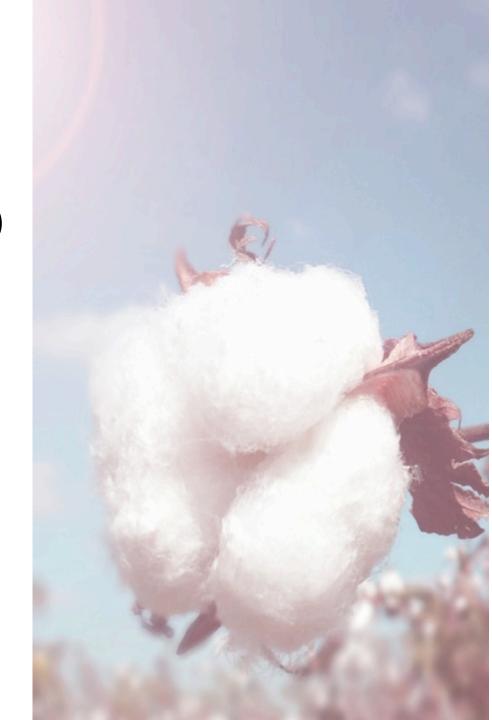


- Full transparency traceability system audit back to CATGO lot Number.
- Bureau Veritas
- Advised and unadvised audit
- More frequent inspections if credibility is questioned.



Cotton Arbitration Testing General Organization (CATGO)

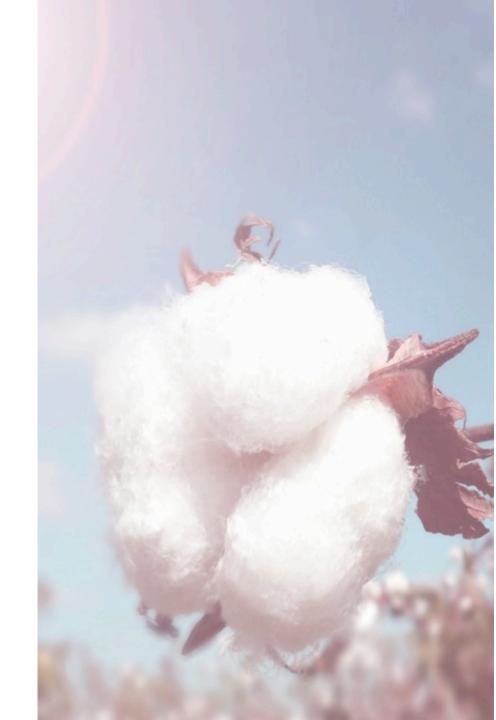
A specialized entity dedicated to assuring that Egypt only exports pure Egyptian cotton, through testing and monitoring with help of the Ministry of Agriculture.





Bureau Veritas CPS Alliance

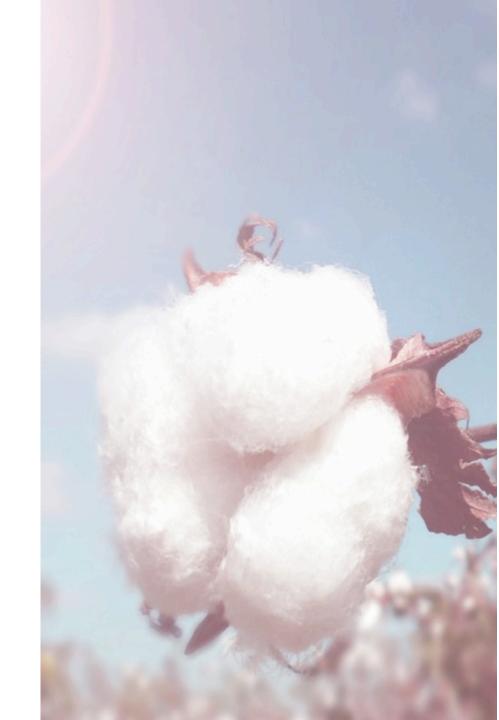
- The alliance between Cotton Egypt Association and Bureau Veritas Consumer Products Services add global leadership in testing, inspection and certification, as well as a fully managed solution for Bureau Veritas exclusive DNA testing methodology.
- Bureau Veritas audits the Egyptian Cotton™ traceability throughout the entire supply chain ultimately helping to ensure the authenticity of Egyptian Cotton™.





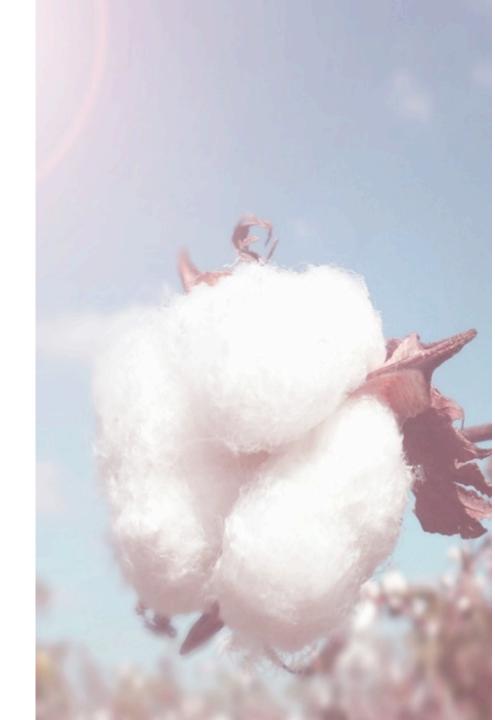
Bureau Veritas CPS Alliance

- The program supports producers and buyers alike and enables retailers and brands to easily access credible sources.
- With global reach and capability to carry out this hugely important and influential work, Bureau Veritas DNA testing is accredited with ISO17025 from Egyptian Accreditation Council and approved from the International Laboratory Accreditation Co-operation (ILAC).

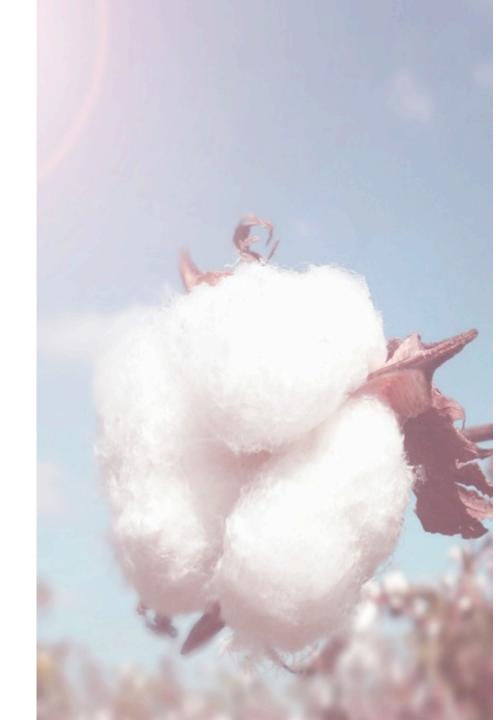


Fiber Typing DNA ... WHY?

- Verifies Egyptian Cotton Varieties
- From cotton fiber till finished products
- Lower cost (other methods 0.3 to 0.15 cent/lb
- Cost of other methods ranges from US\$ 4.3
 Million to US\$ 21.6 Million for 60,000 Tons

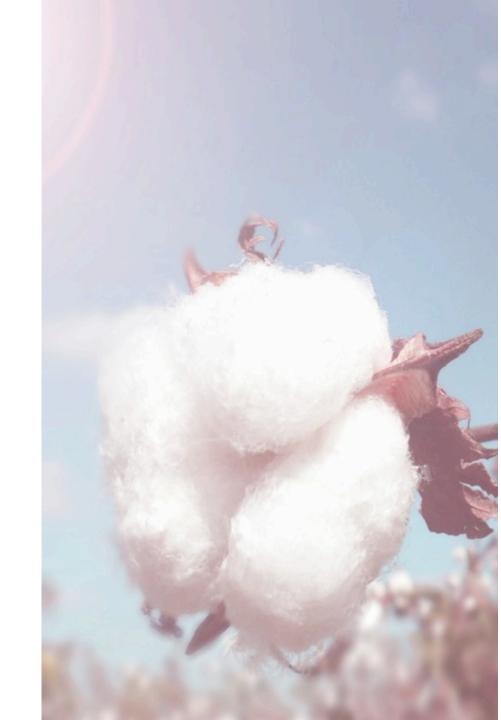


- Watermark Hangtag System (Avery Denninson)
- New Licensing Agreement (more binding)



Awareness (Manufacturers, traders, retailers and Licensees):

- Direct visits
- Conferences
- Press Conferences
- Advertisements
- Random Samples Inspection



Awareness

Exhibitions: Heimtextil 2018



Retailers Contacted

The white company Walmart

Bed Bath & Beyond

Wayfair

John Lewis

Morrisons

Sears

Target

Macy's

Bloomingdales

David Jones Australia

Kohl's

Woolworths Australia

ASDA UK

QVC

Restoration Hardware

Ross Stores

Zara

Penney

Debenhams

El Corte Ingles

Dunnes

Matalan

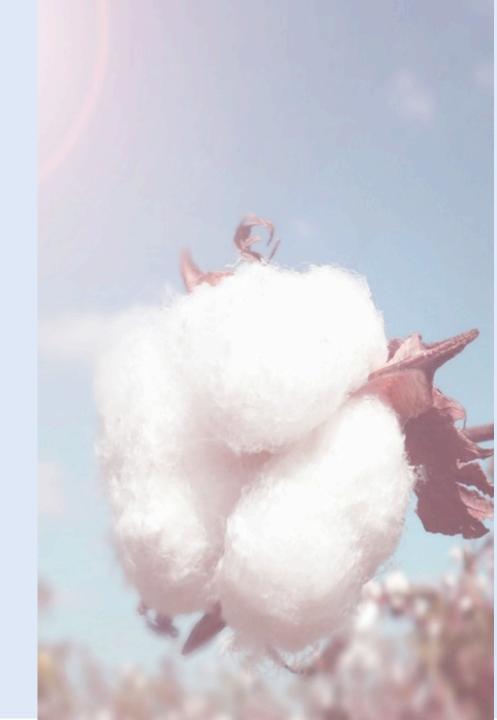
Sainsburys

Marks& Spencer

Dunelm

Tesco Stores Limited

Williams-Sonoma

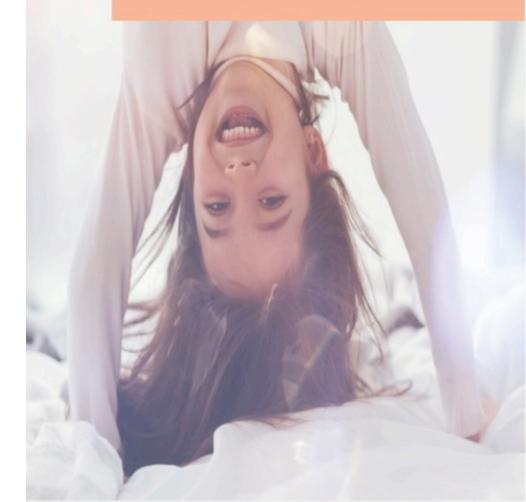




Marketing Activities

- A new, fresh and modern look Brand Identity launched
- Digital platform and new website launched
- Re-enforce the Egyptian Cotton as the finest cotton
- Egyptian Cotton Brand Ambassadors

New Branding Campaign



Marketing Activities



Transparency, Performance & Opulence

CEA LAUNCHES NEW EGYPTIAN COTTON" BRAND IDENTITY

The Egyptian Cotton to name stands for a fabric superior in quality, softer and stronger than other cottons, but consumers and commercial pareners are rightly demanding more from the brand and Egyptian Cotton to.

We believe that overshody should experience the tarumously soft touch of Egyptian Cottom. We want people of all ages, worklyide, to seek out its strongth, softness and durability. It's all-about the personal human bauch.

"We have conveved the superior quality and natural boauty of Egyption Collier" in a fresh, madern and relevant very? said Maded Schumen, Executive Director of CEA. "Our bales & Marketing partner Saleswerse created a present brand identity which roflects the brand's horitage whist observations are assented to present a sure core vettor."

A NEW DIGITAL WORLD OF EGYPTIAN COTTON"

We are economicly presed to announce the launch of our brand new website.

A visuosy composing and engaging proteom to bring consumers, relations and manufacturers into the world of Egophian Cotton**.

The website highlights the unique qualifier of Egyption Cettors' and hope-consumers seems accelers. It is awar, wherever comparing and engages users. For our commercial political, the site often sederates movigation to crucial intermediate, including an accedibition application-and-our estamption database or isomorp portrain.

BUILDING CONFIDENCE IN EGYPTIAN COTTON*

Our viral work with Sureau Veriese is designed improve transparency and reasoure resollers that the Egyptian CottonTM lago guerantees sook Egyptian CottonTM products.

From Soundars, John Lewis Cologny Technical Minnage, flows, cold: "We support the CEA's measures to next aid dishered measurement and constanted greats and we weatons the opportunity to conducted in detering the logulationists to assume the prevention or on Egyptian Colom" product."

"While we are consistent that on Egyptine Cotton" products could through John Levis one 100% generates, we expect the send time dealting and testing. We will continue to insist that our supplies most the CSA standards as a condition of today with John Lowis.

Cotherine McConn, Denote Tocherical and Scending Director, sold: "We test support the new acconditation process pall this prace by the CEA in protect the Epoplism Cotton" brand, and win to continuing to inoid supplors ment those standards as a condition or trails with Denote."

www.cottonegyptassociation.com

Advertisoment.

Marketing Activities

- Home Textiles Today
- TexTalks.com
- Textile Evolution
- Textile World
- Sourcing Journal
- Knitting Industry
- Top Fair













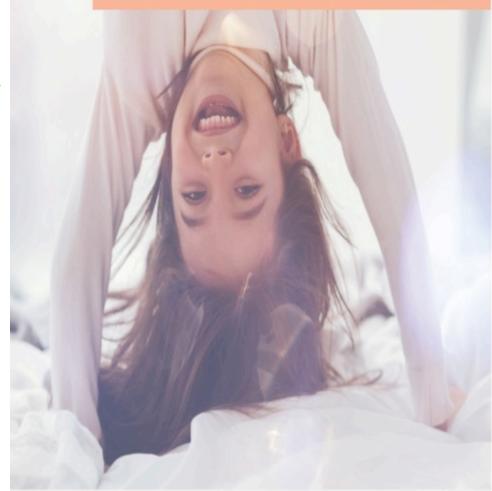




Brand Campaign

- To promote the fiber's use in manufacturing.
- To reposition the Egyptian Cotton brand so that it becomes recognised a mark of authority and authenticity
- The educate the consumer on superior characteristics of the Egyptian Cotton.
- Launch of new website as well as other marketing tools.

New Branding Campaign



Promotion & Protection Results

- Less Fake labeling for Egyptian Cotton products
- More Demand on Egyptian Cotton Fibers
- Higher Egyptian Cotton Prices
- More profit for the farmers
- Increase in Cotton Fiber Production





Thank you

Cotton Egypt Association

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