

Stake a Claim on Cotton’s Future

A few weeks ago, we here at *Cotton International* sent you our take on what we feel are the market forces most likely to impact the global cotton sector in 2008.

Topping the list, of course, is the continuing shift of cotton production and the world’s spinning / weaving infrastructure to Asia, especially China and India. We also see a positive outlook for supply, demand and price in 2008, and longer-term, an evolution of the merchant to more diversification and logistics management.

In total, one message seems to be clear: The ground is beginning to settle on recent cataclysmic change in global cotton, and the faster moving players are beginning to stake positions to ensure long-term prosperity. For organizations that are committed to cotton and also are attuned to the nuances of change, 2008 will be a year to deepen their unique market positions and establish competitive advantages.

In a tumultuous market, how can you make sure your organization’s message gets through loud and clear?

Below are the “Big Picture” initiatives you can expect from *Cotton International* in the year ahead. We hope you see some of your own 2008 marketing and advertising plans in these initiatives, and that you will continue to partner with *Cotton International* to achieve your goals.

Please watch for our full 2008 Media Kit in September which will provide comprehensive details to help you finalize your marketing plans and programs with *Cotton International*.

We look forward to working with you again in 2008!



Mike Gonitzke
Publisher, *Cotton International*

2008 “Big Picture” Initiatives: Cotton International

1. Year-Round Focus on China and India. As the Asian giants go, so goes the global cotton market. We’re planning year-long reporting and activities that will help provide vital links between Cotton International readers and the Asian markets they’re looking to penetrate.

2. Helping Merchants Find Their Future. The merchant’s job is a changing and challenging one that will require adaptation. What are the most progressive trading organizations doing to evolve? We’ll capture and present the industry’s best thinking in year-long reporting and analysis.

3. Opening Up Online Opportunities. Is the global cotton industry’s future online? Maybe – though it’s likely that face-to-face contact and handshakes will continue for some time. Still, the Internet, if harnessed well, offers the potential for natural online extensions to this time-honored trade. *Cotton International* will explore the possibilities.

4. Socio-Political Influences on Cotton. Public conversations among consumers and decisions of legislators and governments

far outside the cotton world can have huge impacts on the shape of the industry. We’ll keep an ear bent to the nuances of this continuing dialogue and interpret what it may mean for our audience.

5. Timely, Targeted Reports. What countries are heating up? What new opportunities are emerging? Where are there emerging snags in the supply channel and how can they be resolved? We’ll keep our finger on the pulse of the industry throughout the year and ensure our audience has the timely news and analysis they’ll need to make important business decisions.

6. The 2008 Annual – Better Than Ever. For decades our readers have relied on *Cotton International* Annual to spot the major players and trends. We’re making plans to make *Cotton International* 2008 the best yet, including an additional “Year in Review” section and production/consumption trends.