

Passion for Cotton!

**35th International Cotton Conference Bremen from 25 to 27
March 2020**

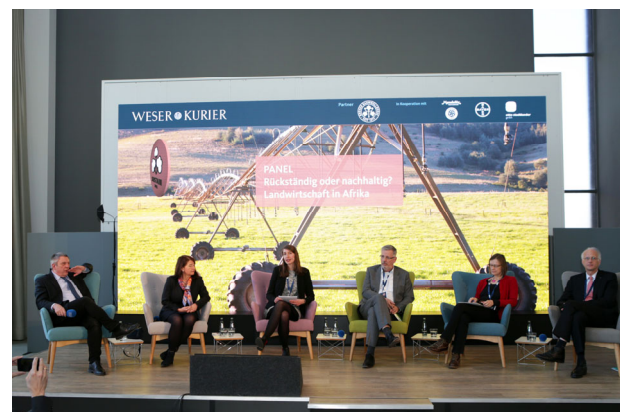
WESER KURIER

**SUSTAIN 2020 in the Run-Up to the International
Cotton Conference**



Bremen, 25 February 2020. The conference on sustainability in production, trade and consumption will take a second round: On March 24, 2020, the Weser-Kurier's conference SUSTAIN will take place in the run-up to the International Cotton Conference once more. The Bremen Cotton Exchange is again cooperating partner of this event. The theme **“City and Change – the Future of the Textile Retail Trade”** is on focus this year.

Shirt and trousers or blouse and skirt – clothing is an instrument of expression, a social must and a major factor of consumption. Internet and debates on climate change have changed the indicators. On the one hand, textile online trade is booming, while local stores have come under pressure to an increasing degree and cities are on the search for new ideas. On the other hand, consumers increasingly ask for products considering aspects of fairness and ecology during production. Manufacturers and stores have to react. These subjects are on focus during the Sustain that takes place on Tuesday, March 24, 2020 in Bremen in the Glocke.



Panel Discussion at the Sustain 2018 © Weser-Kurier

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Exciting keynote speakers and panel guest from fashion, science and the textile industry

Sustain will feature outstanding speakers from the economy, politics and society discussing for instance the possibilities of new techniques in stationary retail trade, the compatibility of fair production with business interests of manufacturers as well as the question whether consumers are willing to pay the additional costs of sustainability. These are themes that influence the vitality of the cities just as the purchase decisions of the consumers.

Prof. Dr Niko Paech, Professor of Economics, Wolfgang Krogmann, Advisory Director Primark, Urs-Stefan Kinting, Managing Partner of the Zero Group, Model & TV Presenter Alena Gerber, Rolf Heimann, CEO Hessnatur Stiftung, Kai Falk, Managing Director Communication of the German retail association Handelsverband Deutschland and many others confirmed their participation.

Organizer and Partners of Sustain

The newspaper WESER-KURIER is the largest regional newspaper in Germany and has coverage of 400.000 people daily. As international association, the Bremen Cotton Exchange has been representing the interests of all those involved in cotton trade and processing for almost 150 years. Next to the Bremen Cotton Exchange as main partner of the Sustain, the German Corporation for International Cooperation GIZ also supports the event as cooperating partner aiming for fruitful debates about the textile supply chain from the cotton field to the shop.

More information at: <https://sustain.wkkonferenz.de/>

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Participants of the International Cotton Conference Bremen receive tickets for the Sustain free of charge. Please turn to Annette Mehlhoop

Mehlhoop@baumwollboerse.de.

About the International Cotton Conference

From 25th to 27th March, the International Cotton Conference Bremen in the historic town hall offers ten highly topical conference sessions with relevant subjects that currently challenge the internationally networked cotton textile industry. The International Cotton Conference is organised by the Fibre Institute Bremen (FIBRE) and the Bremen Cotton Exchange. During the week beginning on March 23th and later additionally to the Conference, group meetings of internationally operating textile associations and cotton organisations will take place.

We will continuously inform about further contents of the Cotton Conference and of the supporting programme. Current news about the conference and programme details is also available on the internet site of the conference. We are looking forward to media coverage. We gladly take interview requests and refer you to the right person to talk to. We are already inviting journalists to the conference. Accreditations can be made any time via the conference homepage <https://cotton-conference-bremen.de/press> .

For further information and interview requests, please contact:

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www.cotton-conference-bremen.de

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About the Bremen Cotton Exchange

- Founded in 1872 to strengthen the interests of the cotton trade and consumption in Germany, the Bremen Cotton Exchange has now been in the cotton business for more than 140 years. As an international court of arbitration, the Bremen Cotton Exchange always stands for neutrality.
- We offer various services to our members. Clear and neutral data and analyses are a part of this.
- As the ICA Bremen, together with the International Cotton Association in Liverpool and in cooperation with the Fibre Institute Bremen, we provide the International Quality Testing and Research Centre in Bremen. The Hanseatic city has now become the international centre for cotton testing and research, quality training and certification.
- We represent our members in all the important international bodies in the cotton world.

About the Fibre Institute Bremen e. V. (FIBRE)

- In its 60-years history, the Institute has developed from a cotton testing laboratory into a successful research institute in the fields of future-oriented fibres, technical textiles and fibre composites at the University of Bremen. It deals with basic scientific and application-oriented questions along the entire process chain from fibre production to the manufacturing of fibre composite components and more for the aircraft industry.
- FIBRE's central international importance in cotton is shown by its work on the international harmonisation of cotton testing [e.g. round tests in cooperation with the ICAC and USDA-AMS], its work in central committees [ICAC Committee on Standardised Instrument Testing of Cotton (CSITC), ITMF Cotton Testing].

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