

The regional Cotton to Clothing strategy



At 21st Round of the WTO Director General's Consultative
Framework Mechanism on Cotton
GENEVA , 20th June 2014

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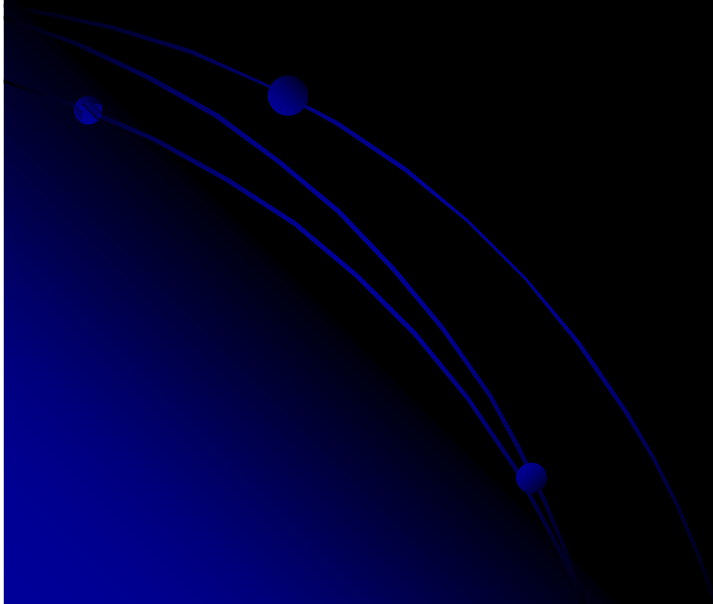
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Introduction

Presentation is a follow up of the statement by Chair of Permanent representatives of COMESA countries at the 20th round of the



A Strategy for the ESA Region

Responds to development priorities, private sector's concerns and market's requirements

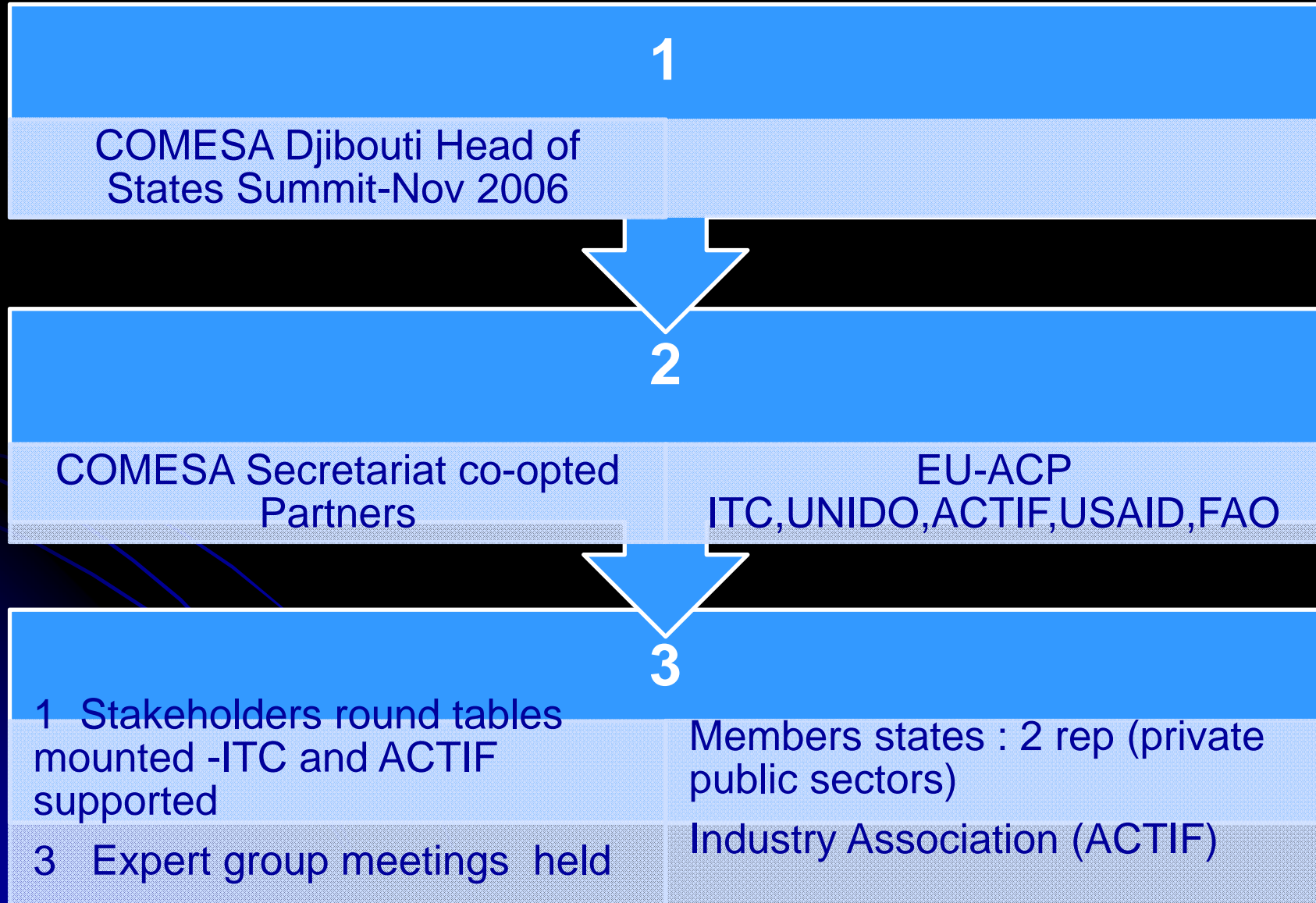
Has High political/public endorsement - strategy favour political cohesion and policy convergence

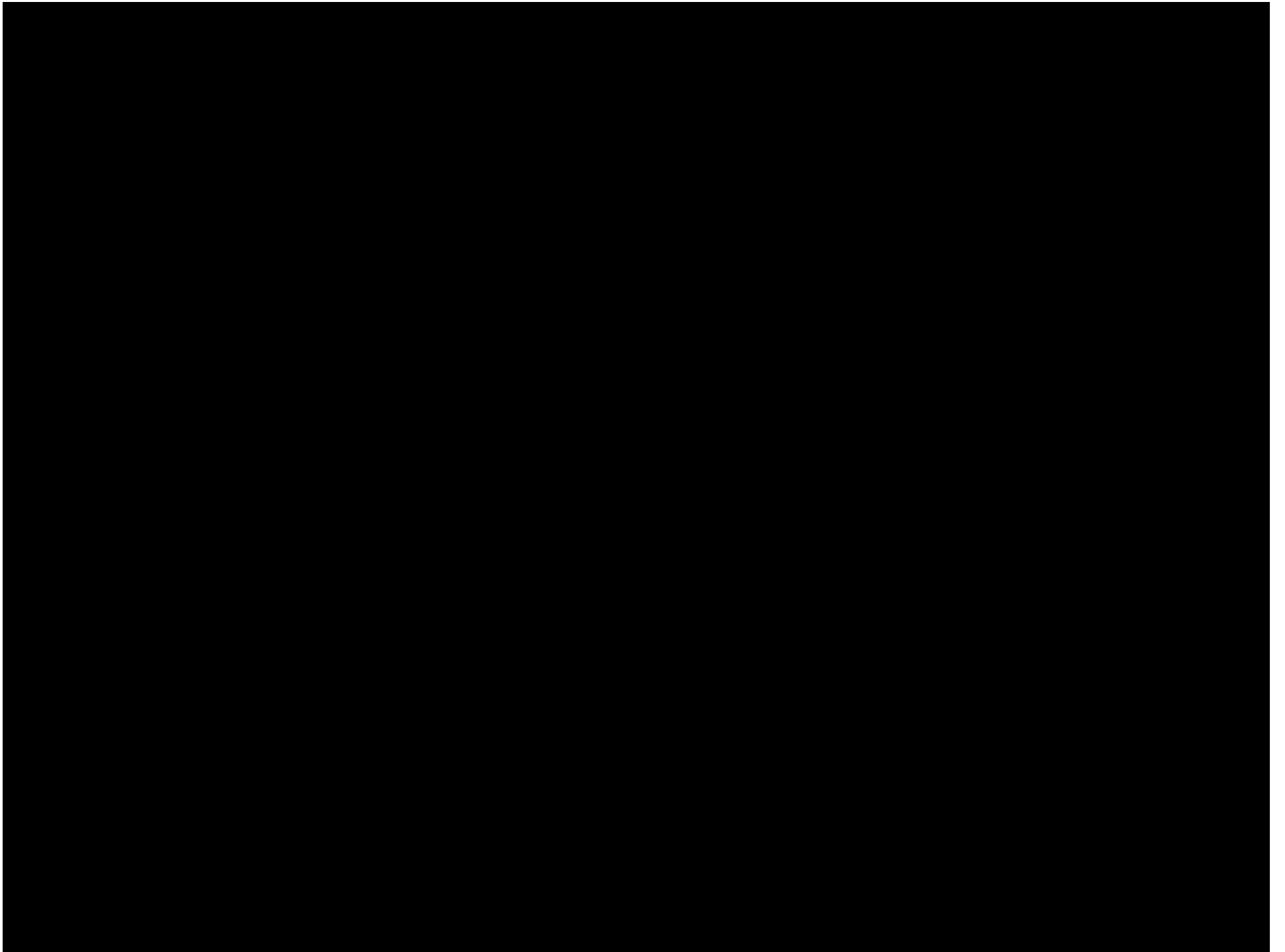
Provides an enabling framework for the design and implementation of regionally integrated projects

Coordination capacity-....mechanisms in place to secure implementation at national levels-PPP approach

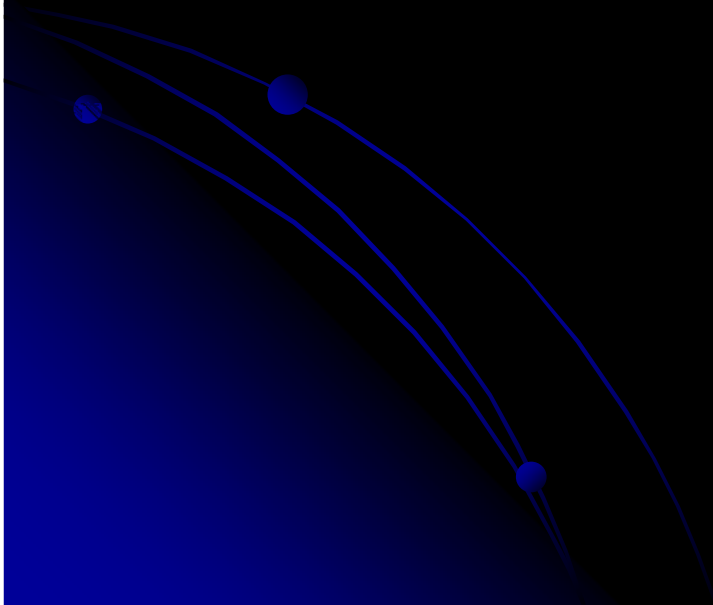
Provides a framework to donors and institutions for support

Regional Cotton –Textile-Clothing strategy process flow





The development goals

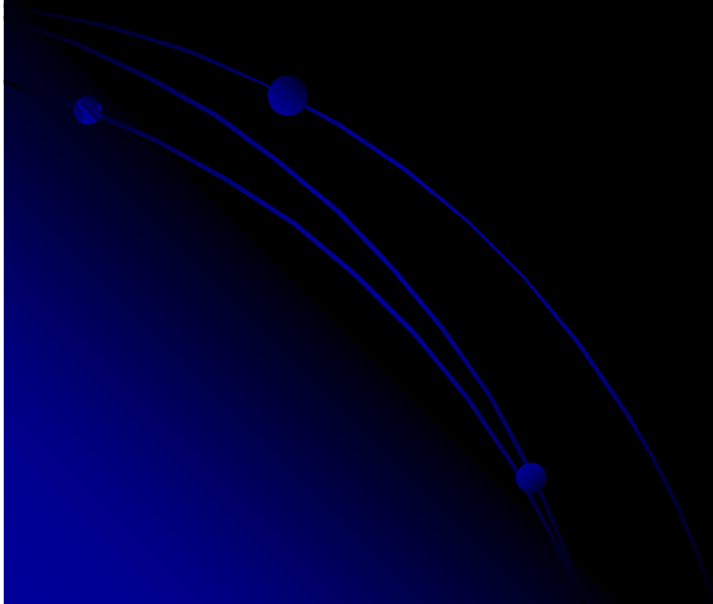


Key Strategic objectives

To increase the production of quality cotton to raise farmer incomes

Improve access to affordable agricultural inputs and farm credit

To improve the production of quality lint and enhance market penetration.



Focus Area: New Value proposition

Embracing the 5F + 1 strategy: to capture the cotton value chain

Farm

Fibre

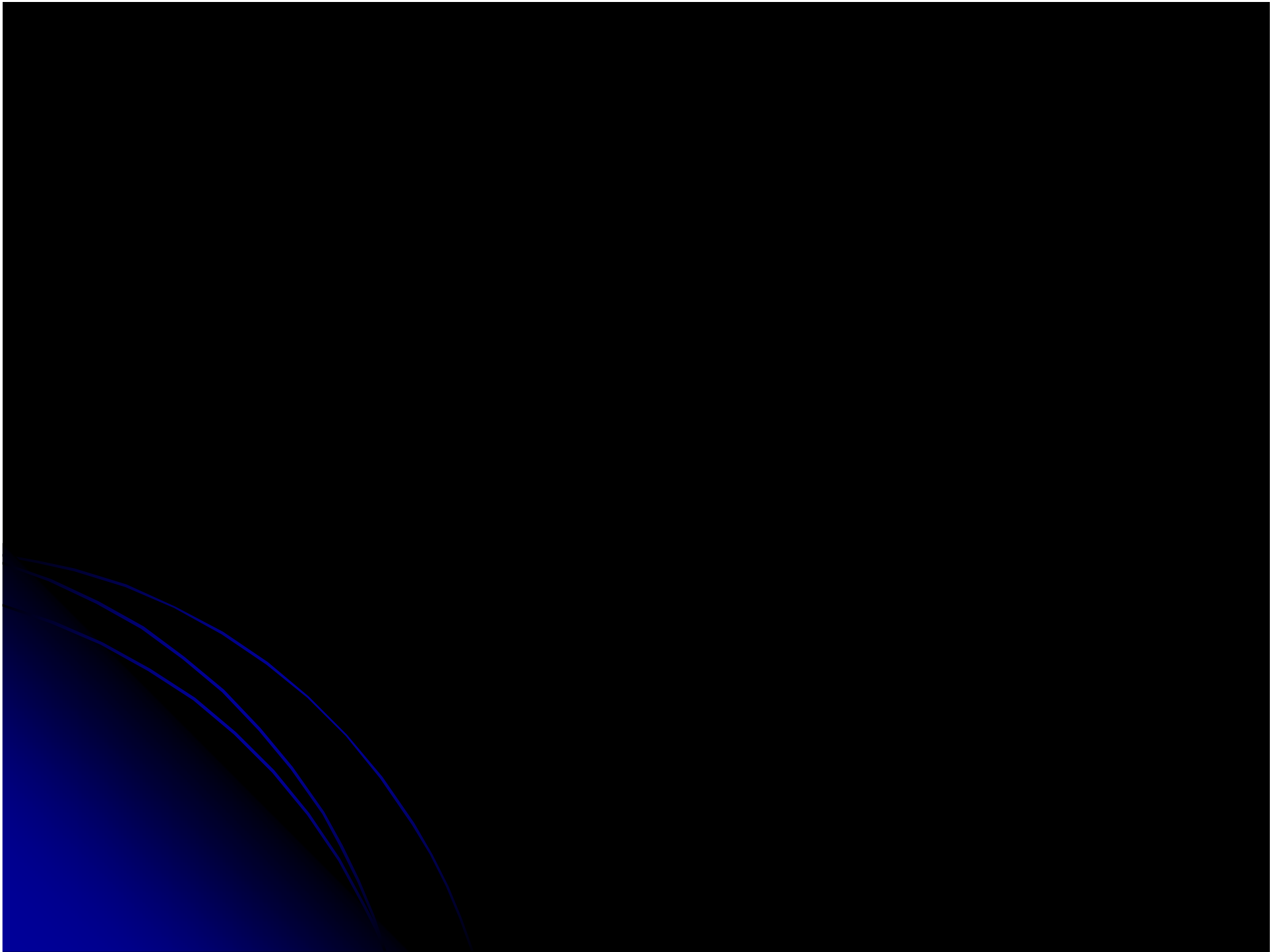
Fabric

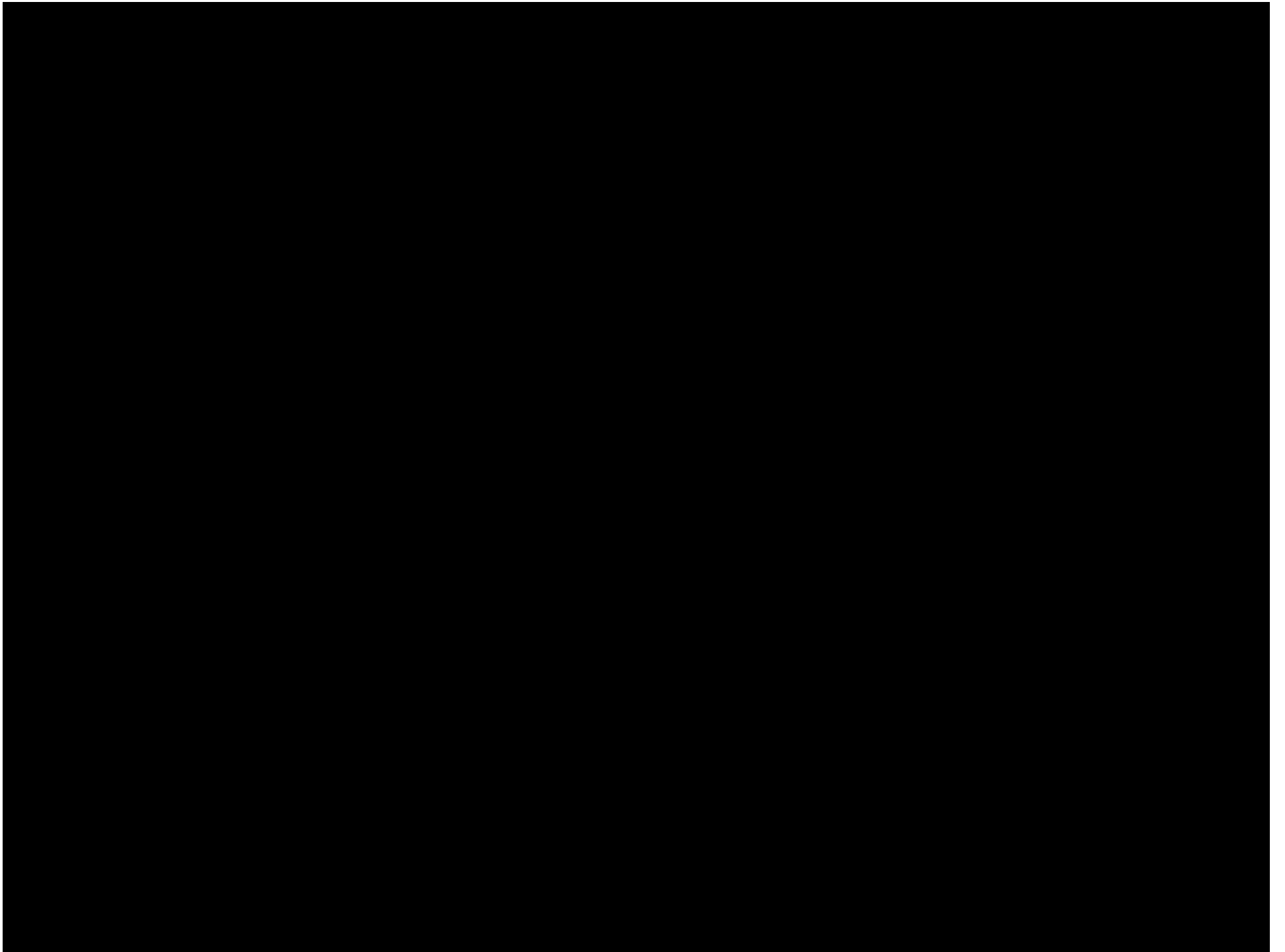
Fashion

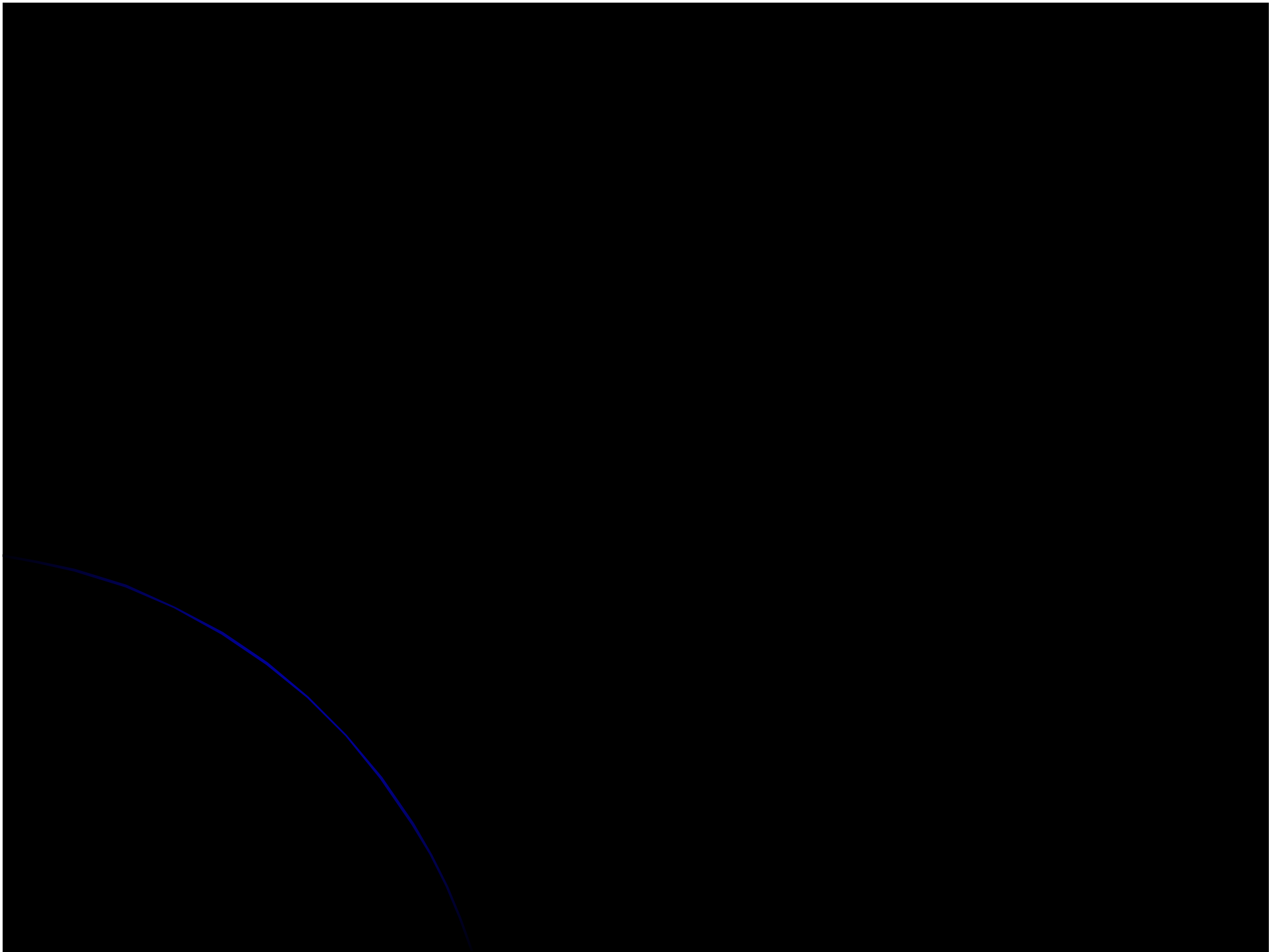
Foreign markets

Plus +

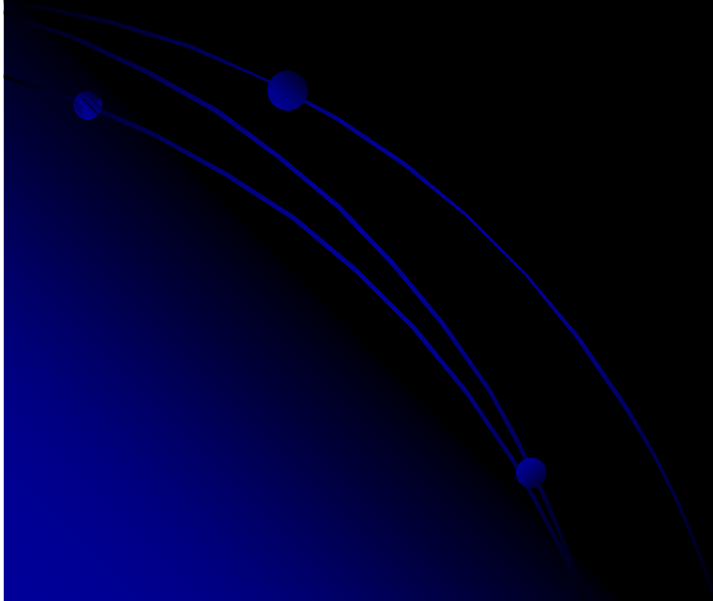
Fair Trade







PRIORITY PROJECTS



Activity 1: Capacity building of National ACTORS

The key objective is to implement capacity building initiatives for the national associations and cotton boards to strengthen their ability to support the various national level programs

Direct Beneficiaries

National Associations from 8 Countries

Estimated duration: 24 Months

Target Countries: All cotton and textile producing Countries in ESA region

Activity 2: Market prospects for cotton by-products

Key objective is to identify and promote the market potential and economic value that can be generated through cotton by-products which can act as a complimentary source of income for farmers.

Targeted countries: Zambia, Uganda, Ethiopia, Malawi, Zimbabwe, Kenya and Tanzania

Direct Beneficiaries

Cotton producers

Ginners

Cotton by-product industry stakeholders e.g. cotton seed oil sector

Estimated Duration: 24 months

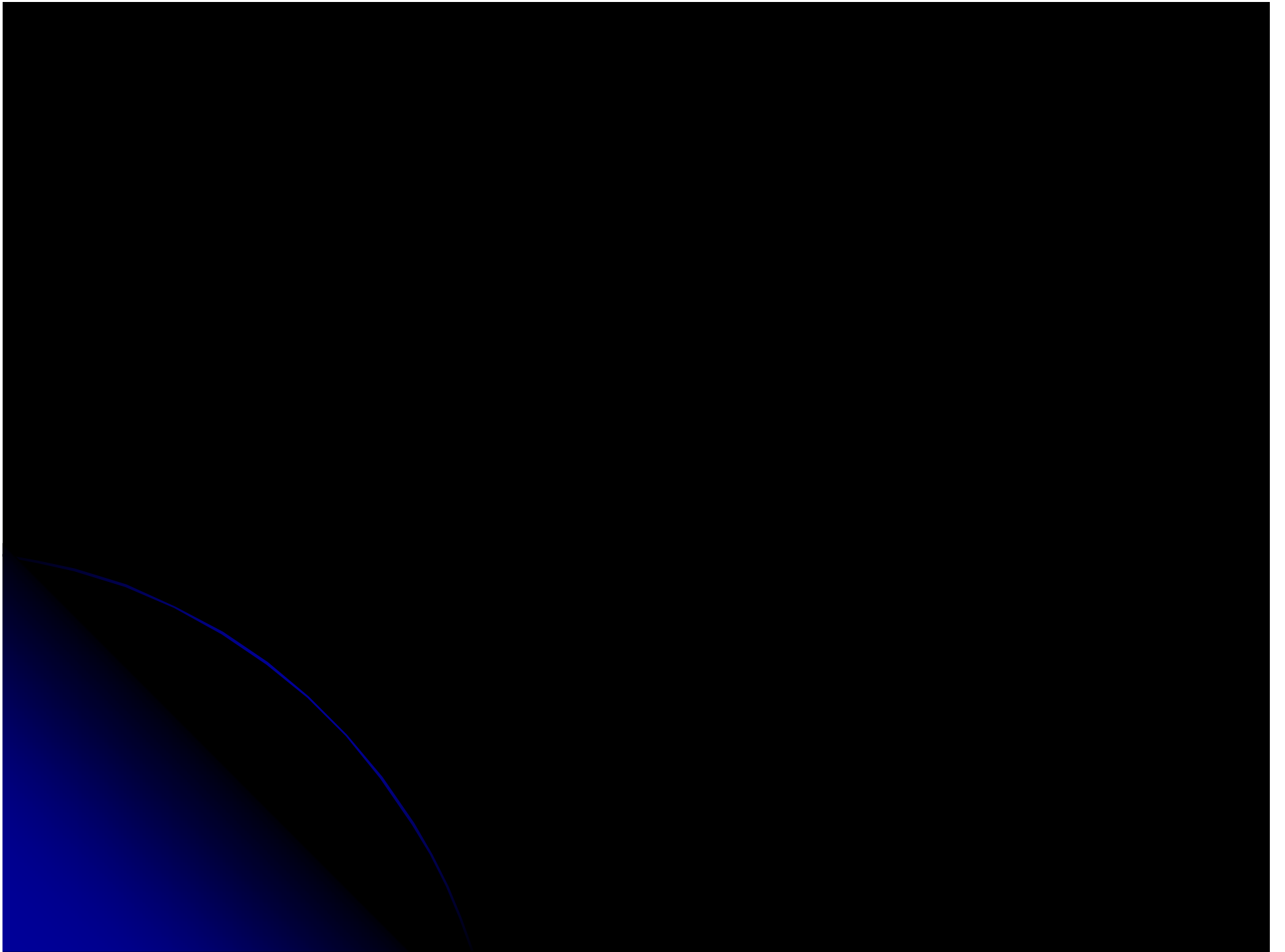
Activity 3: Attract investments in primary, secondary and end value chain

The objective to work with investments promotion agencies to develop sector specific investments profiles along the value chain to showcase East & Southern Africa African region as an investment destination

Direct Beneficiaries

Ginners
Spinners
Fabric manufacturers
Processors
Garment manufacturers

Estimated duration: 36 Months



CHANGING PARADIGM OF AFRICA

- 3) Investment friendly policies, regulations and incentives have been established across the region including the set up of special economic zones to take care of the investors needs.
- 4) An increasing number of factories maintain strong social and environmental compliance and are already accessing both US & EU markets;
- 5) Raw material availability, with Africa accounting for 5% of the worlds cotton production, and huge investment being undertaken to produce high quality fabric;
- 6) Competitive production & transit times available to meet the needs for fast fashion;

