



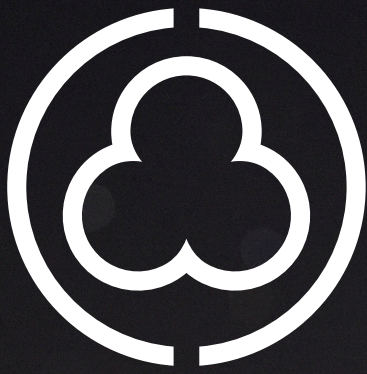
**COTTON
OUTLOOK**

NEWS • DATA • ANALYSIS

WORLD LONG STAPLE MARKET

AUGUST 2026

30th Edition



SUPIMA®

WORLD'S FINEST COTTONS

AQRe™ Project

In a market where sourcing claims outpace proof, authenticity is the new currency. Brands can no longer assert sustainability and responsibility — they must demonstrate it, fiber to floor.

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COTTON OUTLOOK

30

THIRTIETH EDITION

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INTRODUCTION

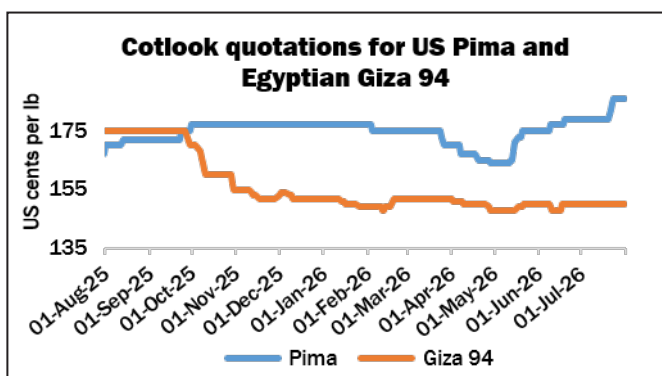
Long staple cotton in 2025/26, and the outlook for 2026/27



ANTONIA PRESCOTT
Editor, Cotton Outlook

LONG STAPLE PRICES IN 2025/26

The chart tracking the course of prices for the main exported long staple crops in 2025/26 shows the divergent fortunes of participants in the markets for Pima and Giza cotton this season.

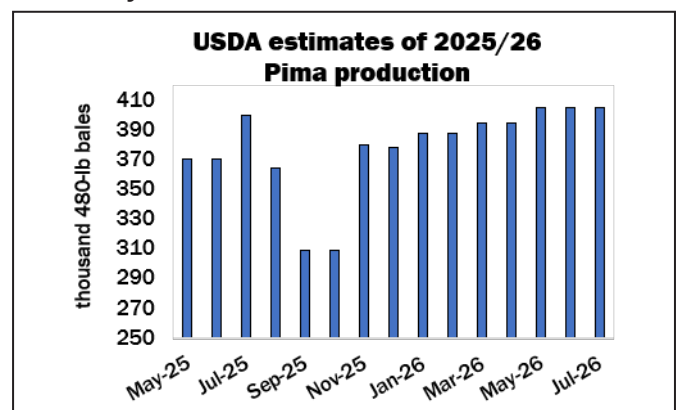


At the start of the marketing year, Egyptian cotton occupied a highly unusual position in respect of its main competitor. On August 1, 2025, Cotlook's quotation for Giza 94 (CFR main FE ports) sat at a five-cent premium compared to US Pima (Grade 2, 1-7/16", CFR Far East): 175 cents vs 170 cents per lb.

That strong price (in both objective and relative terms) reflected the tight supply in prospect for the following season and the fact that so little of the apparently substantial carryover stock in Egypt was actually in the hands of private traders. The vast majority of the remaining stocks was controlled either by the Ministry of Finance or the Holding Company, leaving a very small amount available on the open market.

By contrast, Pima prices were relatively weak after a season in which stocks had risen as a result of an increase in output that was not matched by the growth in exports.

That unusual inverted relationship lasted until September, when Pima prices began to gain ground following a somewhat pessimistic forecast of production from USDA. The Department issued a figure of 309,000 480-lb bales, which would have been the smallest Pima crop for many years. Although that adjustment was reversed in the November report, the rise in Pima offering rates was maintained: Cotlook's quotation of 177 cents per lb persisted until February 2026.

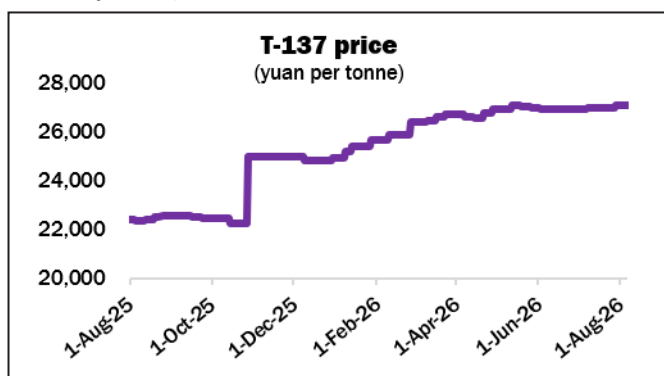


On the other hand, at the start of the country's domestic cotton season (September 1), Egyptian exporters were encountering strong resistance in their principal market of India. Their offering rates declined steadily over the following months, reaching a low of 148 cents per lb in mid-February. Since that point they have fluctuated marginally, never rising higher than 152 cents per lb. The price at the start of the 2026/27 season was 150 cents per lb.

INTRODUCTION

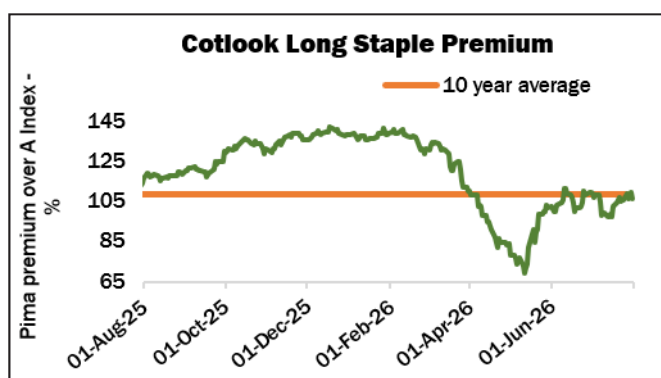
Pima also experienced some mid-season weakness, which coincided with the market uncertainty provoked by the war in Iran. Between late March and early May, Cotlook's quotation fell by 11 cents to 164 cents per lb, its lowest point of the marketing year. That progressive decline was enough to generate some substantial sales, however, and in the rest of May Pima prices underwent a rapid turnaround, stimulated by the improved demand as well as the likelihood of a smaller crop in 2026/27. The March 31 Prospective Plantings report from USDA indicated an 8.5-percent fall in planted Pima area for 2026, and although the June Acreage report proved to be less pessimistic in terms of area, the forecast for Pima output in August's WASDE publication still showed a year-on-year decline in output of 6,000 bales (1.5 percent). The acknowledgement in market circles that ending stocks for 2025/26 would be lower (and for 2026/27 lower still) accounts for the late-season bullish move. Our Pima quote closed the marketing year at a high of 186 cents per lb.

Meanwhile, in China, the relatively modest domestic supply situation allowed prices to follow an almost uninterrupted upward path, withstanding what was at times fairly lacklustre demand. Prices for Type 137 made little progress for the first quarter of 2025/26, reaching a low of 22,300 yuan per tonne (approximately 150 US cents per lb) in mid-October 2025. However, they then accelerated sharply late in that month and proceeded to make incremental gains for much of the remainder of the season. The reference price for Type 137 was quoted on July 28 at 27,100 yuan per tonne (approximately 181 cents per lb).



Given the relative inflexibility of US Pima prices in 2025/26, the fluctuations of the Cotlook

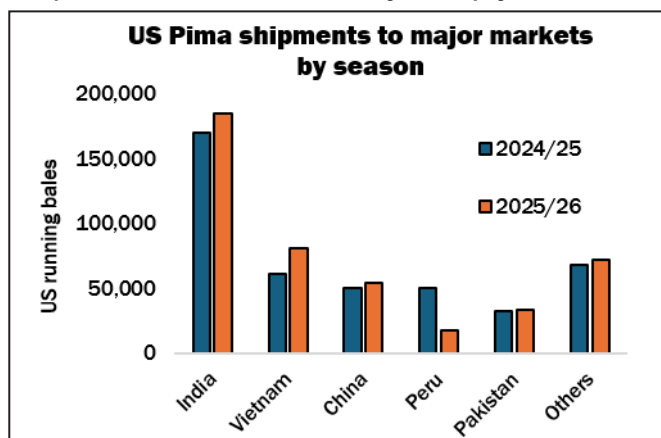
Long Staple Premium (reflecting the difference between Pima and upland values, with reference to the Cotlook A Index) was mostly influenced by the trajectory of upland prices. Until April, the premium was greater than the 10-year average of 108 percent. However, in the subsequent months, that price advantage tended to be lower than was typical, as upland values gained strength from rising oil prices and the appearance of a tighter balance sheet. On July 31, the premium stood just below the decade mean at 106.7 percent.



TRADE

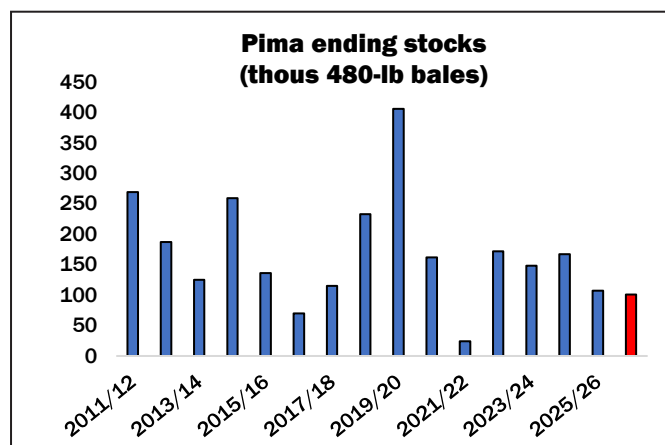
According to USDA, stocks carried over into the 2025/26 season were 167,000 480-lb bales, slightly higher than the season before. Over the course of the marketing year, 447,400 running bales were exported (equivalent to approximately 460,000 statistical bales) around three percent more than in 2024/25.

India retained its position as the premier customer for US Pima, recording shipments amounting to 185,500 running bales in the 12-month period, representing 41 percent of the total and nine percent more than the season before. Vietnam, China and Pakistan also increased their uptake of Pima, while dispatches to Peru fell away sharply.



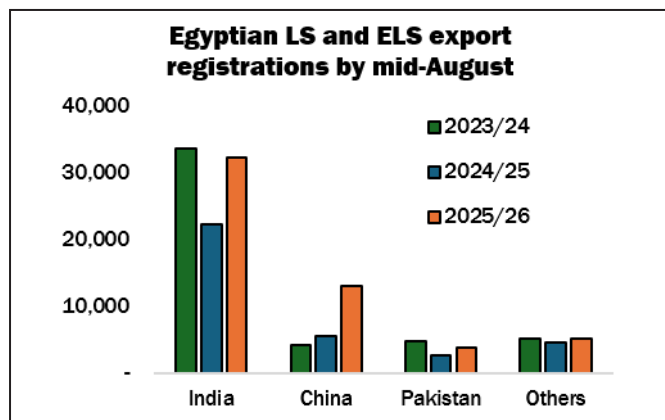
INTRODUCTION

Beginning stocks for 2026/27 were estimated in the August WASDE report at 107,000 bales, the lowest carry-in for some years. The Department's forecast for Pima exports in the coming 2026/27 marketing year is 400,000 statistical bales, 13 percent less than the total achieved in 2025/26. However, since production is also expected to fall, the season's ending stocks are forecast slightly lower than the opening: 101,000 bales.



The Egyptian marketing year runs from September 1 to August 31, so the final export data for the season are not yet available. However, by mid-August 2026, total export registrations of long and extra-long staple cotton amounted to approximately 50,750 and 3,500 tonnes respectively. Shipments totalled 43,850 and 3,190 tonnes. For comparison, in 2024/25, total dispatches of Egyptian LS and ELS cotton amounted to 31,400 and 3,320 tonnes.

Sales of Egyptian LS/ELS cotton to customers in India have recovered so far this year to 32,300 tonnes, while those to China have continued to rise, recorded at over 13,000 tonnes by mid-August (more than double the total at the same time last year). Pakistan is in third place with a modest figure of around 3,700 tonnes.

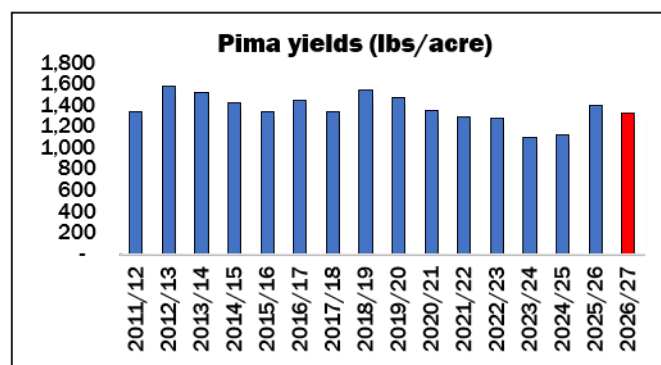


By mid-August, uncommitted stocks of ELS and LS cotton were estimated by Catgo at around 47,300 tonnes (38 percent of the season's supply). However, a substantial proportion of that – perhaps half – is composed of stocks still held by the Ministry of Finance, the fate of which is still unclear following an unsuccessful attempt at sales at the beginning of the year.

Seed cotton sales from the new crop normally commence at the beginning of October, and details are awaited of the pricing mechanism that will be employed for the 2026/27 season.

OUTPUT IN 2026/27: STEADY PRODUCTION OUTLOOK

In 2025, Pima area fell by over 30 percent, although the loss was mitigated by yields of over 1,400 lbs per acre (approximately 1,575 kilos per hectare), the highest output by area since the 2019/20 season. Total Pima production in the US Far West region reached 405,000 bales, below the average of the previous five years.



This year, USDA estimates that planted area has risen by around five percent to 148,000 acres (60,000 hectares). Growing conditions have been reasonable so far, and by mid-August, 70 percent of the California cotton crop was setting bolls, ahead of last year's pace. The condition of plants was judged to be slightly poorer than at the same moment in 2025, with 90 percent of stands categorised as excellent, five percent good and five percent fair (compared to excellent 95 percent and the remainder good).

Yields are thus forecast to fall short of last season's unusually strong results, although the projected 1,333 lbs per acre (1,494 kilos per hectare) would still be some way above the recent average. Production is forecast at 399,000 480-lb bales, very similar to the season just ended.

INTRODUCTION

In Egypt, near-final area figures from Catgo indicate that the area planted to all cotton varieties is almost steady year on year, at 193,000 feddan (81,000 hectares), although some local observers are of the view that the actual total may be somewhat lower the official figure, perhaps by as much as 20 percent. Just under 160,000 feddan are understood to be planted with long staple varieties, while ELS cotton accounts for a further 12,000. There are some concerns that the growing conditions may not be as favourable as last year: a heatwave in early June affected plants during their early development phase, while a 30-35 percent rise in the cost of fertiliser means that farmers may not be able to deploy the optimal levels of inputs this year. Overall, LS/ELS production in Egypt could fall to around 50,000-55,000 tonnes this year, compared to 62,700 in 2025/26.

In China, last year's earliest, most pessimistic expectations of a crop around 25,000 tonnes were not realised, and LS production eventually proved to be approximately 37,000 tonnes. A similar output is projected for the current season, although observers are monitoring the impact of the recent challenging weather conditions in Xinjiang.

Meanwhile, as Mr Jitender Kumar points out in his extremely informative article, LS/ELS production in India seems fairly stable at around 70,000 tonnes annually.

In total, then, it seems that the global long staple output in 2026/27 could be slightly lower than last season, although perhaps not by much: our initial estimate is 283,720 tonnes, compared to 291,620 in 2025/26.

World LS Output (tonnes)				
	2023/24	2024/25	2025/26	2026/27
United States	69,000	102,500	88,200	87,000
India	80,000	65,000	70,000	70,000
Egypt	59,500	80,000	62,700	55,000
China	28,000	51,000	37,000	35,000
Turkmenistan	13,000	13,000	13,000	13,000
Spain	450	1,700	5,000	7,000
Peru	5,000	5,000	5,000	5,000
Greece	1,500	3,000	4,000	5,000
Israel	13,000	8,340	3,720	3,720
Uzbekistan	2,000	2,000	2,000	2,000
Tajikistan	1,000	1,000	1,000	1,000
Total	272,450	332,540	291,620	283,720

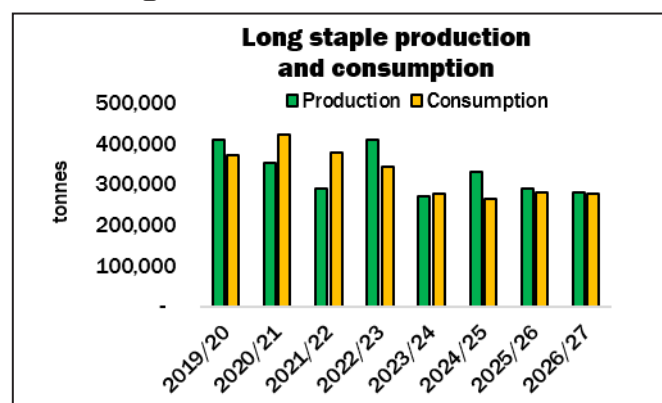
One interesting recent development in the long staple sphere is the introduction of an Adjusted World Price for US Pima and associated

(potential) subsidy payments from USDA. The mechanism works in a similar way to the AWP for upland cotton. It is calculated with reference to the three cheapest LS quotes reported by Cotlook (currently US Pima, Egyptian Giza 94 and Israeli Pima). If the AWP falls below the basic loan rate for long staple cotton, farmers will be eligible for a marketing loan gain payment or may redeem Pima cotton from the loan at a reduced rate. However, since the basic loan rate is set at a somewhat low level (100 cents per lb for the 2026/27 season), the availability of such payments or benefits may be a relatively rare occurrence.

As regards consumption, it seems that following a sharp decline in the 2023/24 season, global mill use of long and extra-long staple cotton has stabilised at around 280,000 tonnes per year. India remains the largest consumer by far, accounting for 45 percent of the estimated total, with China and other Southeast Asian countries taking a further 24 percent.

World LS Consumption (tonnes)			
	2024/25	2025/26	2026/27
India	130,000	125,000	125,000
China	40,000	50,000	45,000
South East Asia	19,500	22,000	22,000
Egypt	20,000	20,000	20,000
CIS	16,000	16,000	16,000
Latin America	18,500	13,000	15,000
Pakistan	10,000	15,000	15,000
Bangladesh	2,500	3,000	3,000
Europe (inc. Turkey)	3,500	1,500	1,500
United States	1,000	1,000	1,000
Others	5,750	15,000	15,000
Total	266,750	281,500	278,500

The implication of our latest review of production and consumption trends is that worldwide supply and demand are well balanced for the time being.



UNITED STATES

Validity delivered: The AQRe™ Project at three years



MARC LEWKOWITZ
President & CEO, Supima

Extra-long staple cotton has always occupied an unbalanced position in the global market: it is the fibre everyone claims and almost no one could verify. ELS cottons account for only a low single-digit share of world cotton production, and American Pima – the largest single ELS origin – represents a fraction of that again. The 2025 US American Pima crop came in around 390,000 bales, pulled down by reduced California area, and USDA’s early read on 2026/27 sits near 325,000 bales. Set that against a world cotton crop of roughly 116 million bales and the arithmetic is stark: genuine ELS cotton is rare, it commands a persistent premium over upland,

and that premium is precisely what creates the incentive to misrepresent it.

For most of the fibre’s history, Supima’s defence against that misrepresentation was a paper trail. Three years ago, we reengineered our approach and replaced it with the **AQRe™** Project – **A**uthenticity, **Q**uality, **R**esponsibility – launched in July 2023 to move Supima from documentary assurance to verifiable proof. What follows is where the system stands today, and where it is going.

The **AQRe™** Project rests on two independent verification layers that answer two different questions.

The first is physical. Through our partnership with Oritain, which began in 2018, every Supima growing region has been mapped to an isotopic and trace-element “origin fingerprint” – the measurable signature that soil, water and climate impart to the fibre itself. A sample drawn at any stage, up to and including finished goods, can be tested against that reference to establish where the cotton was actually grown.

This is explicit forensic truth that no document can fabricate.

The second is digital. Through TextileGenesis, we operate a chain of custody purpose-built for Supima. It anchors on the Permanent Bale Identification (PBI) assigned to every US bale, entered by the spinner at the point cotton enters the value chain, and it tracks material forward using a digital identity referred to as **Fibercoins™** – each representing one kilogram of Supima – through every custody transfer to the finished product.

Two design choices distinguish **AQRe** from most traceability programs. First, it traces forward from the field, not backward from the finished good. Reverse-engineering origin from a garment is **inference**; following a verified bale forward is **provenance**. Second, licensing is embedded inside the traceability layer rather than tagged on adjacently. The trademark license now rides with the spinner’s traceability cost and distributes across the chain, which is what allowed Supima to retire the old paper licensing system entirely and make verification a condition of participation rather than an optional claim.

In the three years since launch, **AQRe** has moved from pilot to operating infrastructure. It is now the licensing system connecting more than 160 brands that have onboarded to over 50 million pieces that have been tracked. The trademark program overall spans more than 930 licensed partners across 50-plus countries. The physical-plus-digital pairing that we field-proved at launch is now the standard mode of operation, delivering fibre-authenticity confidence at levels no documentary system could ever deliver.

The launch itself – retiring a paper chain of custody in favor of dual physical-digital verification – was the foundational milestone, but what has followed is additional consequential work.

- **DELIVERING SCALE:** Onboarding over 160 brands and 50 million tracked units took **AQRe** from proof-of-concept to a functioning market instrument, with adopters ranging from heritage names such as Brooks Brothers to transparency-led brands like Everlane.
- **UNIVERSALITY:** Applied equitably across every American Pima bale, Supima committed to bringing every product carrying the SUPIMA® trademark under the **AQRe** umbrella – with traceability as the rule for the mark, not an option for some products within it.
- **SUSTAINABILITY DATA WITH THE FIBRE AT SOURCE:** Real-world, science-based field data from the US Cotton Trust Protocol can be independently layered on to the **AQRe** architecture, so that responsibility claims are connected and anchored to verified origin rather than asserted in the abstract.
- **REGULATORY POSITIONING:** We aligned the platform against the compliance tide – UFLPA in the US, the EU Digital Product Passport and CSRD in Europe, and emerging state-level measures such as the New York Fashion Act – so that **AQRe** functions as a compliance rail and not merely a marketing asset.

There are real obstacles to full supply-chain traceability and anyone who tells you fibre-to-shelf traceability is a solved problem is selling something. The genuine challenges are structural, programmatic and historical.

The textile supply chain is multi-tiered, fragmented and cross-border by construction, and the point of greatest vulnerability is at the spinning mill – the stage at which fibre identity is most easily diluted, blended away or simply lost. A program that cannot hold identity through the spinner holds nothing. Furthermore, the deeper problem is that self-declared, document-based claims are gameable, and the market has known it and benefitted from it for years. As a reference, the industry has had to confront the uncomfortable reality that more “organic” cotton is sold than is physically grown. The same substitution economics apply, with force, to a premium ELS fibre: when the price gap over upland is wide, the incentive to pass off, blend down or over-claim is continuous and persistent. Paperwork does not neutralize that incentive; only verifiable physical proof does – which is exactly why digital-only and physical-only approaches are each insufficient on their own. A digital ledger can be pristine and still describe the wrong fibre; a forensic test proves origin but cannot map custody. You need both to resolve the question.

Then there is adoption friction: getting every tier, including vendors with no direct commercial relationship, to participate; the implementation of the cost/value proposition across the chain; interoperability across competing platforms and standards; and the handling of mass balance versus true segregation in blended products. Then layer in regulation, which itself is fragmenting – different jurisdictions, different data requirements, different timelines – which raises the compliance complexity that traceability is intended to resolve.

While challenging, as they should be, none of these serve as a reason to wait. They are the reasons the architecture has to be built the way **AQRe** has been.

Stakeholder value is delivered in each step of the chain:

- **GROWERS:** For the roughly 300 US American Pima growers across Arizona, California, New Mexico and Texas, **AQRe** protects the premium and the provenance that underwrites it. In a market where their fiber is chronically scarce and continuously imitated, verifiable authenticity defends real demand – and, with the benefits of the Cotton Trust Protocol, credits for genuine field-level responsibility reflect back to the farm that earned it. This is grower economics, not brand cosmetics.
- **MERCHANTS, CO-OP AND TRADERS:** Verified origin de-risks the contract. It supports the ELS basis, reduces counterparty and substitution exposure, and gives the trade a defensible answer to the single question that matters most in this fibre: is it what the invoice says it is?
- **SPINNERS AND MANUFACTURERS:** PBI-anchored input verification lets a mill verify what it is spinning, differentiate on that proof, and generate compliance-ready documentation as a by-product of normal operations - while sharply reducing the risk of unknowingly handling substituted fibre and inheriting the liability that comes with it.
- **BRANDS AND RETAILERS:** In an enforcement climate that increasingly penalizes unsubstantiated environmental and origin claims, **AQRe**

converts a marketing assertion into a defensible one. It delivers regulatory readiness for DPP, UFLPA and CSRD; protects the brand against counterfeits; earns genuine consumer trust; and lets a brand finally take verified credit for the Supima content it authentically uses.

Over the next three years the direction of travel is clear, wherein **AQRe** will function increasingly as the compliance rail beneath the regulation now arriving – the EU Digital Product Passport and ESPR moving to implementation, due-diligence law maturing along with US enforcement evolving. Cotton Trust Protocol field data will continue to connect with product-level metrics, so sustainability performance can be reported back to origin. Optionality will extend transparency to the consumer through scan-to-verify at the point of sale, and we will continue pushing onboarding toward full coverage of the trademark.

If there are points I would want this readership to take away, they are these.

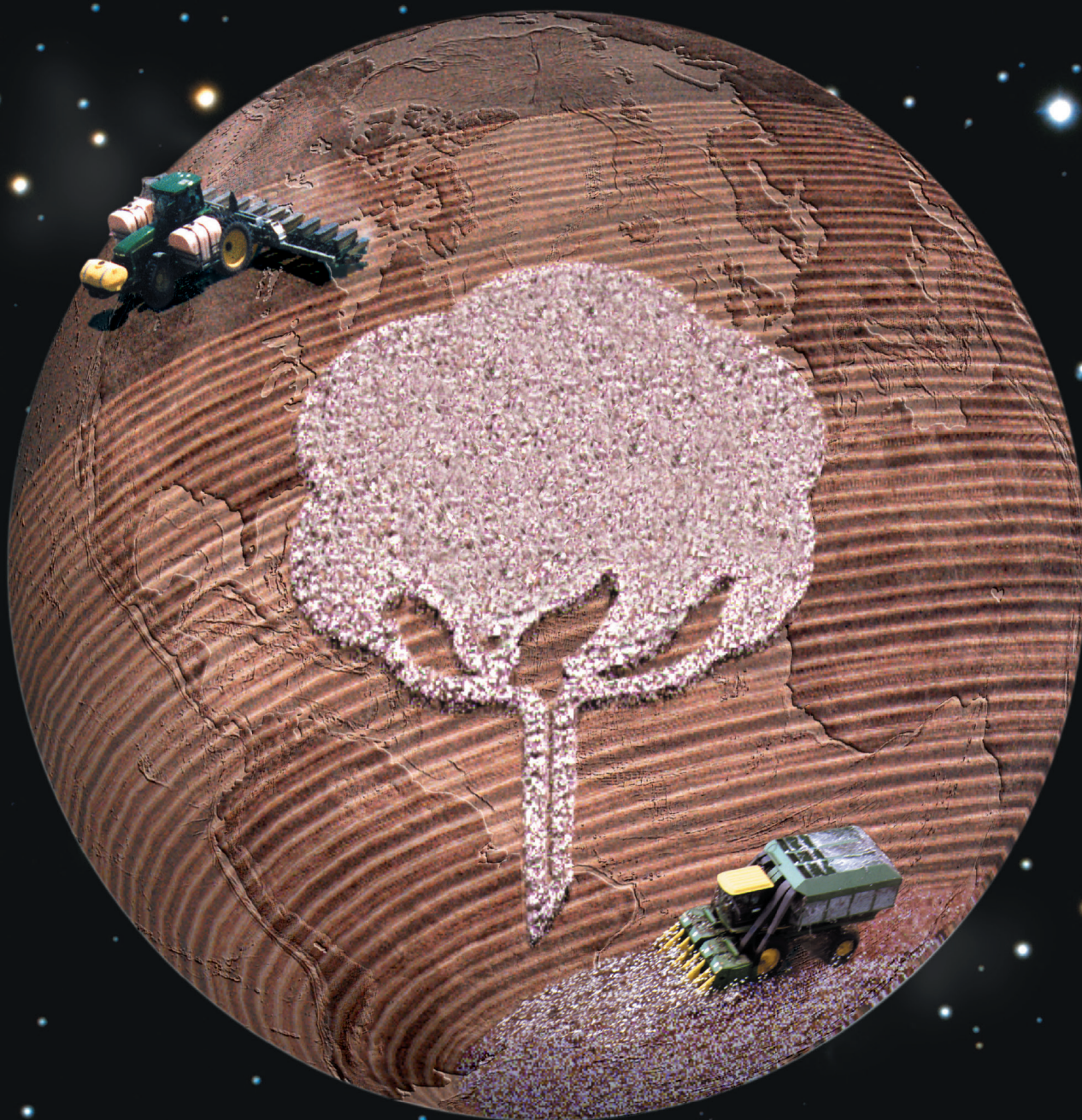
Traceability in **AQRe** is “infrastructure, not just a label” – mandatory, embedded in licensing, and traced forward from the bale. Physical and digital verification together as the standard, because neither is credible alone. Origin verification is the “precondition for every downstream claim”. You cannot substantiate sustainability, responsibility or authenticity for a fibre you cannot locate and place. Finally, fraud is an **economic** problem before it is an **ethical** one – the premium is the motive, and only verifiable proof removes it. The rarity of this fibre is not incidental to the case for authentication; it is the entire reason for the case.



Photo ID 27473265 | Flower of Cotton © Alexirina27000 | Dreamstime.com

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PAKISTAN

Long staple cotton consumption in Pakistan



JUNAID VAID

Director – AXEM Fibres, Member Executive Committee – Karachi Cotton Association

Pakistan has traditionally been recognised for producing fine-count cotton yarns, particularly Ne 60s and Ne 80s, despite producing virtually no commercial quantities of long staple (LS) or extra-long staple (ELS) cotton domestically. Consequently, the industry has relied entirely on imported LS and ELS cotton to meet its raw material requirements. The absence of domestic LS/ELS production stems from the country's cotton breeding programs, which have historically focused on medium staple upland varieties suited to local climatic conditions and higher yields. When considering Pakistan's LS and ELS cotton consumption pattern, it

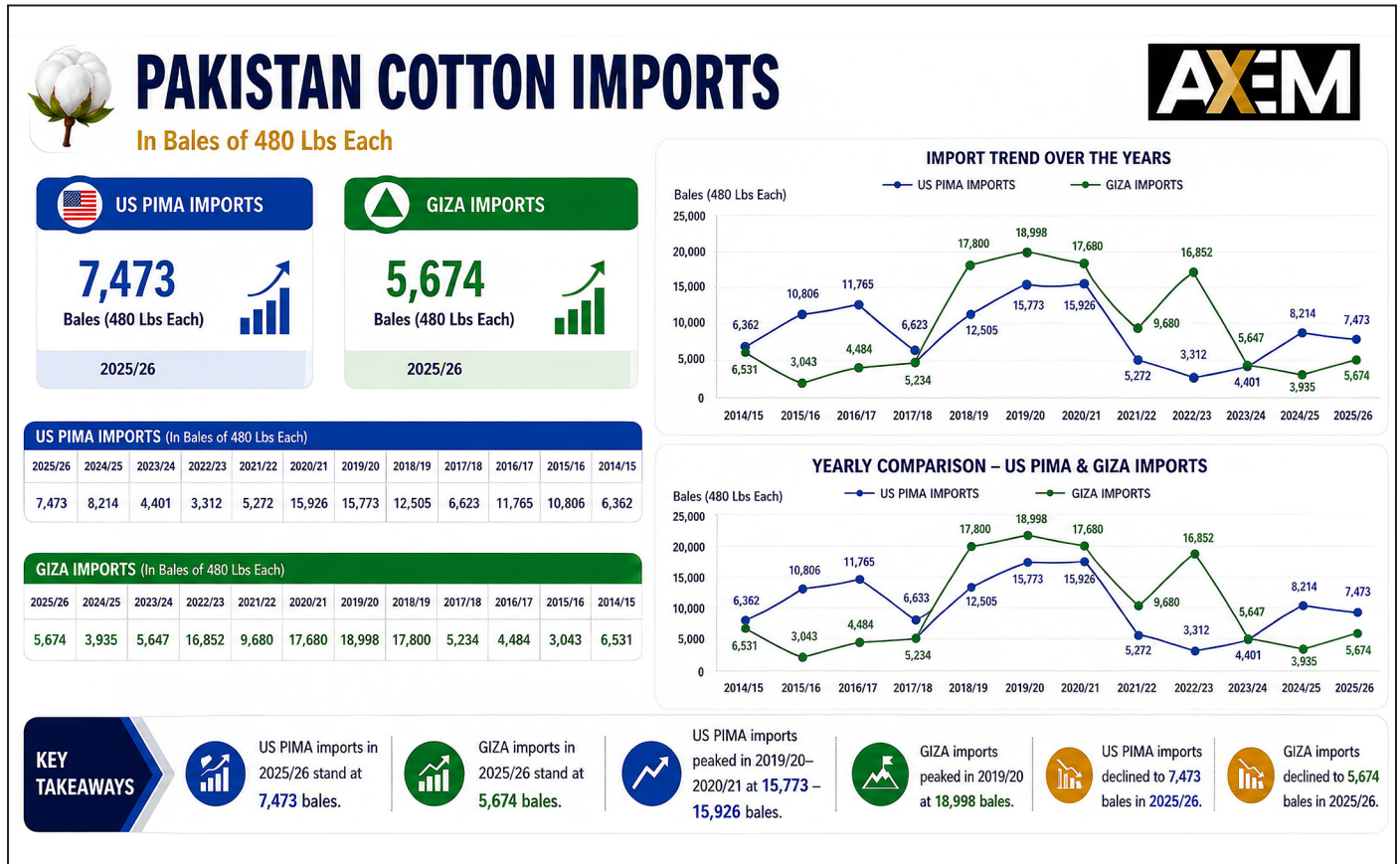
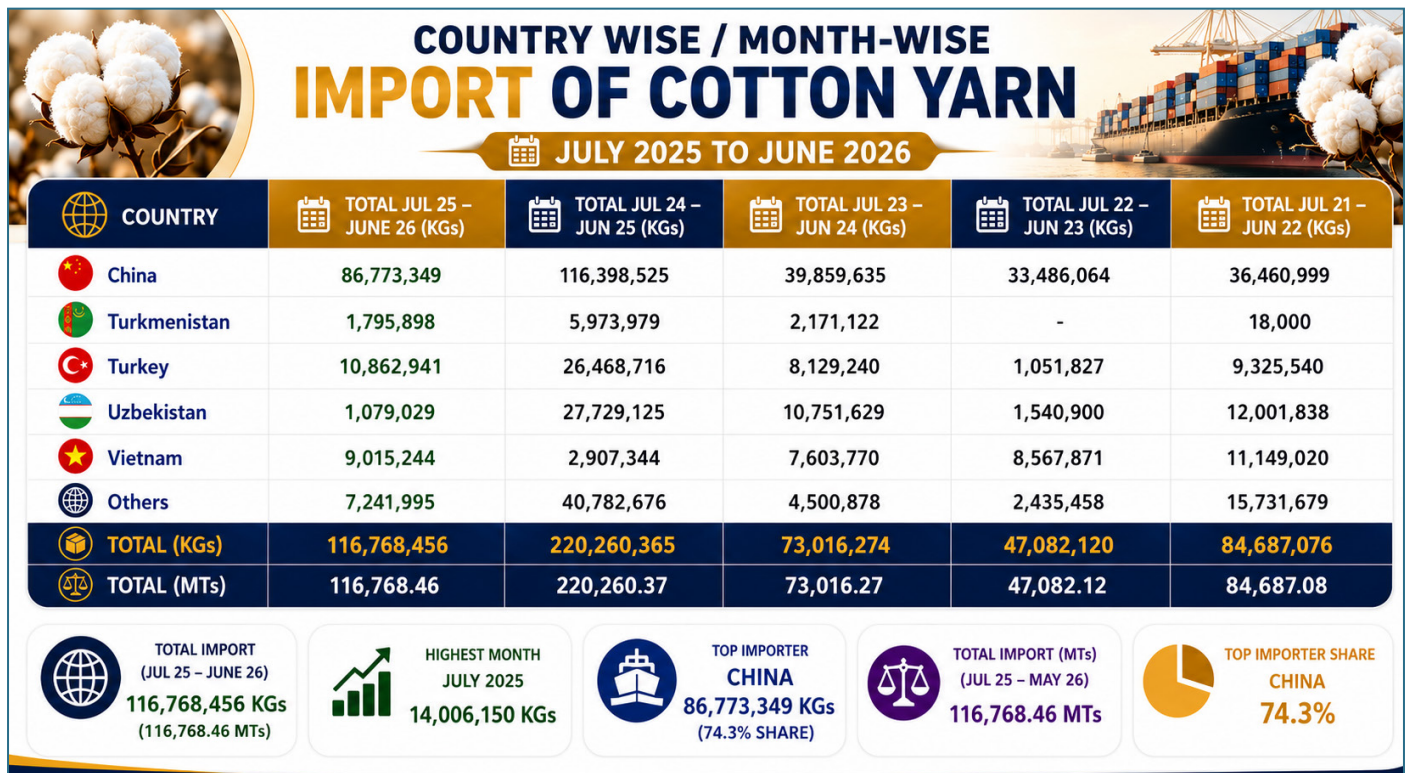
is important to remember that the country's access to premium export markets has always been limited. Apart from a modest presence in the luxury home textile segment, Pakistan has relatively little penetration into high-end apparel markets, where the majority of products manufactured from ELS cotton are sold. As a result, most fine-count yarns produced in Pakistan are consumed by the domestic textile industry rather than being exported.

Pakistan has historically been a major consumer of LS and ELS cotton, with annual imports of US Pima and Egyptian Giza reaching even as high as 40,000-50,000 MT during peak years. Owing to the volatility of ELS cotton prices, mills traditionally increased their imports during seasons when prices were near historical lows, building inventories that were then consumed gradually over an extended period. Despite remaining the third-largest destination for US Pima and Egyptian cotton exports after China and India, Pakistan's imports of ELS cotton have fallen markedly over the last few years. In fact, ELS cotton consumption patterns in Pakistan have undergone a structural shift, with mills increasingly using longer staple upland cotton – primarily 40 staple cotton from Australia and the United States – to produce the fine-count yarns that were traditionally spun from ELS growths. The latest generation of compact spinning machinery, coupled with the availability of long-staple, high-strength Lyocell fibres, has enabled mills to produce fine-count yarns meeting the required quality parameters by blending LS cotton with Lyocell. Simultaneously, competitively priced imports of fine-count yarns, mainly from China, have displaced a portion of Pakistan's LS and ELS cotton consumption, with weaving mills regularly sourcing imported yarns to meet their requirements.



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The table below shows the evolution of Pakistan yarn imports along with US Pima and Egyptian Giza imports over the last decade.



The shift in LS and ELS cotton consumption patterns is a direct consequence of Pakistan's price-sensitive domestic market, where the industry's emphasis on maintaining a competitive cost structure has outweighed the premium associated with ELS cotton. Faced with persistently increasing overhead costs, particularly for energy and labour, along with the long-term depreciation of the local currency against the US dollar, domestic manufacturers of fine-count yarn-based products have continuously looked for ways to reduce raw material costs. The intense margin pressure exerted by the local retail sector ultimately cascades down the supply chain, placing significant pressure on spinning mills. The bulk of domestic retail demand is served by the smaller, unorganised sector. Organised apparel retail, including some of the country's leading textile mills that own prominent local brands, accounts for only around 15-20 percent of the overall market. The need to keep retail prices affordable for the mass market has driven the industry to continually explore innovations in fibre usage and adopt lower-cost raw material alternatives.

In this environment, even established retailers have struggled to command a price premium for fabrics and garments made from US Pima or

Egyptian Giza cotton. Consequently, the focus for the industry has been on procuring yarn or grey fabric that satisfies the desired quality parameters, instead of specifically sourcing branded fibres. A noticeable increase in imports of grey and finished fabrics made from fine count yarns from China has been observed in recent months, driven by aggressively priced offers from Chinese suppliers. Some Chinese manufacturers have even adapted their operations to supply tailor-made fabrics specifically to cater to Pakistan local demand of clothing and apparels. The primary domestic demand for products made from fine-count yarns comes from women's lawn fabrics, which are widely worn during the hot summer months, and men's traditional shalwar kameez.

With a burgeoning population and a large proportion of consumers continuing to prefer traditional shalwar kameez over western clothes, Pakistan has a sizeable domestic market for products made from fine-count yarns. Nevertheless, the long-term growth potential for LS and ELS cotton consumption remains uncertain. The increasing dependence on imported yarn and grey fabric is gradually substituting domestic spinning of fine counts yarns, thereby limiting local consumption of LS and ELS cotton.



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INDIA

Towards a bright future... Long staple cotton in India



JITENDER KUMAR

Senior Vice President – Cotton Procurement, Welspun Living Limited

INTRODUCTION

Long Staple (LS) and Extra Long Staple (ELS) cotton need no introduction. They are premium cotton types (making up on average around one to two percent of the average world production) luxuriant with lustre, supple softness, superior staple length (not globally standardised but typically ranging between 32.0 mm and 34.9 mm or longer, depending on the cotton strain and the origin) and higher strength. They represent the gold standard in cotton textile manufacturing, and this rarity makes them ideal for use in high-end textiles such as embroidery lace, high-thread-count fabrics and luxury apparels.

From the initial 'Egyptian-type' cotton variety Sujata to Suvin hailed as the 'Pride of India', Indian fine cotton types have come a long way, albeit rather slowly and without making significant head way.

LONG STAPLE CULTIVATION

Limited to only the central and southern Indian states, LS and ELS cotton have a longer crop development period and are highly resource intensive, which creates serious challenges in a context where water availability, quality seeds and agro-chemicals are scarce. This leads to chronically suboptimal yields, a higher susceptibility to insect-pests, increasing production costs and varying demand.

Cultivated on only around 200,000 hectares (less than two percent of the total area under cotton in India), the prominent Indian ELS type DCH-32 is grown in the Dharwad and Haveri regions of Karnataka, in Coimbatore as well as the Erode and Dindigul areas of Tamil Nadu, and in the Ratlam and Nimar areas of Madhya Pradesh. Similarly, MCU-5, the other major Indian LS cotton variety, is cultivated in the irrigated areas of Tamil Nadu, coastal Andhra Pradesh and parts of Odisha. Much smaller quantities (around 1,000 to 1,500 Indian bales) of Suvin thrive on only around 500 hectares in Tamil Nadu.

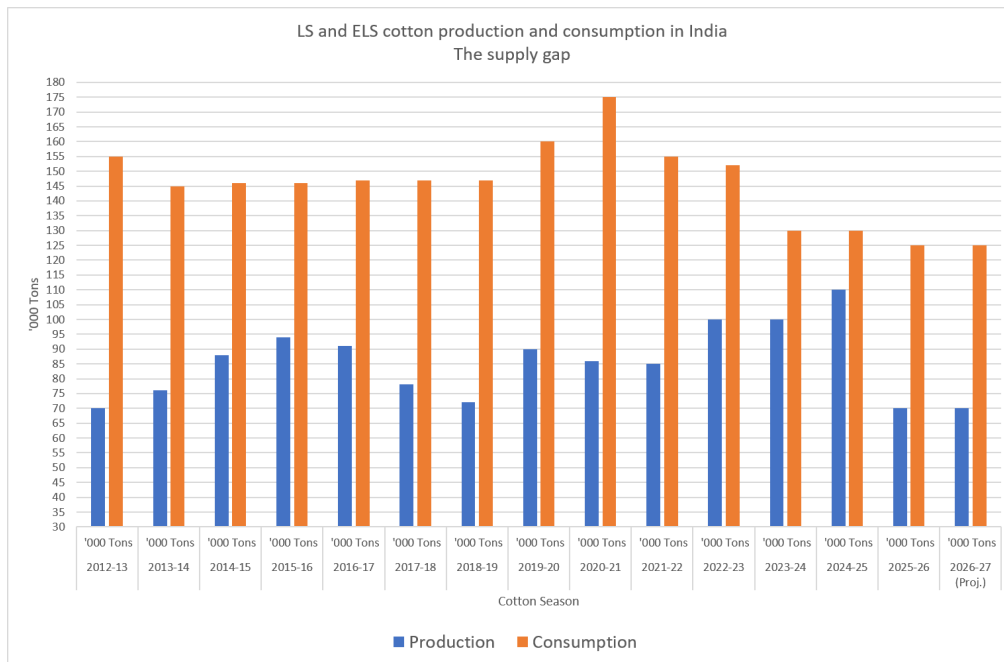
During the 2025-26 season, DCH-32, MCU-5 hybrids and very limited higher grades of Bunny Brahma are projected to have a total production of around 70,000 tonnes (412,000 bales of 170 kilos or less than two percent of total Indian cotton production).

Indian LS and ELS consumption last season is estimated at around 125,000 tonnes (735,000 bales 170-kilo bales), the highest in the world but still representing only 2.24 percent of total Indian cotton consumption. Of the above, around one-third, on average comprise ELS types with a staple length of 34.5 mm or longer.



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Chart 1: Domestic Production and consumption of LS and ELS cotton in India



GROWING DEMAND

Growing consumer demand and lower production results in a big supply gap of these fine cotton types in India and necessitates larger imports from origins such as the US, Egypt, Australia and Israel, markets in which India competes with other fine and super fine spinners such as China and Pakistan. Instead of being an abundant grower of these cotton types, India has pedestalled herself as the largest buyer of US Pima and Egyptian LS and ELS grades. Ideally suited for manufacturing contamination-free yarns and fabric primarily for exports, imports of these cotton types from the US generally make up around 20 percent of the total imports, with USDA contending that more than 26 percent of US exports to India by value are ELS cotton.

Fluctuating demand and crop sizes, Minimum Guaranteed Prices and marketing/reserve policies, geo-politics, tariffs, macro-economic factors, competition from MMF/cellulosic alternatives, and sustainability concerns have a huge bearing on the particularly sensitive prices of LS and ELS cotton types. The generally higher price paid to import these fibres not only adversely affects the price competitiveness of the local spinners but also adds to longer lead times, impacts the remuneration of indigenous

growers and draws down heavily on precious national foreign exchange reserves.

THE POTENTIAL FOR GROWTH

Despite the numerous challenges facing small and marginal farmers in the hinterlands of LS and ELS growing states, their age-old expertise in growing premium cotton cultivars in areas with suitable agro-climatic conditions, as well as recent policy initiatives by the government, are augmenting cultivation and further growth potential of LS and ELS cotton in the country.

The adoption of best practices for cultivation of these speciality cotton varieties, including the use of genetically modified seeds, precision farming, drone-based input application in the hilly and remote tracts of LS and ELS farms, and collaboration between research institutions and textile mills, has the strong potential to enhance the yields of these cotton types.

And the benefits are also numerous. Besides the high price these special cotton types and their textile products fetch, their organic or other sustainability credentials may help resource-poor farmers to earn a further premium. Suvin, as the most highly prized ELS cotton from India, suitable for spinning finer counts up to 300s Ne, is being exclusively exported to Japan, and its

super fine yarn has been christened as *Suvin Ratna* (CAI). Creating a surplus production that allows more exports from the country will not only curb the need for costly imports of these speciality cottons but will also add to foreign exchange earnings, thereby improving the country's trade balance.

THE NEED OF THE HOUR

As key FTAs are signed, there is the hope for reduced tariffs and improved market access in the major markets of the UK, EU and US. This will provide a major stimulus to the international demand for Indian cotton textile products, while domestic demand also remains strong. This places India as the textile giant at the cusp of a revolution in premium cotton fibre growth, both from the point of view of its cultivation and processing into finer textiles. The need to boost Indian LS and ELS cotton production has become of paramount importance.

THE VISION

Revolutionising the cotton sector and realising the 5F (Farm to Foreign) vision requires effort and a comprehensive, multi-pronged approach, which is an ideal mix of advanced cultivation techniques, policy support, special incentives and sustainable farming approaches. Indian cotton appears to have started to receive that long due strategic focus.

This includes efforts aimed at doubling productivity and farm incomes by way of making the sector highly efficient and sustainable with the use of AI-based precision fertigation, High-Density/Closer Spacing planting (HDPS), tech-based insect-pest monitoring and control processes, sustained increases in the Minimum Support Prices for seed cotton, schemes to promote Indian textiles and subsidies to improve their export competitiveness, and above all, global branding and the effective marketing of Indian cotton as *Kasturi Cotton Bharat* through comprehensive testing, geo-tagging and certification. All of this and much more also applies to the finer cotton types originating from the selected land pockets of the country.

CREATING A NEW RENAISSANCE

Some of the strategic interventions may include:

- Mapping of LS and ELS cotton growing regions or tracts through satellite imagery or detailed soil surveys for effective agronomic interventions, provenance and traceability.
- Collaboration between research institutions, industry professionals, textile mills and growers to make available newer, early-maturing HYV/hybrids with a higher ginning outturn (GOT), that are mechanisation ready, with genetically engineered insect-pest resistance, endurance to climatic extremes, and superior fibre properties such as length, strength and Micronaire.
- Area-specific approaches to developing clusters of premium cotton production, imparting education and training to marginal LS and ELS growers in Best Management Practices, effective and efficient fertigation techniques (especially for rainfed cultivation), IPM, integrated nutrient and weed management efforts, intercropping and cotton cultivation under High Density Planting Systems (HDPS) and lab-to-land dissemination of similar cost-effective technologies to add value and ensure sustainability of cotton farming enterprises.
- Making such high-priced cotton free from seed admixture and foreign matter contamination, and ensuring very high levels of uniformity across quality parameters.
- Incentivising LS and ELS cotton cultivation by way of a premium MSP, subsidised farm inputs, the timely availability of farm credit and contract farming,

Since at times, market prices may be lower than the cost of production, it becomes important that marginalised premium cotton growers are strongly integrated with the vibrant supply chains of brands and retailers to make finer cotton production remunerative and sustainable. This becomes even more urgent as more and more local businesses turn to foreign cotton supplies (particularly to US cotton with better quality, realisation, freedom from contamination, strong sustainability credentials and likely incentives through tax credits) to source their requirement of these premium cotton types.

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2026 Xinjiang long staple cotton market outlook



YE SHENGQU
Aksu Ginner

PLANTING AREA, GROWTH CONDITIONS AND WEATHER-RELATED YIELD REDUCTION IN 2026

Xinjiang continues to promote structural adjustments and a reduction of cotton area in 2026. Southern Xinjiang has phased out a large number of inefficient and scattered cotton fields through ecological governance, leading to a notable year-on-year decline in the actual planting area of long staple cotton. During the 2026 growing season, cotton has experienced low-temperature seedling retardation in the early stages, followed by spring dust storms, persistent high temperatures and drought conditions as well as dry, hot, windy weather in midsummer.

Overall, seedling emergence and growth performance were average, with weak growth in some plots. Currently, cotton has entered the critical flowering and boll-setting stage. High temperatures and drought conditions have caused flower and boll-shedding and reduced the boll-setting rate in some fields, lowering yield expectations and probably resulting in reduced outputs this year. The market has a strong expectation that production will decline.

Over 94 percent of China's long staple cotton is produced in southern Xinjiang, with Aksu as the absolute core producing area, accounting for more than half of Xinjiang's total output, thanks to its unique light and heat conditions and local farmers' long-term planting habits. Hotter temperatures in Hotan tend to impair cotton fibre quality, supporting only moderate-scale planting. Kashgar only conducts sporadic trial planting at present. Northern Xinjiang is unsuitable for large-scale long staple cotton cultivation due to insufficient frost-free periods and generally unfavourable climatic conditions.

OUTPUT, QUALITY AND OPENING PURCHASE PRICE OF 2026 NEW COTTON

The new cotton season will be characterised by reduced output, uneven quality and premium pricing for high-quality cotton. High temperatures and drought have led to average quality parameters in ordinary fields, although core producing areas have maintained superior output standards. The opening purchase price of new cotton is expected to rise from last year, supported by increased planting costs, tightened supply and the scarcity of high-quality cotton supplies.

DECLINING PLANTING PROFITS AND WEAKENING FARMERS ENTHUSIASM

Planting costs including labour, agricultural materials, land rent and water and electricity expenses have remained high in recent years. Compared with machine-picked upland cotton, long staple cotton requires higher investment with lower return efficiency. Farmers tend to switch to upland cotton, restricting the expansion of long staple cotton planting area.

DOMESTIC AND IMPORTED LONG STAPLE COTTON PROCUREMENT

At present, large and medium-sized high-end spinning mills generally adopt a raw material ratio of 70-80 percent Xinjiang long staple cotton and 20-30 percent imported Pima/Egyptian Giza cotton. In 2026, overseas long staple cotton prices have tended to rise, with low levels of consigned inventory and sharply increased arrival costs basically eliminating its price advantage. Meanwhile, the quality of domestic long staple cotton has been improving steadily. Most spinning enterprises have actively raised the procurement proportion of Xinjiang long staple cotton and reduced imported cotton usage.

CURRENT PROCUREMENT STRATEGIES

The strategy of mainstream mills at the time of writing features demand-based purchasing, small-scale intermittent restocking and a cautious wait-and-see approach, with few enterprises keen to accumulate large inventories. The core reasons are as follows: firstly, the textile industry is in the traditional 'off-season' with weak end-market orders, so are not focusing on large-scale stockpiling; secondly, domestic long staple cotton prices remain at a high level compared to LS imports and upland prices, bringing huge cost pressure; thirdly, business is stagnant since future price trends are uncertain, prompting enterprises to avoid high-price inventory risks.

ADVANCE STOCKING PLANS FOR THE SECOND HALF OF THE YEAR

Leading, larger spinning enterprises have completed small-scale, phased and low-price orders for the fourth quarter, while most small and medium-sized mills maintain a policy of no advance stocking and are purchasing only for secure downstream orders.

Core stocking considerations include: a focus on the expected reduction in production and consequent scarcity of high-quality LS cotton in the 2026/27 season; planning inventories according to pre-sold orders for the autumn and winter 'peak season'; and avoiding high-price risks.

Large high-end spinning enterprises with stable orders, sufficient capital and strict quality requirements will aim to lock in high-quality Xinjiang long staple cotton via phased advance ordering and appropriate hedging, prioritising quality and a supply stability. In contrast, small and medium-sized mills face capital constraints, scattered orders and low risk resistance, adopting a pure order-based purchasing strategy and a zero-inventory operation model.

OVERALL INVENTORY LEVEL AND STRUCTURAL INVENTORY PRESSURE

Currently, commercial and industrial stocks of long staple cotton and those consigned at ports are all at relatively low levels compared to earlier in the year as well as historical figures. Traders are mainly holding older stocks, while downstream spinning mills are keeping inventory levels low with no stockpiling pressure, forming a market pattern of limited availability from traders and low mill stocks. The cotton available at the moment is mainly from the 2025-26 crop, while new crop arrivals have not yet begun.

Thus, there is no substitution or circulation between old and new crops for the time being. Stored old cotton shows slight declines in colour and uniformity but still offers a stable performance when it comes to spinnability. On the other hand, the new crop is expected to be significantly smaller, although the quality should be relatively high. So, advance sale prices are already higher than those for old cotton.

THE VANISHING PRICE ADVANTAGE OF IMPORTED COTTON AND THE SHIFT TO DOMESTIC COTTON PROCUREMENT

Imported cotton has completely lost its price advantage in recent months. In 2026, the prices for imports of US Pima and Egyptian Giza in China have advanced significantly, given the shift in exchange rates, tariffs and warehousing costs. The factory arrival cost of imported long staple cotton has risen sharply, significantly exceeding that of long staple cotton from Xinjiang. Accordingly, the vast majority of spinning enterprises have increased

their procurement ratio of Xinjiang long staple cotton, while reducing their reliance on imported cotton.

MEDIUM AND LONG-TERM POLICY IMPACTS ON SUPPLY, DEMAND AND PRICES (2026–2028)

From 2026 to 2028, Xinjiang's cotton target price remains at 18,600 yuan per tonne, capped at 5.1 million tonnes. Inefficient cotton fields will continue to be phased out, leading to a slight contraction in the overall long staple cotton planting area. Given this year's unhelpful growing conditions – with spring dust storms, periodic high temperatures and drought during the growing season – lower yields are expected for the new crop, presaging a tight supply-demand balance in the long run.

In the next two to three years, the total supply of long staple cotton will keep shrinking, and a tight supply-demand balance will become the new normal. The industry will move away from loose supply conditions, with an overall upward shift in pricing, reflecting the long-term scarcity of premium cotton resources and producing strengthened market price resilience.

PRICE TREND AND CORE DRIVERS IN THE NEXT THREE TO SIX MONTHS

July–September: Prices are expected to fluctuate at higher levels, with limited downside risks and a high probability of periodic price surges. The July–September period marks the supply gap between old and new crop seasons. High-quality old crop resources are nearly exhausted while the new crop is not yet available. Driven by reduced output expectations, periodic supply tightness and pulsed price rallies are highly likely, with little room for price declines.

Next six months: Prices are likely to trend upwards with stronger volatility. The primary influences on price will be the reality of new season production, recovering peak-season demand and tightening supply-demand balance.

In the second half of 2026, peak-season demand will see a moderate recovery without explosive growth. Concentrated restocking will further tighten the long staple cotton supply-demand balance, expand the gap of high-quality cotton, strengthen price resilience, and drive ordinary cotton prices to follow the uptrend with fluctuations.

CORE JUDGMENTS AND OPERATIONAL RECOMMENDATIONS FOR THE 2026/27 SEASON

Core judgments: The 2026/27 season will feature tighter long staple cotton supply as well as stable demand, which will determine the market trend. Prices will remain firm, with sustained premiums paid for high-quality cotton, and elevated price spreads between long staple and upland cotton as well as domestic and imported cotton.

Operational suggestions: Enterprises should prioritise steady demand-based purchasing and phased restocking, strictly controlling inventories. They should also aim to lock in high-quality cotton stocks on price dips and avoid chasing prices higher. Large and medium-sized enterprises are advised to adopt a futures hedging strategy to mitigate volatility risks, optimise raw material ratios and blends, and adapt to high-end market quality demands.



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Current situation and outlook for Xinjiang long staple cotton



INTERVIEW WITH
an Independent Cotton Trader

1 Long staple prices in China have improved since last year. What is your impression of demand for fine count yarns from the country's spinners at present?

Demand for high-count yarn has picked up somewhat, yet the improvement remains modest.

2 Long staple cotton still faces fierce competition from other fibres – synthetic, cellulosics and even longer staple upland varieties – and global production of LS varieties has fallen in recent years. Do you expect any recovery over the medium to long term?

In the medium and long term, alongside recovering consumption, demand for

long staple cotton is set to rise, and output will also rebound accordingly.

3 Long staple cotton in China is predominantly produced in the Aksu area of Xinjiang. Why is that area particularly suited to production of this type of cotton?

The unique climatic conditions in Aksu Prefecture, together with local cotton farmers' long-established habit of growing LS cotton, have combined to make Aksu a concentrated production base for long staple varieties.

4 Are there any plans to expand LS cultivation to other parts of the region?

In view of the botanical characteristics of long staple cotton, northern Xinjiang is unsuitable for its cultivation due to a short frost-free period. Excessively high temperatures in Hotan Prefecture of southern Xinjiang impair the quality of long staple cotton. At present, sporadic planting of long staple cotton can be found in Kashgar Prefecture.

5 What about spinning and manufacturing with LS cotton? Is most of that carried out in Xinjiang as well?

At present, downstream processing is still mainly concentrated in regions outside Xinjiang, with only a portion of production carried out locally in Xinjiang.

6 Imports of US and Egyptian long staple cotton were higher in 2025/26 than 2024/25, but still lower than the year before. Do you expect a further recovery in trade in the coming months and seasons?

Whether imports of long staple cotton will rise mainly depends on the price spread between imported long staple cotton and Xinjiang long staples, as well as order demand.



7 What is the current price spread between imported long staple cotton and domestically produced Xinjiang long staple cotton? Are imported cottons further impacting domestic market demand?

The price spread stands at around 8,000 yuan, and imported cotton will exert an impact on the domestic market.

8 What are your expectations for long staple production and consumption in China this year? What is your view on the trends of purchasing prices and spot prices of long staple cotton in the second half of the year? Do you worry that sustained weak demand from downstream sectors will weigh on the purchasing market of new cotton?

The overall supply and demand of long staple cotton remains tight, with a mild recovery in consumption. It is highly likely that the long staple cotton market will decline compared with the current level in the second half of the year, and such concerns do exist.

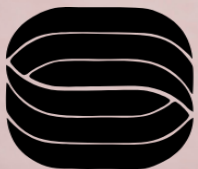
9 At present, planting costs including those for labour, agricultural materials, water and electricity remain high. Against the backdrop of prevailing spot prices, are the profits of long staple farmers under pressure?

The high planting costs of long staple cotton often mean that its cultivation results in losses for farmers. As a result, many farmers are more inclined to plant upland cotton.

10 Do you think long staple cotton prices can break out of the current sideways trend in the short term within one to two months? What are the core factors supporting prices and weighing on prices respectively?

It will be difficult to change the current situation. The market mainly hinges on downstream consumption performance.

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ISRAEL

Israeli ELS cotton: precision, reliability and elite fibre for the world's finest markets



JONATHAN SPENSER

The Israel Cotton Production and
Marketing Board Ltd.

In the global market for premium cotton, the highest-end spinning mills and textile brands are no longer looking only for fibre. They are looking for certainty: certainty of quality, certainty of origin, certainty of responsible production, and certainty of delivery. In this demanding sector, Extra Long Staple cotton occupies a special position. It serves the most refined yarns, the most demanding fabrics, and the most quality-sensitive customers in the world.

Israeli Extra Long Staple cotton has earned its place in this elite category. Produced in a challenging semi-arid environment, under

conditions of water scarcity, climate stress, rising production costs, and intense global competition, Israeli cotton continues to demonstrate that excellence is not accidental. It is the result of science, discipline, grower professionalism, research and development, modern production systems, and a sector-wide commitment to uncompromising quality.

For the high-end market, Israeli ELS cotton offers a rare combination: premium fibre properties, advanced production technology, full quality testing, physical traceability, responsible and sustainable farming practices, and a proven record of reliable commercial delivery.

A PREMIUM ORIGIN FOR EXTRAORDINARY FIBRE

Extra-long staple cotton is one of the most demanding crops in modern agriculture. It requires the right seed varieties, precise agronomy, careful irrigation, clean harvesting, delicate ginning, rigorous testing, and strict marketing discipline. Small deviations in management can affect fibre length, strength, Micronaire, uniformity, contamination, or stickiness. For premium buyers, these details matter.

Israel's cotton sector has built its reputation by managing these details at a very high level. The sector's ELS cotton is known for exceptional fibre length and strength, reliable Micronaire, and suitability for high-count yarns and luxury textile applications. This is not mass-market cotton. It is a specialised fibre produced for mills and brands that value consistency, performance and reputation.

Recent quality parameters demonstrate the strength of the Israeli offer:

Variety	Length — HVI	Micronaire	Strength — HVI
Israel Pima ELS	39–42 mm	3.7–4.5	43+ GPT
Israel <u>Acalpi</u> LS	36–40 mm	3.4–4.2	36+ GPT

These parameters place Israeli cotton firmly among the world's recognised premium long staple and extra-long staple origins. In high-end markets, where extraordinary quality is increasingly difficult to secure consistently, this reliability is a major commercial advantage.

PERFORMANCE BUILT ON RESEARCH, GROWER SKILL AND CONTINUOUS IMPROVEMENT

The strength of Israeli cotton begins with the production system itself. Israel's growers operate in a highly professional agricultural environment where research, field experience, data and innovation are closely connected. The cotton sector benefits from decades of accumulated knowledge in irrigation, plant growth control, pest management, variety development, fibre quality, mechanisation and post-harvest handling.

This culture of continuous improvement is central to the Israeli cotton story. Growers and researchers work together to adapt varieties and production methods to changing climatic, agronomic and market conditions. The result is a system that does not stand still. It measures, learns, adjusts and improves.

In a world where many agricultural systems are facing yield stagnation, climate uncertainty, pest pressure and rising input costs, this adaptive capacity is essential. Israeli cotton has developed resilience not as a slogan, but as an operating principle. The sector's performance is grounded in practical capabilities: precision irrigation, modern mechanisation, advanced crop monitoring, disciplined pest control, and strong quality assurance from field to bale.

RESPONSIBLE AND SUSTAINABLE PRODUCTION METHODS

Today, premium quality cannot be separated from responsible production. Leading textile brands and spinning mills increasingly expect cotton to be produced with careful attention to water, soil, biodiversity, worker welfare, farm management, and environmental impact. Israeli cotton is well positioned in this changing marketplace because responsible production methods are already deeply embedded in the sector's agronomic approach.

One of the most important features of Israeli cotton production is the use of recycled and purified water for irrigation. In a region where freshwater is scarce and valuable, this is a major strategic advantage. It allows cotton production to continue without placing unnecessary pressure on domestic freshwater resources.

Combined with advanced drip irrigation, soil moisture monitoring, and precision fertigation, this approach ensures that water and nutrients are applied efficiently and accurately.

Soil conservation is another key pillar. Israeli cotton growers use modern production systems that include minimum tillage, reduced tillage where appropriate, crop rotation, cover crops, and careful soil management. These practices help preserve soil structure, reduce erosion, maintain fertility and improve the long-term resilience of farming systems.

Pest management is also based on responsible and targeted principles. Israeli growers use integrated pest management methods, including field monitoring, economic thresholds, targeted treatment windows, and environmentally sound control practices. This reduces unnecessary applications, improves efficiency, and supports both crop performance and environmental responsibility.

Biodiversity and landscape stewardship are increasingly important components of sustainable cotton production. Around cotton fields, attention is given to drainage systems, soil protection, water sources, and the wider agricultural ecosystem. These practices contribute to the long-term health of the production environment and support the broader resilience of the sector.

QUALITY ASSURANCE FROM FIELD TO BALE

For buyers of premium cotton, quality assurance is non-negotiable. Israeli cotton is produced under a system designed to preserve fibre value and provide confidence to the buyer.

All Israeli cotton is machine picked using modern John Deere baling pickers. This supports efficient harvesting, cleaner logistics, and improved control from field to gin. The cotton is then roller ginned, a method particularly suited to long staple and extra-long staple fibres because it helps preserve fibre length and strength. This is an important quality advantage for mills producing high-count yarns and premium fabrics.

Every bale is tested by High Volume Instrument systems, which measure key parameters such as length, strength, Micronaire, and stickiness. This ensures that buyers receive clear and

reliable quality information. The sector also maintains physical traceability from bale back to the grower using tracking methodologies and technology, providing confidence in origin, production history and supply chain integrity.

This combination of traceability, testing, roller ginning and disciplined marketing gives Israeli cotton a strong position in quality-sensitive markets. It reduces uncertainty for spinners and supports long-term commercial relationships based on trust.

STABILITY AND RELIABILITY IN A VOLATILE WORLD

The global cotton market is increasingly exposed to volatility. Climate events, shipping disruptions, regional instability, currency movements, changing trade policies, and inconsistent crop performance can all affect availability and confidence. For premium mills, the issue is not only price. They need to secure the right fibre, at the right quality, with reliable documentation and dependable delivery.

Israeli cotton offers stability in this environment. The sector is compact, highly organised, technically advanced, and commercially experienced. Its production volumes may be specialised rather than massive, but this is part of its strength. Israeli ELS cotton is not positioned as a commodity origin competing only on volume. It is positioned as a dependable premium origin for mills that require quality, consistency and service.

For more than 15 years, Israeli cotton has been exclusively and successfully marketed by Otto Stadtlander GmbH, Germany, and consumed by leading spinning mills worldwide, including in China, India, East Asia and Europe. This long-standing marketing structure provides continuity and market discipline, supporting both growers and buyers.

In the premium segment, reliability of delivery is a form of quality. The best fibre in the world has limited value if it cannot be supplied consistently, documented properly, and delivered through trusted commercial channels. Israeli cotton's record in this respect is one of its strongest advantages.

MEETING THE NEEDS OF HIGH-END MARKETS

The world's most demanding textile markets are becoming more selective. Luxury brands,

high-count yarn producers, and premium mills require cotton that performs technically and tells a credible production story. They need fibre with exceptional length and strength, low contamination risk, full testing, traceability, responsible production credentials, and dependable supply.

Israeli ELS cotton meets this profile. It combines agronomic excellence with commercial reliability. It offers elite fibre quality, advanced irrigation, responsible resource use, modern harvesting, roller ginning, bale-level testing, traceability, and a proven reputation among leading mills.

This creates a clear marketing opportunity. As global supply chains search for extraordinary quality and trusted origins, Israeli cotton can strengthen its position not only as a premium fibre, but as a premium solution: high-performance cotton from a disciplined, research-driven, responsible, and reliable production system.

A SECTOR BUILT FOR THE FUTURE

The future of premium cotton will belong to origins that can combine fibre excellence with resilience. Climate pressure will increase. Water scarcity will become more important. Buyers will demand stronger proof of responsible production. Mills will continue to seek reliable, high-quality origins that reduce risk and support premium textile manufacturing.

Israeli cotton is well prepared for this future. Its strengths are not based on a single attribute, but on an integrated production and marketing system. Research and development support the growers. Precision agriculture supports resource efficiency. Responsible farming methods support long-term sustainability. Quality testing protects the buyer. Traceability builds trust. Professional marketing ensures continuity.

In this sense, Israeli ELS cotton represents more than a fibre. It represents a production culture: exacting, adaptive, innovative, and committed to excellence.

As demand for extraordinary quality grows in the high-end cotton market, Israel's ELS cotton stands out as a premium origin with a powerful message: elite fibre, responsibly produced, reliably delivered.



NICOT

GREECE

Long staple cotton in Greece



DIMITRIS TSELOS

Classer / ICA quality expert
NICOT, Greece

Greece is the largest cotton-producing country in the European cotton industry. It accounts for more than 80 percent of Europe's total cotton production and ranks among the top ten exporters globally.

Although the majority of Greece's cotton production is made up of upland cotton varieties, during the last years there have been intense efforts to build up the cultivation of long and extra-long staple varieties because of their high added value.

HISTORICAL BACKGROUND OF ELS COTTON IN GREECE

The historical trajectory of extra-long staple cotton in Greece is closely intertwined with

efforts to upgrade the quality of the domestic textile industry and reduce the country's reliance on imports of premium yarns such as those from Egypt.

Until the early 20th century, Greece primarily cultivated local, short fibre varieties. The establishment of the Hellenic Cotton Board in 1931 radically transformed the agricultural landscape.

The growing Greek textile industry urgently required longer and stronger fibres and fine yarns, which were being imported from Egypt at a high cost.

MARKET POSITION AND SCALE

While massive countries like the US (Pima) and Egypt (Giza) dominate the global long and extra-long staple market, Greece is recognised as a key *minor* producing region for premium length fibres. Greek long staple production has shown a steady trend in recent years, hovering between 3,000 and 4,000 metric tons annually.

AREA AND PRODUCTION OF LONG AND EXTRA-LONG STAPLES

Total cotton acreage in Greece is usually around 200,000 hectares (for the 2026/27 crop, the area is estimated at 190,000 hectares), and lint production in 2025/26 reached 230,000 tonnes. Meanwhile, the acreage of long staple varieties (principally Hybrid Gowan 1432) covers just 1.5-2.0 percent of the total cotton area: approximately 4,000 hectares with a production of around 4,000 metric tons of lint.

However, over the last three years, the cultivation of long staple cotton, through improved varieties or hybrids has expanded significantly mainly because of the better prices are paid to the farmers. The cultivation of the ELS cotton variety G. Barbadosense in Greece started just one year ago, during the 2025/26 cycle.

For the 2026/27 crop, the area dedicated to long and extra-long staples in Greece is estimated to reach 5,500 hectares, with a lint production of about 5,000 metric tonnes.

LOCATIONS OF LS AND ELS CULTIVATION

The cultivation of long staple varieties is not uniform because they are highly sensitive to microclimate conditions as well as to irrigation water availability. Thus, the main areas of LS and ELS cultivation are Thessaly, Imathia and Northeast Greece (Drama).

GINNING PROCESS

Unlike the Egyptian Giza and US Pima, which are roller ginned, the Greek long staple (Hybrid Gowan 1432) and ELS (G. Barbadense) are saw ginned. This may have an impact on staple length, although the strength and other fibre properties remain unaffected.

At the beginning of the century, when the Hazera hybrid began to be imported in Greece, the El Mouzakis gin and spinning mill installed six roller ginning machines at its plant in Thessaly, however they never were used.

THE CULTIVATION OF GOSSYPIUM BARBADENSE IN GREECE

The pure, stand-alone cultivation of the species *Gossypium Barbadense* (the same variety as US Pima, Egyptian Giza or Sea Island cotton) in Greece presents distinct challenges.

Although this species produces the finest quality fibre, its cultivation as a pure, unmixed plant in Greece was almost impossible on a commercial scale. Instead, its presence was aimed exclusively at genetic improvement and hybridisation.

The reasons G. Barbadense cultivation failed in Greece include:

- **The extended growing season** (late-maturing plant). The variety requires 40 to 60 or more days to mature than G. Hirsutum. In Greece, autumn rains and lower temperatures in October and November often damage the bolls before they are able to open.
- **Sensitivity to cool temperatures in spring:** G. Barbadense requires high soil temperatures for germination. The frequent low temperatures in April can cause the seeds to rot in the ground.
- **Low per-hectare yield:** even when the weather conditions were favourable, the yields

of pure G. Barbadense tended to be very low, making it unprofitable for Greek farmers.

THE INTERSPECIFIC HYBRID REVOLUTION

Because the direct cultivation of pure G. Barbadense failed, scientists and seed production companies in Greece turned to *interspecific hybrids*.

Thus, from the late 1980s through the 1990s, the Greek market witnessed a revolution by using interspecific hybrids from the Israeli company Hazera.

Through this method, breeders were able to exploit the phenomenon of heterosis (hybrid vigor). The resulting hybrid (such as the well-known 1432 and 701 series by Gowan/Hazera) was successfully cultivated in Greece. It combines:

- The earliness, disease-resistance and high yields of *G. Hirsutum*.
- The extra-long staple length 34-35 mm (43-45), strength and lustre of *G. Barbadense*.

This cotton commanded substantial premiums from ginnerers as it was destined for top Italian consumers.

ACREAGE AND LINT PRODUCTION OF HYBRID (GOWAN 1432) CULTIVATION IN GREECE

As discussed above, this new hybrid variety is mainly cultivated in Thessaly, Imathia and North East Greece (Drama).

The planted area was 1,400 hectares in 2023/24, 3,000 hectares in 2024/25, 4,000 last season, and is projected to reach 5,000 hectares in 2026/27.

Lint production is estimated to surpass 5,500 metric tons in the coming year.

Gowan 1432 cultivation area and lint introduction

Crop	Area	Lint
	(Hectares)	(Th.tons)
2023/24	1400	1500
2024/25	3000	3000
25/26	4000	4000
26/27	5000	5000

FIBER QUALITY OF GOWAN 1432 (EX-HAZERA 1432)

Originally developed as Hazera 1432, Gowan 1432 is a highly, unique, premium interspecific hybrid cotton variety. It is a cross between an upland/Acala type and an extra-long staple Pima type.

This hybrid essentially combines the hardiness, stability and higher yield of upland varieties with

the premium, high-value fibre quality of Pima cotton.

It is a medium maturity hybrid (taking ten more days to mature than upland varieties), with field yield averages 6 kgs per hectare.

The accompanying tables show the HVI and AFIS results of Gowan 1432.

USTER® HVI 1000

System Testing - Individual Tests

Lot ID HYBRID COTTON
Operator
Print Date 13-Oct-25
Print Time 18:42:09
Short/Weak Reference Upland 37251

Catalog A
HVI SW Version 3.2.4.21
Serial Number 0606023
Test Mode 1
Long/Strong Reference Upland 36367

Bale ID	SCI	Grade	Mst [%]	Mic	Mat	UHML [mm]	UI [%]	SF [%]	Str [g/tex]	Elg [%]	Rd	+b	CGrd Upland	TrCnt	TrAr [%]	TrID TrGrd	Amt
202	176		7.0	4.25	0.87	33.27	85.2	6.7	39.5	4.9	68.2	10.5	43-1	65	0.89	6	502
205	193		7.1	4.33	0.88	34.43	86.9	6.3	41.6	4.7	69.8	10.4	43-1	56	0.53	4	594
220	187		7.4	4.27	0.88	33.60	86.6	6.3	40.7	4.9	68.3	10.5	43-1	59	1.14	7	663
230	179		7.1	4.26	0.87	33.17	85.3	6.5	40.3	5.0	68.2	10.6	43-1	55	0.88	6	521
250	176		7.0	4.22	0.88	33.81	85.0	6.5	39.1	4.6	68.8	10.5	43-1	52	0.49	4	603
260	183		8.1	4.19	0.87	33.84	86.3	6.3	39.0	4.7	69.7	10.5	33-2	55	0.72	5	544
270	181		7.5	4.24	0.88	33.19	85.4	6.6	40.6	4.8	69.2	10.5	43-1	54	0.69	5	574
280	182		7.6	4.41	0.88	33.41	86.1	6.4	40.6	4.8	67.0	10.4	43-2	45	0.93	6	554
290	183		7.3	4.39	0.88	34.22	85.3	6.3	41.7	4.9	67.7	10.4	43-1	58	1.30	7	473
300	178		7.8	4.43	0.88	33.39	85.5	6.5	40.5	5.0	66.8	10.6	43-2	69	1.37	7	438
340	171		7.0	4.27	0.88	33.13	84.5	6.8	38.6	4.7	68.2	10.6	43-1	61	1.33	7	603
350	175		7.0	4.26	0.87	33.16	85.6	6.5	38.5	4.7	68.2	10.6	43-1	73	0.75	5	642
360	184		7.1	4.27	0.88	33.52	85.8	6.4	41.0	4.7	68.0	10.7	43-1	62	0.85	5	590
376	180		7.3	4.30	0.88	33.72	85.4	6.3	40.0	4.8	69.0	10.1	43-1	38	0.43	3	516
390	179		7.4	4.29	0.88	33.54	85.5	6.4	40.1	4.8	66.5	10.3	43-2	74	1.17	7	501
410	201		7.5	4.36	0.88	34.07	87.2	6.3	44.6	4.7	67.5	10.9	43-1	54	0.78	5	438
430	181		7.0	4.30	0.87	33.26	86.0	6.5	40.0	5.1	68.4	10.7	43-1	47	0.70	5	557
440	181		6.9	4.30	0.88	33.46	85.6	6.4	40.4	4.8	67.7	10.4	43-1	57	1.04	6	529
450	180		7.3	4.35	0.88	33.34	85.9	6.4	39.9	4.6	67.5	10.3	43-1	62	1.22	7	582
458	179		7.2	4.21	0.87	32.94	85.7	6.7	39.3	4.9	69.3	10.7	43-1	33	0.35	3	633
470	180		7.0	4.23	0.87	33.90	85.1	6.3	40.0	4.8	69.6	10.6	33-2	40	0.45	4	571
230-1	177		7.7	4.26	0.88	33.45	84.9	6.7	39.8	4.7	69.0	10.2	43-1	52	0.81	5	701
n 22																	
Average	181		7.3	4.29	0.88	33.54	85.7	6.5	40.3	4.8	68.3	10.5	43-1	56	0.85	5	560
Std Dev.	6		0.3	0.06	0.00	0.38	0.6	0.2	1.3	0.1	0.9	0.2		11	0.31		68.3
CV%	3.5		4.3	1.5	0.2	1.1	0.8	2.5	3.2	2.5	1.4	1.8		18.9	36.0		12.2

Summary Table

Afis Pro Version 1.0.8.4

Location: Test

Identifier: HYBRID Cotton

Sample Type: BALE

10/11/25 4:22:51 PM
Serial No: 0607255
Operator : CHP

Rep	Nep Cnt/g	Nep [um]	SCN Cnt/g	SCN [um]	L(w) [mm]	L(w) %CV	SFC(w) %<12.7	UQL(w) [mm]	L(n) [mm]	L(n) %CV	SFC(n) %<12.7	5.0% [mm]	Fine mTex	IPC [g]	Mat Ratio	Total Cnt/g	Mean Size	Dust Cnt/g	Trash Cnt/g	VFM [g]
1	211	730	25	1150	29.1	31.9	4.3	35.0	24.1	45.5	16.6	40.0	137	8.1	0.83	3455	225	3185	270	5.45
2	240	722	30	1043	29.4	30.7	3.0	35.0	25.2	41.2	11.8	40.4	136	6.4	0.84	1470	304	1257	213	5.46
3	291	734	25	1243	29.2	32.6	5.1	35.1	23.6	49.0	20.1	40.3	134	7.7	0.83	2101	288	1822	279	5.43
4	263	683	16	1169	29.0	30.7	3.8	34.5	24.6	42.2	14.0	39.6	137	6.9	0.84	2312	263	2049	263	4.92
5	304	719	37	1096	29.4	32.4	4.5	35.3	24.1	47.0	17.5	40.9	135	7.5	0.84	2012	289	1715	297	5.06
6	236	720	31	1225	29.8	30.3	3.9	35.7	25.0	43.6	15.1	40.7	137	7.1	0.85	1398	275	1205	193	3.13
7	275	723	20	1535	28.7	32.0	3.9	34.4	24.1	43.7	14.7	39.5	126	7.1	0.82	2629	284	2254	375	6.11
8	272	733	30	1069	28.7	31.1	3.7	34.5	24.2	42.7	14.0	39.4	138	6.8	0.85	1728	277	1520	208	3.82
9	259	736	30	1031	29.3	29.5	3.4	34.8	25.0	41.2	13.1	40.0	139	7.0	0.85	2003	280	1762	241	4.68
10	243	702	20	1125	30.2	28.4	2.7	35.7	26.2	39.1	11.2	40.6	140	6.0	0.87	1733	303	1464	269	4.80
Mean:	259	720	26	1168	29.3	31.0	3.8	35.0	24.6	43.5	14.8	40.1	135	7.0	0.84	2084	278	1823	260	4.89
S.D.:	27	16	6	147	0.5	1.3	0.7	0.5	0.8	3.0	2.7	0.5	3	0.6	0.01	609	22	580	52	0.86
%CV	10.7	2.3	24.2	12.6	1.6	4.3	18.4	1.3	3.1	6.8	18.1	1.3	2.9	8.8	1.6	29.2	8.1	31.8	20.2	17.7

NEW EFFORTS TO CULTIVATE PURE G. BARBADENSE VARIETIES IN GREECE

Although the cultivation of G. Barbadense had virtually been abandoned for more than 30 years for the above-mentioned reasons, over the past two years the Agricultural University of Athens, in collaboration with cotton ginners, has launched a new trial programme for G. Barbadense cultivation.

Thus, during 2025/26, about 1,000 hectares were sown, mainly in Imathia and Larissa, with G. Barbadense seed imported from Egypt. The resulting lint production reached 1,000 metric tons.

The first results were sufficiently encouraging to result in an increase of acreage in the coming crop.

In the table below are the HVI and AFIS measurements of G. Barbadense.

Bale ID	SCI	Mic	Mat	UHML	UHML	UI	SFI	Str	Elg	Rd	+b	CGrd	Tr Cnt	Tr Ar	Tr ID
				[inch]	[mm]	[%]	[0.5 inch]	[g/tex]	[%]			Upland			Tr-Grd
1	199	4.26	0.87	1.352	34.34	85.5	6.2	45.6	6.1	69.1	10.9	43-1	49	0.455	4
2	195	4.06	0.86	1.365	34.66	85.4	6.2	44.3	6.1	66.5	11.3	43-3	61	0.745	5
3	209	3.95	0.86	1.405	35.68	87.3	6.1	44.9	6.0	66.2	11.3	43-3	47	0.33	3
4	201	4.08	0.86	1.39	35.31	85.4	6.2	45.9	6.1	67.7	10.9	43-1	55	0.395	3
5	198	4.23	0.87	1.411	35.85	86.0	6.1	44.0	6.0	67.1	10.9	43-1	80	0.755	5
6	201	4.3	0.87	1.405	35.69	85.8	6.1	45.3	6.2	68.5	10.8	43-1	68	0.67	5
	SCI	Mic	Mat	UHML	UHML	UI	SFI	Str	Elg	Rd	+b	CGrd	Tr Cnt	Tr Ar	Tr ID
Avg.	201	4.14	0.87	1.388	35.26	85.9	6.2	45.0	6.1	67.5	11.0	43-1	60	0.558	4
Std. Dev.	5	0.14	0.00	0.024	0.62	0.7	0.0	0.7	0.1	1.1	0.2			0.187	
CV%	2.4	3.3	0.4	1.8	1.8	0.9	0.6	1.7	1.4	1.7	2.1			33.6	

Length, Fineness, Maturity											
Rep	L(w)	L(w) CV%	SFC(w)	UQL(w)	L(n)	L(n) CV%	SFC(n)	5% L(n)	Fineness	MR	IFC
	[mm]	[%CV]	%<12.7 mm	[mm]	[mm]	[%CV]	%<12.7 mm	[mm]	[mtex]		[%]
1	30.1	32.5	4.8	36.9	24.3	49.1	19.2	41.8	142	0.86	9.5
2	30.9	30.7	3.9	37.7	25.6	45.8	15.9	42.0	145	0.87	8.3
3	30.6	31.0	4.6	37.2	24.8	48.5	19.1	41.8	148	0.88	8.1
4	31.1	29.6	3.4	37.8	25.9	45.2	15.2	42.4	144	0.87	8.3
5	30.5	30.9	4.1	36.8	25.1	46.4	16.8	42.0	146	0.87	8.0
	L(w)	L(w) CV%	SFC(w)	UQL(w)	L(n)	L(n) CV%	SFC(n)	5% L(n)	Fineness	MR	IFC
Avg.	30.6	30.9	4.2	37.3	25.1	47.0	17.2	42.0	145	0.87	8.4
Std. Dev.	0.4	1.0	0.6	0.5	0.6	1.7	1.8	0.2	2	0.01	0.6
CV%	1.3	3.3	13.4	1.2	2.5	3.6	10.6	0.6	1.5	0.8	7.2
Min.	30.1	29.6	3.4	36.8	24.3	45.2	15.2	41.8	142	0.86	8.0
Max.	31.1	32.5	4.8	37.8	25.9	49.1	19.2	42.4	148	0.88	9.5
No. of Results	5	5	5	5	5	5	5	5	5	5	5



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International cotton broker

CONCLUSION

In summary, Greece has proved that it cannot compete with Egypt or Pima varieties by growing pure *Gossypium Barbadosense*. However, through interspecific hybrids (Gowan 1432) and targeted genetic improvements in upland varieties, Greece has managed to create its own unique category of Non-GMO long staple cotton that increasingly attracts the interest of big cotton importers such as Turkey, Pakistan and India.



Adobe stock - #462818931 by Dinesh



EGYPT

Egyptian cotton: from competing on price to competing on value



**YOUSSEF IBRAHIM ABDEL
MONEM**

Board Member, United Company for
Ginning & Cotton Export

I belong to a new generation working in Egypt's cotton industry. We have inherited one of the country's oldest and most important agricultural sectors, along with the responsibility of protecting its future. Today, preserving the position of Egyptian cotton is no longer just about maintaining its exceptional quality. It is about understanding how the market has changed and making sure Egyptian cotton continues to earn the place it deserves.

When I started working in the cotton trade, I believed quality decided everything. Over time I learned that the market does not simply reward the best product. It rewards the product that can prove its value, build trust around itself, and come with a complete system behind it: quality, technology, traceability and sustainability. This is why the question is no longer how to sell more Egyptian cotton, but how to make the market understand what it is really worth.

For decades, success was measured by the size of the crop and the number of bales exported. That measure is no longer enough. The customer today is not buying fibre alone. They are buying a complete system: consistency of quality, contamination levels, traceability, a reliable supply chain, and the strength of the brand. Egyptian cotton is not facing a quality crisis. It is facing a challenge in managing value.

One of the clearest examples is the price gap between certain Egyptian varieties and American Supima. There is no doubt that the United States has invested heavily over many years in modern harvesting, advanced ginning, contamination control and classing, and Supima has become one of the strongest cotton brands in the world.

However, in some periods that gap has reached around 40 cents per pound, and sometimes more, which does not always reflect the real difference in the quality of the cotton itself. This is not about pricing Egyptian cotton above Supima, or taking anything away from what the United States has achieved. But the gap has become wider than it should be, and it does not fully reflect the historic standing of Egyptian cotton or its natural characteristics.

Those of us working in this industry have a responsibility to reconsider how we present Egyptian cotton to the market. The competition to sell sometimes turns into a race to offer lower prices, when the real value of the product deserves to be managed differently. Price is not just a number in a sales contract. It is a direct reflection of the image we build around our product, and if we compete on price alone, we risk reducing the value Egyptian cotton holds in the minds of buyers.

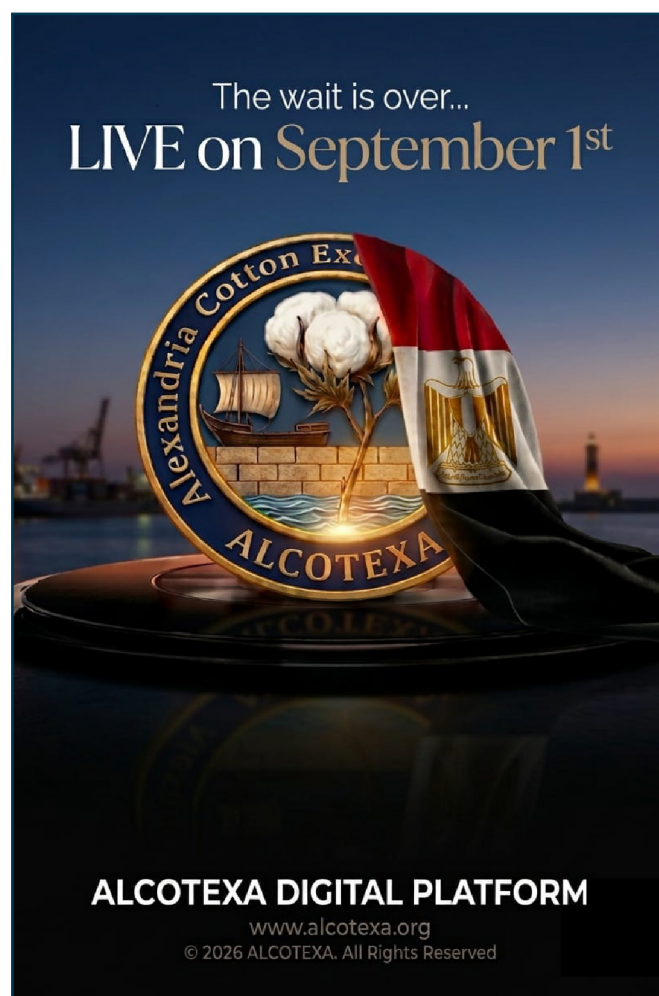
If we want the market to recognise a higher value, we also have to keep improving what we offer, by investing in modern technology, improving harvesting and ginning, reducing contamination, and strengthening classing and traceability. Technology is no longer only about efficiency. It is one of the main things that decides what a product is worth.

The continuity of Egyptian cotton also depends on whether the crop remains worth growing for the farmer. The better the value chain rewards quality, the more likely farmers are to keep planting it. Real investment in the future of this crop starts with investment in the relationship between the farmer and the cotton, because that relationship is the first guarantee that Egyptian cotton will keep both its quality and its leading position.

Egypt also holds a competitive advantage that is not available to many countries. Varieties such as Giza 45, Giza 93 and Giza 96 are not simply agricultural strains. They are strategic assets that can strengthen Egypt's position in premium markets where buyers are looking for exceptional quality rather than the lowest possible price.

The last few years have brought a clear change in how consumers and international brands behave. Sustainability, traceability and environmental impact now influence buying decisions, and this has renewed interest in natural fibres, cotton above all. Taking advantage of this opportunity requires us to stop selling cotton as a raw material and to start presenting it as a product with a story, an identity, a clear origin, and a value the consumer can trust.

The goal is not to export the largest quantity of raw cotton, but to earn the greatest possible value from every kilogram we produce, whether by developing the Egyptian cotton brand, investing in technology, or expanding into value-added manufacturing. The future of Egyptian cotton is not in being the cheapest. It is in being the most valuable.



History gave us a name the world knows and respects. Protecting that name is the responsibility of our generation.

Our role today is not only to preserve the quality of Egyptian cotton. It is to rebuild its economic value, modernise the system around it, invest in technology, and strengthen the confidence of international markets in Egyptian cotton, while ensuring the continuity of the whole sector, from the farmer's field to the final consumer.

Egyptian cotton does not need to prove that it is one of the world's finest cottons, because the world already knows this. What it needs is for us to present it again in a way that reflects its real value and gives it the standing it deserves in a market where competition is no longer based on quality alone, but on the ability to create value.

EGYPT

From fabric shops to world-class manufacturers



**MOHAMED EL-SAYED
DARWISH**

Cotlook Agent in Egypt and all Arabic speaking countries

HOW KB DENIM BECAME A MAJOR PLAYER IN EGYPT'S DENIM SPINNING, WEAVING AND EXPORT INDUSTRY

Adel Mohamed Abdel Raouf Qudsi and Mahmoud Youssef Mahmoud Bello, representing the third generation of two Syrian families, have succeeded in building a denim spinning and weaving business in Egypt that has rapidly emerged as a strong competitor in the industry, achieving remarkable growth within just a few years.

The story began in Syria in the 1950s, when Abdel Raouf Qudsi and Mahmoud Youssef Mahmoud Bello, two merchants operating

successfully in Aleppo's famous covered market, Souq al-Madina, decided to expand by establishing a chain of fabric shops. Their success enabled them to build wealth and a strong reputation.

In the 1960s, the nationalisation of commercial and industrial activities in Syria forced them to suspend their businesses. Their close relationship, however, continued across the generations.

In 2018, the two families reunited their commercial legacy in Egypt by establishing KB Denim, a denim spinning and weaving company whose name combines the first letters of their family names. Their ambition was to transfer the commercial and human heritage of two generations to a third determined to build a branded denim manufacturer.

Today, the company's management has set an ambitious goal: to make KB Denim one of the world's top ten denim brands by 2030.

STRONG FOUNDATIONS, AMBITIOUS EXPANSION

CEO Adel Qudsi studied business and marketing, and later undertook professional training in factory management in the UK.



"Combining my commercial and industrial background has given me the ability to manage the business successfully," he says.

KB Denim's strong performance has encouraged its owners to embark on another major expansion: a new factory covering 80,000 square metres, scheduled to enter production in August 2026.

The facility has been designed around sustainability, including renewable energy sources, environmentally friendly buildings and production lines designed to minimise carbon emissions. It is expected to produce three million metres of denim fabric per month by 2027, while the plan is to increase the workforce from 1,450 to 3,000 employees.

At present, it is estimated that Egypt produces around 18-20 million metres of denim fabric per month.

QUALITY, SUSTAINABILITY AND PROFESSIONAL MANAGEMENT

Throughout its development, KB Denim has built its industrial model around a distinctive formula: 70 percent focus on quality and 30 percent monitoring compliance with quality standards.

The objective is to maintain high production efficiency while delivering denim fabrics that meet customers' expectations.

Quality is also closely linked to sustainability. Socially, the company emphasises respectful treatment of its workforce. Environmentally, it seeks to comply with environmental standards while maintaining efficient production.

The company also operates according to the principle of separating management from ownership. Strategic decisions involving expansion, long-term investment and international market development remain the responsibility of the owners, while day-to-day operations are managed by a professional executive team enjoying full operational independence.

According to Qudsi, this model supports stability, continuity and professional performance.

INNOVATION AS A COMPETITIVE ADVANTAGE

In its early years, KB Denim faced the challenge of establishing itself and winning customers' confidence in a competitive market. The company responded by making innovation a central element of its business philosophy.

A panel outside the CEO's office celebrates innovation as a way of working and the confident application of established industrial practices.

Qudsi believes that success comes from making every possible effort, pursuing excellence and taking all necessary steps, while leaving the final outcome to God.

He also speaks with pride about his father, who was widely trusted and respected by friends and neighbours. Qudsi recalls how the family home sometimes became a venue for informal community arbitration, with his father acting as an impartial judge in disputes brought before him.

LOOKING TOWARDS GLOBAL LEADERSHIP

Qudsi approaches the future with confidence and pride in his family heritage. He believes KB Denim can continue to grow within an Egyptian industrial environment that is becoming increasingly attractive to domestic and foreign investors.

That confidence is reflected in the expansion of the company's manufacturing capacity and its ambition to establish a recognisable KB Denim brand in international markets.

The company closely monitors global denim trends, paying particular attention to designers and their influence on the market.

KB Denim is also seeking to build strong, disciplined partnerships, supported by professional marketing campaigns and a sustained presence at specialised international trade fairs. These efforts are intended to strengthen its global position.

Asked about his ambition to make KB Denim one of the world's top ten denim brands before 2030, Adel Qudsi smiles and says:

"I will be happy with the result, whatever it may be. Provision is destined, and we must always take the necessary steps and do everything within our power."

He then quietly leaves his office, gets into his 2025 electric car, and drives away from his factory in the Industria East industrial zone.

EGYPT

Egypt: connecting creativity, technology and manufacturing



ANNE MARIE KIROLLOS

Head of Creative, Bishara Textiles and Fashion Manufacturing

I grew up at the intersection of textiles, manufacturing and design, and chose to explore that intersection from an international creative perspective. Studying fashion design and marketing at Central Saint Martins in London exposed me to global brands, product development and creative direction, while my Egyptian roots kept me connected to the realities of manufacturing. This shaped a conviction central to how I see Egypt's future: bringing together two worlds that have traditionally operated apart, the designer and the manufacturer.

Egypt already has a strong manufacturing foundation, supported by its cotton heritage, skilled workforce, growing investment and increasingly integrated textile ecosystem.

But our next step should not simply be to manufacture more. It should be to understand, design, develop and manufacture better.

There remains a significant gap between brands and manufacturers. Brands understand their consumer, identity and creative direction; manufacturers understand engineering, execution and production. Too often, the two sides speak different languages. Bridging this gap is not simply an opportunity for Egypt; it is necessary for the industry to evolve, move further up the value chain and respond to what global brands increasingly require.

This is the approach we are building at Bishara Textiles and Fashion Manufacturing. Our business brings together design, product development and manufacturing within one ecosystem, allowing us to work across the value chain, from fabric development and textile processes through to garment development and finished production. Having both creative and manufacturing capabilities under one roof allows us to understand the language of the brand while remaining deeply connected to the technical realities of producing the product.

Egypt has the potential to become a creative manufacturing hub where European and American creative and commercial minds work alongside Egyptian designers, engineers and manufacturers. With advanced machinery, digital product development and modern manufacturing systems, we can shorten development and delivery lead times while maintaining the highest standards of quality, precision and consistency. These capabilities allow us to develop better products, improve traceability and achieve the technical detail and craftsmanship that international brands demand.

Scale, however, does not have to mean rigidity. Egypt can combine industrial capacity with the flexibility brands need: smaller quantities, shorter development cycles, customisation and close product collaboration. This allows manufacturers to serve established international businesses while also supporting emerging brands and more personalised retail experiences.

The same thinking should extend to Egyptian cotton. Its value should not stop at fibre, yarn or fabric. We have an opportunity to transform

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this exceptional raw material into finished products in Egypt, capturing greater value through design, technology, craftsmanship and manufacturing.

Women will be central to this evolution. Their roles are expanding across the value chain, from production and technical roles to merchandising, product development, management, entrepreneurship and leadership. Empowering women strengthens not only the industry, but the families and communities that depend on it.

By 2030, I hope Egypt will be recognised not simply as a manufacturing destination, but as a

creative manufacturing hub where international ideas meet Egyptian capability, where products are conceived, developed, engineered and manufactured to the highest standards.

Our opportunity is to bring the designer and the manufacturer into the same conversation, connecting creativity, technology and manufacturing to move Egypt further up the global textile value chain.

www.bisharaeg.com

www.marielouis.com.eg

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EGYPT

From organic cotton claims to verifiable trust: why digital supply chain transparency is becoming the new market standard



TESTEX®



**OETI - INSTITUTE FOR
ECOLOGY, TECHNOLOGY
AND INNOVATION**

Member of the TESTEX Group and
Founding Member of OEKO-TEX®

OETI has been active in Egypt since 2007 and has established a strong local presence through its office in Cairo. Today, a dedicated team of five experts, led by Eng. Noha Elgazar, supports more than 300 customers across Egypt with testing, certification and technical expertise. OETI Egypt works closely with companies across the country's dynamic textile sector, helping them meet international quality and sustainability requirements.

We are particularly proud to support many of Egypt's leading manufacturers of 100-percent cotton yarn, including Mediterranean Textiles, Misr Spinning & Weaving, Borg El Arab for Cotton Spinning (ESHRATEX), Giza Spinning & Weaving, Miratex Textile, Egyptian Spinning &

Weaving, International Company for Yarn (Inter Yarn) and BIDCO International. OETI is working closely with these manufacturers to support their transition towards OEKO-TEX® organic cotton certification, reflecting the growing commitment of Egyptian textile producers to verified sustainability and reinforcing OETI's role as a trusted local partner for internationally recognised certification.

Organic cotton has moved from a niche sustainability attribute to a strategic sourcing priority. For growers, ginnerers, spinners, mills, garment manufacturers, brands and retailers, the key question is no longer whether organic cotton is relevant. The more urgent question is whether organic cotton claims can be verified with the transparency and credibility global markets now require.

This is where certification systems such as OEKO-TEX organic cotton become essential: they provide an independent framework to verify organic cotton claims through chain-of-custody requirements, testing and auditing.

And the shift is also reflected in the growing demand for certification. According to OEKO-TEX data, between 1 April 2025 and 1 April 2026, OEKO-TEX organic cotton recorded growth of +382 percent, reaching 492 certifications. Quarterly growth (Q4 2025 to Q1 2026) reached 65 percent. Organic cotton is no longer treated as a "nice-to-have" sustainability claim. It is becoming a verifiable sourcing requirement.

This is especially important in a cotton environment shaped by complex sourcing networks, price volatility, stricter buyer expectations and increasing scrutiny of environmental claims. Companies supplying international markets, including China-connected and Asia-based supply chains, need reliable evidence that certified organic cotton volumes correspond to physical material flows.

At OETI, an international testing and certification institute, a founding member of the OEKO-TEX Association, based in Vienna and part of the Swiss TESTEX Group, "We see this development every day. Manufacturers want to demonstrate compliance. Brands want to substantiate sustainability claims. Retailers want to protect consumer trust. Supply chain managers need documentation that is efficient, auditable and internationally accepted.

Across all these needs, one message is clear: sustainability claims must be supported by verifiable evidence,” explains Dr. Miriam Scheffelmeyer, OETI’s Head of International Marketing & Sales.

WHY TRANSPARENCY MATTERS IN ORGANIC COTTON

Organic cotton supply chains are complex. A finished textile product can pass through various steps including farming, ginning, spinning, weaving or knitting, dyeing, finishing, garment manufacturing and distribution. At each stage, documentation must confirm that the volumes of certified material correspond to the physical goods.

If documentation is fragmented, paper-based or difficult to reconcile, the risk of errors, double counting, inconsistent claims or misuse increases. Traceability is therefore not simply an administrative requirement. It is a trust mechanism. It protects the value of organic cotton for farmers, ginnerers and mills investing in responsible practices, and helps buyers distinguish credible certified material from unsupported claims.

OEKO-TEX organic cotton addresses this need through a certification system that combines chain-of-custody requirements with testing and auditing. Certification starts at the farm level, with organic cotton cultivation verified in accordance with the International Federation of Organic Agriculture Movements (IFOAM) family of standards.

The system also includes quantitative testing of genetically modified organisms (GMOs), chemical testing for harmful substances, pesticide analysis, and compliance with relevant international regulations, such as the European Union Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) regulation. Testing covers a broad range of substance groups, including pesticides, banned azo colourants, per- and polyfluoroalkyl substances (PFAS) and heavy metals such as cadmium and lead, in line with the OEKO-TEX organic cotton criteria.

The certification applies across four product

classes, with limit values adapted to the intended product use. Depending on the product scope, OEKO-TEX organic cotton covers products made of 100-percent organic cotton as well as products containing at least 70 percent organic cotton. Mixing organic cotton with conventional cotton is not permitted. This strict scope strengthens claim integrity and supports clearer differentiation in the market.

This combination matters because organic integrity cannot be assessed from documents alone. In addition to verifying origin and transaction flows, OEKO-TEX organic cotton uses quantitative GMO testing to help distinguish intentional mixing from accidental contamination, such as fibre fly.

FROM PAPER TO DIGITAL: A NEW LEVEL OF ASSURANCE

The next stage of organic cotton transparency is digital.

OEKO-TEX has selected TextileGenesis®, a Lectra company, to advance digital traceability for organic cotton. The collaboration focuses on digitising Transaction Certificates (TCs): the documents that confirm certified material volumes along the supply chain and linking physical material movements to certification data in a secure, end-to-end solution.

The relevance of this digital infrastructure is already visible on a global scale.

According to TextileGenesis data, more than 400 brands and standards are scaling traceability programmes through the platform. More than five billion product units have already been traced from fibre origin, with over 23,000 suppliers onboarded across 85 countries. These figures show that digital traceability is no longer an experimental concept. It is becoming an operational standard for global textile supply chains.

At the centre of TextileGenesis is a simple principle: certified material should not only be represented on paper; it should also be represented digitally. For OEKO-TEX organic cotton, this means that a digital equivalent is created for every physical kilogram of certified cotton. These digital units, known as Fibercoins™, move through the supply

chain alongside the material: from ginning and spinning to fabric production, garment manufacturing and brand ownership.

Each transaction is recorded in the system and can be reviewed against the certified scope and volumes. Digital Transaction Certificates do not change the underlying certification requirements. They replace fragmented paper-based documentation with a digital format while preserving the verification logic. The result is greater traceability, easier reconciliation of certified volumes and stronger auditability across the chain of custody.

The collaboration is already moving from concept to application: according to OEKO-TEX and TextileGenesis data, more than 480 Transaction Certificates have already been issued for OEKO-TEX organic cotton through the TextileGenesis system. This demonstrates that digital documentation is not only technically possible but also increasingly relevant for day-to-day certification and supply chain management.

Together with the OEKO-TEX Label Check, digital Transaction Certificates can support a more complete transparency system. While digital TCs strengthen business-to-business (B2B) traceability by documenting certified material flows between supply chain partners, the public Label Check enables customers, buyers and other stakeholders to verify the validity of OEKO-TEX labels.

LESSONS FROM THE PILOT PHASE

A pilot project by OEKO-TEX and TextileGenesis traced selected organic cotton supply chains across India and Bangladesh, involving ginning, spinning mills, fabric mills and certification bodies. It demonstrated how digital documentation can support certified material flows from origin to finished product.

This matters because digital transformation in certification only works if it is practical for supply chain actors. Ginners and mills already operate under demanding conditions, including price volatility, shipment challenges, changing buyer expectations and certification costs.

A traceability platform must therefore strengthen trust without adding unnecessary complexity.

The direction is clear: digital Transaction Certificates can help move the sector away from fragmented, paper-based processes towards secure, verifiable and scalable documentation. The early uptake of OEKO-TEX organic cotton certifications and digital Transaction Certificates confirms that the market is ready for more robust, data-driven assurance.

GINNERS AS THE FOUNDATION OF CREDIBLE TRACEABILITY

For organic cotton, ginners play a decisive role. They are the bridge between farm-level production and industrial textile processing. If traceability is weak at the ginning stage, the credibility of the entire downstream chain is affected.

The experience of S.M. Holdings Ltd., a TESTEX customer in Tanzania, illustrates this point. In February 2025, S.M. Holdings became the first ginner in Africa to obtain OEKO-TEX organic cotton certification. The company supplies cotton from more than five countries and is integrated into cotton production from farming to ginning.

As S.M. Holdings explains: “Our role begins with contracting farmers and providing them with training in sustainable agricultural practices. From there, we process raw cotton into high-quality lint that meets the stringent standards of both local and international buyers.”

For S.M. Holdings, certification supports market access, confidence and product credibility. The company also highlights real market challenges: fluctuating global cotton prices, port congestion affecting shipments and the costs associated with sustainable certification.

These pressures make reliable certification and transparent supply chains even more important. When buyers can see a verified link between farmers, ginners and downstream processors, responsible suppliers gain a stronger basis for differentiation.

RELEVANCE FOR CHINA-CONNECTED AND ASIAN SUPPLY CHAINS

China remains one of the world's most important textile and cotton processing markets and plays a central role in global manufacturing networks. For companies connected to China and broader Asian supply chains, the implications are practical.

Buyers increasingly expect evidence behind sustainability claims. Global brands sourcing from Asia need documentation that can withstand audits and regulatory scrutiny. Suppliers that demonstrate credible organic cotton traceability may therefore be better positioned in discussions with international customers.

In this context, OEKO-TEX organic cotton and the TextileGenesis collaboration offer a route towards more robust documentation. The system supports traceability, testing, and certification within a single recognised framework, while digital Transaction Certificates can make certified cotton flows easier to verify at scale.

With OEKO-TEX organic cotton growing by 382 percent between 1 April 2025 and 1 April 2026, and TextileGenesis already connecting more than 23,000 suppliers in 85 countries, the market is clearly moving towards transparent, digitally supported certification ecosystems. For China-connected and Asia-based supply chains, this creates a clear opportunity: suppliers that can provide reliable, auditable data are better equipped to meet international buyer expectations.

BUILDING TRUST FOR THE NEXT PHASE OF COTTON

The cotton industry is entering a phase in which sustainability, data quality and market credibility are inseparable. Organic cotton will only maintain its value if the market can trust the claim. That trust depends on transparent chain-of-custody systems, independent testing, credible certification and practical tools for suppliers.

OETI supports companies across the textile and leather industries with testing and certification

expertise, including OEKO-TEX solutions for product safety, sustainability and responsible supply chains. With OEKO-TEX organic cotton, our focus is to help customers move from fragmented documentation to reliable evidence: from claims to verified trust.

OEKO-TEX organic cotton can also contribute to broader sustainability communication. For example, it can serve as a basis for OEKO-TEX MADE IN GREEN when the relevant production facilities additionally meet the required STeP certification criteria. STeP stands for Sustainable Textile and Leather Production and evaluates production facilities for responsible, sustainable manufacturing processes.

As digital traceability develops, the opportunity is significant. Ginners can strengthen their role in the global value chain. Spinners and mills can reduce uncertainty in certified material flows. Brands and retailers can communicate with greater confidence. The wider cotton industry can take an important step towards a more transparent, accountable and future-ready market.

"Digital traceability is becoming essential for organic cotton because claims must be backed by verifiable data. For ginners, spinners and Asia- and Africa-connected suppliers, OEKO-TEX organic cotton with digital Transaction Certificates helps link certified volumes, physical material flows, testing and auditable documentation – strengthening market access, credibility and trust," concludes Dr. Miriam Scheffelmeier.

ABOUT OETI

OETI is an international, independent testing and certification institute headquartered in Vienna, Austria, and a founding member of OEKO-TEX. Since 1967, OETI has supported companies across the textile, leather, and related supply chains with accredited testing, certification, and technical expertise in product safety, sustainability, chemical management, due diligence, PPE (Personal Protective Equipment), flooring technology, interior design materials, INSPECTED QUALITY and FIT & PROOF Labels.

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Together with its parent company TESTEX, OETI offers the complete OEKO-TEX portfolio at more than 47 locations worldwide, including:

OEKO-TEX STANDARD 100
OEKO-TEX LEATHER STANDARD
OEKO-TEX MADE IN GREEN
OEKO-TEX STeP
OEKO-TEX ECO PASSPORT
OEKO-TEX RESPONSIBLE BUSINESS
OEKO-TEX ORGANIC COTTON

With a strong presence in key sourcing and manufacturing markets across Asia and Africa, including Bangladesh (bangladesh@oeti.biz), China (beijing@testex.com), Hong Kong (hongkong@testex.com), India (india@oeti.biz), Indonesia (bandung@testex.com), Pakistan (pakistan@oeti.biz), Türkiye (turkey.istanbul@oeti.biz), Egypt (egypt@oeti.biz), Madagascar (tana@testex.com), Malaysia (kl@testex.com), Mauritius (port-louis@testex.com), Morocco (morocco@oeti.biz), Philippines (manila@testex.com), South Africa (capetown@testex.com), South Korea (seoul@testex.com) and Taiwan region (taipei@testex.com) – OETI and TESTEX combine global certification competence with local market understanding, helping manufacturers, brands and retailers build transparent, compliant and trusted supply chains.

For more information and other OETI and TESTEX locations worldwide, visit www.oeti.biz/en/contact.

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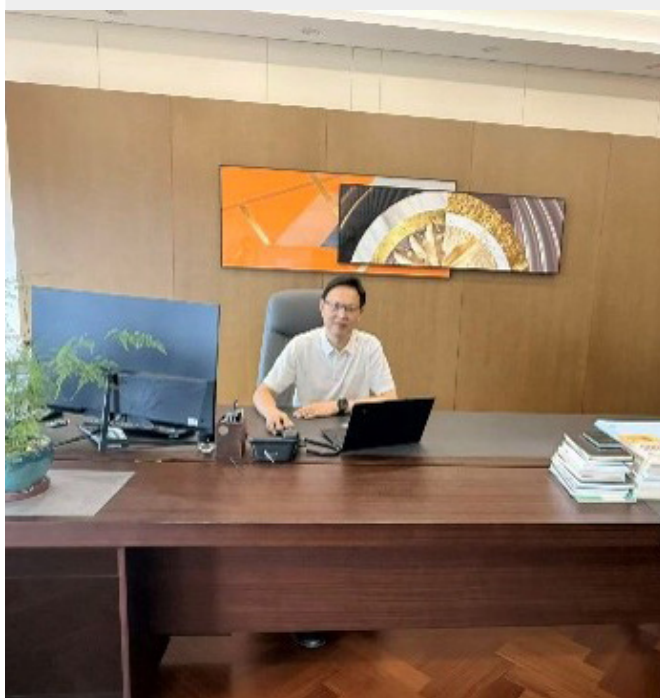
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EGYPT

Weaving a bright future: Jiangsu Wuxi Shengke's commitment to Egypt's textile revival



HENRY ZHOU

Director, Jiangsu Wuxi Shengke Investment Development Co., Ltd.

As a leading enterprise from China, Jiangsu Wuxi Shengke Investment Development Co., Ltd. is deeply committed to the sustainable growth of Egypt's textile industry.

Building upon the successful operation of our \$10 million Shinecore facility, we are actively supporting the revitalisation of Egypt's public enterprise sector. We made the strategic choice to collaborate with a historic state-owned holding company rather than establishing a new entity from scratch. This partner is ideally located in Mahala, Egypt's renowned

textile capital. Its comprehensive, pre-existing infrastructure provided the vital supporting facilities necessary for foreign investors like us to bypass lengthy set-up phases, achieve rapid production, and immediately drive local textile development.

Our vision for the future is anchored in our upcoming mega-project: Handsome Egypt Garment and Export Trading Co Ltd. Located in the Ismailia Industrial Zone with a robust investment of \$30 million, this state-of-the-art facility is currently under construction and is expected to be completed at the beginning of 2027.

This future investment is designed to be a catalyst for industrial modernisation.

Unlike traditional garment factories, the Handsome Egypt project represents a fully integrated approach. It will feature not only a 40,000-square-metre garment workshop but also a massive 25,000-square-metre facility dedicated to dyeing, washing and weaving. By equipping our weaving workshop with 300 advanced circular knitting machines, we are directly injecting modern technology and high-capacity processing capabilities into the local supply chain.

Our strategic expansion is directly aligned with Egypt's national goals to breathe new life into its renowned cotton and textile heritage. By creating a comprehensive production base from advanced weaving to finished garments (producing 18 million garments and dyeing 12,000 tonnes annually), we aim to elevate the added value of Egyptian textiles. Furthermore, by creating over 2,000 new jobs for textile workers, we are fostering local talent and technical exchange.

Jiangsu Wuxi Shengke is proud to bring our expertise and capital to Egypt, standing as a dedicated partner in driving the comprehensive upgrade and global competitiveness of Egypt's spinning and weaving industries.



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EGYPT

20 Years of the Egyptian Cotton Association



KHALED SCHUMAN

CEO, Egyptian Cotton Association

This year marks the 20th anniversary of the establishment of the Egyptian Cotton Association (ECA). As we celebrate this milestone, we want to reflect on the initiatives that have led us here.

ECA was established with the vision of globally authenticating the legacy of Egyptian cotton. ECA's mission is to promote and protect the added value of the Egyptian cotton identity in supply chains end-to-end.

Overtime, ECA has put together a robust system that ensures traceability and transparency throughout the textiles sector. In partnership with Bureau Veritas, ECA conducts announced and unannounced audits, to ensure authenticity at every step. Moreover, the quantities in use are also monitored on a quarterly basis. The Egyptian cotton logo accreditation scheme

extends through the whole supply chain, tracking cotton from numbered bales to retailers' shelves with a coding system that enables full traceability.

ECA does more than just protect the brand, though, we are also involved with marketing initiatives. Alongside the promotion of Egyptian cotton as the world's finest cotton, we are repositioning the Egyptian cotton logo to become a mark consumers instantly recognise and trust. We aim to achieve that through direct visits to manufacturers, brands and retailers, as well as by participation in conferences and exhibitions globally. Today, our stakeholders span the entire globe – from India to the United States and many countries in between.

Over time, global demand has grown for sustainable and environmentally friendly cotton products. We have received enquiries from many retailers and brands regarding environmental and social compliance in the Egyptian cotton value chain. These have led to the introduction of ECA to BCI and CottonConnect through UK retailers in 2017. ECA became a strategic partner of BCI in Egypt in 2023, and the hope is that this partnership will contribute to the long-term viability of Egyptian cotton, while also addressing the global demand for sustainably produced textiles. ECA also partnered with CottonConnect in 2023 to help with the expansion and promotion of regenerative agriculture in Egypt.

As the Egyptian Cotton Association marks two decades of safeguarding what "Egyptian Cotton" truly means, it remains committed to the same standard and giving consumers a reason to trust the label. Twenty years in, that promise matters more than ever.



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Corporate compliance: the missing link in the success of Egypt's textile and garment investments



MOHAMMED ABDELMONEM
Corporate Services & Compliance
Consultant

Egypt's textile and ready-made garment sector is entering a new phase of growth, driven by increasing foreign investment, continued developments in the spinning and weaving industry, and the country's competitive advantages as a regional hub for manufacturing and exports. Egypt's strategic location, availability of labour, and access to global markets all contribute to its growing appeal as an investment destination.

When considering a new investment, most feasibility studies naturally focus on market size, production costs, and expected returns. While these factors remain essential, practical experience demonstrates that capital and

technology alone do not guarantee success. Sustainable investment also depends on a well-integrated framework of corporate management and compliance – areas that are often given insufficient attention during the planning stage.

A successful manufacturing operation does not begin when the production lines start running. It actually starts much earlier, with the proper establishment of the legal entity, the implementation of reliable financial and accounting systems capable of providing management with accurate information, and full compliance with legal, tax and regulatory requirements. Together, these elements create the institutional foundation needed for business stability and sustainable growth.

This is particularly important in the textile and garment industry, where investors are often under considerable pressure to accelerate factory start-up, secure raw materials, recruit workers and meet export deadlines. Yet the ability to achieve these operational objectives is closely linked to the existence of a strong administrative and financial framework that ensures accurate reporting, regulatory compliance and timely access to the information management needs to make confident decisions.

At the same time, the transformation of the global textile industry – and the increasing emphasis on governance, transparency and sustainability – has elevated corporate compliance from a purely administrative function to a strategic business priority. Strong compliance frameworks can enhance the confidence of customers, investors, and financial institutions while supporting companies seeking to expand into international markets.

From a global value-chain perspective, the success of textile and garment companies can no longer be measured solely by production volumes or export figures. Increasingly, it is also measured by their ability to build transparent, financially disciplined and scalable organisations. International investors and customers are placing greater emphasis on the quality of corporate management and institutional compliance as key indicators of long-term business sustainability.

Specialised local expertise also plays an important role in bridging the gap between the expectations of foreign investors and the

realities of Egypt's business environment. A thorough understanding of local procedures, combined with the ability to respond effectively to regulatory changes, can help companies reduce risk and remain focused on developing their production capabilities and achieving their investment objectives.

As foreign investment – particularly from Asia – continues to flow into Egypt's textile and ready-made garment sector, the integration of industrial expertise with strong corporate management is becoming increasingly critical to investment success.

The factory may represent the beginning of an investment, but sustainable success requires

much more: a strong institution, professional management and a compliance framework aligned with international best practices.

Ultimately, strengthening the competitiveness of Egypt's textile and garment industry will depend not only on expanding and modernising production capacity, but also on building an integrated business environment that enables companies to grow with confidence and transform investment opportunities into sustainable success stories.

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WORLD COTTON DAY 2026
COTTON FOR GOOD™

October 7 is World Cotton Day

To mark the occasion, Cotton Outlook's annual World Cotton Day Special Feature will examine the latest developments in cotton sustainability as well as opportunities and challenges for the sector.

This year's contributors will provide insights into key updates such as the launch of the Plant Not Plastic campaign, aimed at celebrating the benefits of cotton and raising awareness of microplastic pollution from synthetic fibres. Themes of traceability, circularity and regeneration will also be explored, in the wider context of price volatility and supply chain disruptions.

To reserve your space in this publication, which reaches a global cotton audience, please contact:
advertising@cotlook.com

EGYPT

A strategic partnership opening new horizons for Egypt's textile industry



MOHAMED KASSEM

Chairman, ExpoLink

Since its establishment, ExpoLink has made supporting Egyptian exports a strategic priority, enhancing the competitiveness of national companies, and connecting them with global markets. Our mission goes beyond promotion to building institutional relationships that create new opportunities for the Egyptian industry to grow and expand internationally.

Against this background, our relationship with Cotlook, the long-established international authority on cotton and textile industry news and analysis for more than 100 years and the publisher of the Cotlook A Index, represents an important step toward strengthening the global presence of Egypt's textile and apparel industry.

I am pleased to announce ExpoLink's participation in the inaugural international special edition, "Egypt's Textile & Apparel Industry: A New Era of Investment, Sustainability & Global Competitiveness," which will be released in November 2026.

The publication provides an in-depth overview of Egypt's textile and apparel industry, and presents Egypt as a promising destination for investment, manufacturing and exports. It will showcase investment opportunities, new industrial zones, sustainability initiatives and Egypt's competitive advantages, while highlighting leading Egyptian companies across the sector.

The publication takes on particular significance as it will be launched in conjunction with the 10th edition of Destination Africa, which will take place in November 2026 and is one of Africa's leading specialised trade platforms for the textile, apparel and spinning and weaving industries.

Under this partnership, ExpoLink will serve as the sector's Promotion and Institutional Communications Partner for this distinguished and unprecedented publication. This creates a strong complementarity between the international media presence provided by Cotlook and ExpoLink's communication and promotional network, ensuring that the message of Egypt's industry reaches investors, buyers and decision-makers before and after the event, not just during the exhibition itself.

At ExpoLink, we believe that supporting exporters goes beyond providing advertising opportunities or organising events. It also means connecting Egyptian companies and those operating in Egypt with leading global sources of specialised knowledge and information, while creating new channels of communication with international markets, investors and buyers.

Egypt possesses strong fundamentals to become a global hub for textiles and apparel – from its world-renowned long-staple cotton to finished export-ready products. Our partnership with Cotlook marks the beginning of a new phase of strong and sustainable Egyptian representation on the international stage, as we work alongside national and international companies to strengthen Egypt's position on the global map of investment, manufacturing and exports.



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**COTTON
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Egyptian Textiles & Apparel in an Era of Transformation

Cotton Outlook is delighted to announce a new Special Feature, due for release in Autumn 2026. This publication, the first of its kind to focus specifically on the textiles and apparel sectors in Egypt, has been prepared in response to the rapid developments in the industry.

Domestic and foreign investment in textiles infrastructure has risen impressively in recent years, and exports of fabric, yarn, apparel and home textiles are breaking new records.

The publication will feature interviews with industry leaders and articles exploring all aspects of the burgeoning textiles landscape in Egypt.

We invite you to book your advertising space in this unique publication, which will appear in both English and Arabic, and will be distributed to a targeted mailing list, as well as being available to a worldwide readership.

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