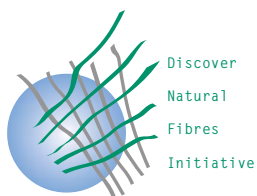




73rd PLENARY MEETING OF THE INTERNATIONAL COTTON ADVISORY COMMITTEE

2-7 NOVEMBER 2014
THESSALONIKI, GREECE

From Land to Brand:
Strengthening the Cotton Value Chain



COTTON, THE WHITE GOLD OF GREEK AGRICULTURAL LAND

Cotton, the “white gold” of Greek agricultural land, is justifiably considered for decades as one of the “flagship” products of our country, with Greece producing almost 80 % of EU cotton.

The economic importance of cotton for both primary and manufacturing sector in many regions of the country has been and still remains very high. Having an annually cultivated area between 250.000 to 300.000 hectares which reflects to seed cotton production of 780.000 to 900.000 MT, cotton is a driving force behind the economy of large regions of the country such as Thessaly, Macedonia, Thrace and Central Greece. Processing into fiber is conducted in about 65 ginning units scattered in the mainland. Cotton is cultivated in more than 55.000 Greek farms while thousands of people are occupied in the cotton manufacturing industry.

Thanks to its superb quality, Greek cotton remains a highly competitive product, with all the production sold in the market and a positive annual balance that exceeds 350 - 370 million euros in the recent years. Each year 80 to 85% of some 250.000 MT of Greek ginned cotton is exported to other countries while the rest is used in the domestic textile industry.

For all these reasons it is a great pleasure for me, as Minister of Rural Development and Food, to invite you to the 73rd Plenary Meeting of the International Cotton Advisory Committee (ICAC), that will take place in Thessaloniki from 2 to 7 November 2014. ICAC, in which our country has been a member since 1947, is the largest international organization concerning the production, trade and processing of cotton. An event of this scale is particularly important not only from a scientific point of view through partnerships and promotion of research, but also due to the exchange of experience on policy issues and promotion of cotton in the international environment. The Plenary Meeting will benefit significantly farmers that cultivate cotton, cotton industry, the supply chain and finally the consumers.

The event is hosted by the city of Thessaloniki. Thessaloniki with a population of over 1 million citizens is the administrative and economic center of Northern Greece and one of the greatest cities of the Balkans. The “Nymph of Thermaikos”, as it is often called, is one of the most historic “crossroads” of the area due to its strategic location. Nowadays, Thessaloniki shows rapid development and is an important economic, cultural, and tourist center in the wider Balkan region.

We are confident that the event will be a great success and wish you all, a wonderful stay in our country.



ATHANASIOS TSAFTARIS
Minister of Rural Development and Food



CONTENTS

2 AGENDA

4 GENERAL INFORMATION

Date and site of the meeting
Registration
Copies of presentations and reports
Visas/passports
Currency

5 Accommodation

6 GREECE

The country
The capital

7 Culture

Agriculture

8 THESSALONIKI

The city
Location

9 How to get there

Cultural events
Weather

10 PLACES TO VISIT

11 Vergina

12 Chalkidiki

13 Mount Athos

14 Dion - Mount Olympus

15 Lake Kerkini National Park

AGENDA

SATURDAY, 1 NOVEMBER 2014

- 17:00** Orientation Meeting:
ICAC Secretariat and the Organizing
Committee from Greece

SUNDAY, 2 NOVEMBER 2014

- 07:30** Breakfast Meeting of the CSITC Steering
Committee
- 09:15** Meeting of the Private Sector Advisory Panel
(PSAP)
- 10:00** **Registration**
- 11:00** Meeting of the Task Force on Cotton Identity
Programs (TFCIP)
- 13:30** Meeting of the Task Force on CSITC
- 15:30** Meeting of the Expert Panel on Social,
Environmental & Economic Performance
(SEEP) (by invitation only)
- 19:00** Reception

MONDAY, 3 NOVEMBER 2014

- 08:00** **Registration**
- 09:00** **Inaugural Session**
- 10:30** Coffee/Tea Break
- 11:00** **First Open Session:**
National Programs of Responsible Cotton
Production: Strengthening Responsible
Production Practices
- 12:30** Lunch
- 13:45** **First Plenary Session:**
Statements
- 15:45** Coffee/Tea Break
- 16:15** **First Plenary Session (Continued):**
Statements
- Evening** Open

TUESDAY, 4 NOVEMBER 2014

- 09:00** **Second Open Session:**
Promotion of Cotton Use in Product Markets
- 09:15** **First Breakout Session:**
Production Practices for the Improvement of
Cotton Productivity
- 10:30** Coffee/Tea Break
- 11:00** **Second Breakout Session:**
International Exchange of Cotton
Germplasm
- 12:30** Lunch
- 13:45** **Third Open Session:**
Contract Sanctity
- 14:00** **Third Breakout Session:**
Climate Change and Cotton
- 15:15** Coffee/Tea Break
- 15:45** **Fourth Open Session:**
The Outlook for Cotton Supply and Use
- 16:00** **Fourth Breakout Session:**
National Cotton Brands: Strengthening
Awareness of the Attributes of Cotton
- Evening** Open

WEDNESDAY, 5 NOVEMBER 2014

- 09:00** **Fifth Open Session:**
Prerequisites for Textile Industry Growth:
Improving Efficiency
- 09:00** **World Café:**
Promoting Cotton/Establishing Brands
- 10:30** Coffee/Tea Break
- 11:00** **Fifth Breakout Session:**
Cotton Classification: A Vehicle for
Standardization of Trading Practices
- 12:30** Lunch
- 12:30** Business Meeting of the International Forum
for Cotton Promotion (IFCP)
- 14:00** City tour
- Evening** Open

THURSDAY, 6 NOVEMBER 2014

- 07:30** Breakfast Meeting of Plenary Meeting Host
Committees (by invitation only)
- 09:00** **Sixth Open Session - Technical Seminar:**
Identifying and Enhancing the Mechanism of
Input Interaction in Cotton Production
- 09:00** **World Café (Continued):**
Results and Discussion
- 10:30** Coffee/Tea Break
- 11:00** **Sixth Open Session - Technical Seminar**
(Continued):
- 12:30** Lunch
- 12:30** Lunch Meeting of Cotton Analysts/
Statisticians (conducted by the Secretariat)
- 13:45** Meeting of the Drafting Group (Official
Delegates only)
- 14:00** **Sixth Breakout Session:**
The Importance of Logistics: Enhancing
Efficiency
- 19:00** Gala Dinner

FRIDAY, 7 NOVEMBER 2014

- 09:00** Meeting of the Steering Committee
- 09:00** Regional Caucus Meetings
- 10:30** Coffee/Tea Break
- 11:00** **Closing Plenary Session**
- 12:30** Lunch
- 14:00** Travel and Technical Tour

SATURDAY, 8 NOVEMBER 2014

Technical Tour

SUNDAY, 9 NOVEMBER 2014

Travel

FROM LAND TO
BRAND:
STRENGTHENING
THE COTTON VALUE
CHAIN



GENERAL INFORMATION

DATE AND SITE OF THE MEETING

The 73rd Plenary Meeting of the ICAC will be held in Makedonia Palace Hotel located in the centre of Thessaloniki, Macedonia, from Monday the 2nd till Friday the 7th of November 2014. All the sessions and meetings will be carried out in the hotel except from working groups that will take place, on Sunday November 2, in CERTH (Centre for Research and Technology-Hellas) in Thermi, Thessaloniki. Transportation to and from CERTH will be provided.

MAKEDONIA PALACE HOTEL:

2, Megalou Alexandrou Avenue,
GR-54640 Thessaloniki, Greece

www.makedoniapalace.com/en.html

CERTH:

6th Km Charilaou - Thermi Road
P.O. BOX 60361

GR-57001 Thermi, Thessaloniki, Greece

www.certh.gr/root.en.aspx



REGISTRATION

All participants should register directly on-line at www.icac.org as of May 2014. Observers are required to pay a registration fee of US\$550. Meeting badges and material will be available from the ICAC Secretariat Registration and Information Desk in the Makedonia Palace Hotel.

COPIES OF PRESENTATIONS AND REPORTS

If desired, delegates can bring hard copies of country reports and other documents and planned statements for distribution to all participants. Moreover, these documents should be sent in advance by e-mail to the ICAC Secretariat at carmen@icac.org for use by the interpreters as well as for uploading in the website of the ICAC.

VISAS/PASSPORTS

Participants are requested to make their own arrangements with regard to valid travel documents, such as valid passports and visas. To find out whether you require a visa, please consult the following page of the Greek Ministry of Foreign Affairs (even if you have a diplomatic passport): www.mfa.gr/en/visas/visas-for-foreigners-traveling-to-greece/countries-requiring-or-not-requiring-visa.html

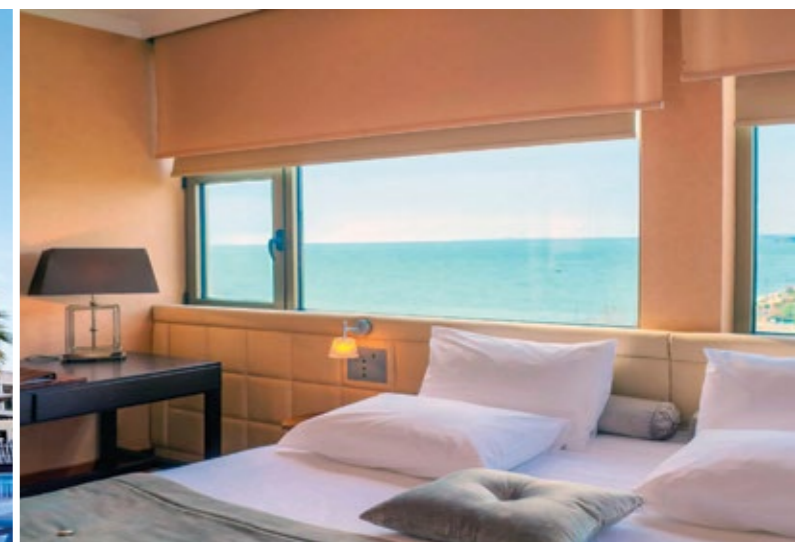
In case you require a visa to enter Greece, please contact the Embassy/Consulate of Greece in your country of residence. To find out the address of the Embassy/Consulate, please visit the following webpage: www.mfa.gr/en/appendix/greece-bilateral-relations/a.html

CURRENCY

The country's currency is euro (€). You can exchange foreign currency at the International Airport of Athens "Eleftherios Venizelos", the International Airport of Thessaloniki "Macedonia", banks and exchange offices. For your convenience, bring euro (€) or US dollars (US \$). Further information you may gather from the following websites of the Athens International Airport "Eleftherios Venizelos":

www.aia.gr/traveler/airport-information/currency-exchange

and the International Airport of Thessaloniki "Macedonia": www.hcaa.gr/home/index.asp?lang=2



ACCOMMODATION

A sufficient number of rooms have been set-aside for the participants at the conference hotel. To book your accommodation, please contact:

***** MAKEDONIA PALACE HOTEL

2, Megalou Alexandrou Avenue, GR-54640
Thessaloniki, Greece

Tel: +302310897197, Fax: +302310897211

www.makedoniapalace.com

Single room: 100 € (city view), 110 € (sea view),

Double room: 110 € (city view), 120 € (sea view)

You can also book your accommodation to the following hotels which offer special rates and are located near the Venue.

***** ELECTRA PALACE HOTEL THESSALONIKI

(2.100 m)

9, Aristotelous Square,
GR-54624 Thessaloniki, Greece

Tel: +302310294000, Fax: +302310294001

www.electrahotels.gr/electra-palace-hotel-thessaloniki/the-hotel

Classic room: 90 € (single), 100 € (double)

Premium room: 100 € (single), 110 € (double)

Superior room: 120 € (single), 130 € (double)

**** HOTEL EGNATIA PALACE (2.100 m)

61, Egnatias str., GR-54631 Thessaloniki, Greece
Tel: +30231022 2900, Fax: +30 2310 531 761

www.egnatiapalace.gr

Single room: 65 €, **Double/twin room:** 75 €

Junior suite: 110 €, **Presidential suite:** 140 €

following hotels which offer special rates and are located near the Venue.

*** HOTEL ABC (1.400 m)

41, Aggelaki str.,

GR-54621 Thessaloniki, Greece

Tel: + 302310265421, Fax: + 302310 76542

www.hotelabc.gr/hotel-thessaloniki

Single room: 47 €, **Double room:** 58 €

*** HOTEL QUEEN OLGA (850 m)

44, Vasilissis Olgas Avenue,

GR-54641 Thessaloniki, Greece

Tel: +302310824621, Fax: +302310868581

www.queenolga.gr

Single room: 40 €, **Double room:** 50 €

Triple room: 60 €

Breakfast and taxes are included in the prices. A credit card is necessary for booking. Additional hotel options are available at the **Thessaloniki Hotels Association** website:

www.tha.gr/default.aspx?lang=en-GB&page=1

FOR LUXURY ACCOMMODATION:

***** DAIOS LUXURY LIVING HOTEL (1.400 m)

59, Nikis Avenue, GR-54622 Thessaloniki, Greece
Tel: +302310250200, Fax: +302310250900

www.daioshotels.com

Comfort room with atrium view: 145 € (single), 165 € (double)

Superior room with city view: 155 € (single), 170 € (double)

Junior suite with sea view: 180 € (single), 190 € (double)

Executive suite with sea view: 195 € (single), 215 € (double)

GREECE

THE COUNTRY

Greece is located in a strategic place in south Eastern Europe where three continents (Europe, Asia, and Africa) meet. It shares land borders with Albania, FYROM, Bulgaria and Turkey. The Aegean Sea lies to the east of the mainland, the Ionian Sea to the west, and the Mediterranean Sea to the south. Greece has the longest coastline in the Mediterranean Sea and the 11th longest coastline in the world, with a large number of islands (approximately 1,400). More than 2/3 of Greece consists of mountains, Mount Olympus being the highest.

Information:

www.visitgreece.gr



THE CAPITAL

Athens is the capital and largest city of Greece.

It is one of the oldest cities of the world with a recorded history that extends to approximately 3,400 years.

The heritage of the classical era is still evident in the city. The most famous of all monuments, is the Parthenon, a key landmark of the ancient Western civilization. Roman and Byzantine monuments are still preserved in the city, as well as a small number of Ottoman monuments. The "National Archaeological Museum" and the "Acropolis Museum" have the world's largest collection of ancient Greek antiquities.

The center of the modern city is Syntagma Square, where the old royal palace is located, nowadays used as the Parliament.



CULTURE

Greece is the birthplace of democracy, philosophy, the Olympic Games, Western literature and historiography, political science, major scientific and mathematical principles, and western drama (tragedy and comedy). The cultural and technological achievements of Greece influenced to a great degree the world, with many aspects of Greek civilization being imparted to the East via the expeditions of Alexander the Great, and to the West via the Roman Empire. This rich legacy is partly reflected in the UNESCO World Cultural Heritage list where 17 Greek Monuments are included. As a result, Greece is classified in the 13th place in the world.

Greece consists founding member of the United Nations, member of the European Union since 1981 and also member of many other international organizations, including the Council of Europe, NATO, OECD and the WTO.

Information:

odysseus.culture.gr/index_en.html

AGRICULTURE

One third of the cultivated areas in Greece are covered by cereals and about the same area is covered by olive trees. Cotton covers almost 10% of the total cultivated area and a much higher percentage at the regions of Thessaly, Macedonia, Thrace and Central Greece. To a smaller extent, other arable crops, grapes and fruits and vegetables, are cultivated. More specifically, as regards arable crops, Greece produces mainly durum wheat, cotton, common wheat, maize, rice, tobacco and protein crops for animal feed. The main cultivated vegetables are tomatoes and potatoes. The most important fruits are citrus (mainly oranges), peaches, apples and watermelons. The olives, the olive oil, the grapes and the wine have been and still remain very important and traditional products of Greece. Greece is the largest producer of cotton in the E.U. In recent years its production comes up to some 280.000 MT of ginned cotton each year that equals to 80% of European cotton.

Exports of Greek agricultural products cover important percentage of total Greek exports. Main exported products are cotton, prepared peaches, virgin olive oil, processed olives, feta cheese, the tobacco, oranges and grapes.

THESSALONIKI

THE CITY

Thessaloniki is the second largest city in Greece with more than one million inhabitants. The city was established in 316 B.C. by Kassandros and named after his wife Thessaloniki, half sister of Alexander the Great. It is an important port of the Balkans and has a long history as a commercial harbour that connects Europe and the Middle East. The influence of multiple and different cultures is evident in the architectural picture of the city while its cosmopolitan character is reflected in the pleasant and modern attitude of people, in the shops, cafes, restaurants and bars.

Archaeological sites and Byzantine monuments and churches are part of the modern urban landscape, revealing the important orthodox past of the city. The city has large museums (Archaeological Museum, Museum of Byzantine Culture, State Museum of Contemporary Art, Macedonian Museum of Modern Art, Jewish Museum) and numerous art galleries. Also in Thessaloniki theatrical organizations such as the National Theatre of Northern Greece and many smaller theatrical groups as well as dance groups and music bands are performing.

Start with a stroll along the waterfront of Thessaloniki. Enjoy the breeze of Thermaikos gulf drinking coffee in one of the many cafes offering a magnificent view of the open sea in the Niki Avenue. Admire the view of "White Tower", the symbol of the city. Enjoy cycling starting from the old harbour reaching up to the Palace of Music. While wandering in the historical centre of the city, the visitor feels carried away by the smell from the taverns and the restaurants in a unique trip through Mediterranean taste.

Information:

www.thessaloniki.gr/portal/page/portal/EnglishPage

LOCATION

40° - 31' North, 22° - 58' East



HOW TO GET THERE

Most of the international flights arrive at the International Airport of Thessaloniki "Macedonia" with a connecting flight from Athens (International Airport "Eleftherios Venizelos") in fifty minutes.

Only a few airlines fly directly to Thessaloniki from Frankfurt and Munich (Aegean Airlines, Lufthansa), Stuttgart and Düsseldorf (Aegean Airlines) and Istanbul (Turkish Airlines).

For further information according to flights please visit the following websites:

www.aia.gr/traveler/

www.hcaa.gr/home/index.asp?lang=2

CULTURAL EVENTS

In the past few years, the city has hosted many cultural events of worldwide appeal (Cultural Capital of Europe 1997, Biennale of New Authors 1986 and 2011, Womex 2012). Annually it hosts the **International Trade Fair of Thessaloniki**.

The year 2014, Thessaloniki is nominated as the **European Youth Capital City**. Young people of Europe visit Thessaloniki where many events take place: www.thessaloniki2014.eu/en

The **55th Thessaloniki International Film Festival** will be held from October 31 to November 9, 2014: www.filmfestival.gr/default.aspx?lang=en-US&page=448

Each year **Dimitria**, a leading intellectual and artistic event with worldwide fame is organized by the Municipality of Thessaloniki. Music, dance, theatre and visual arts transform Thessaloniki into a multi-coloured cultural workshop: www.dimitria.thessaloniki.gr/en

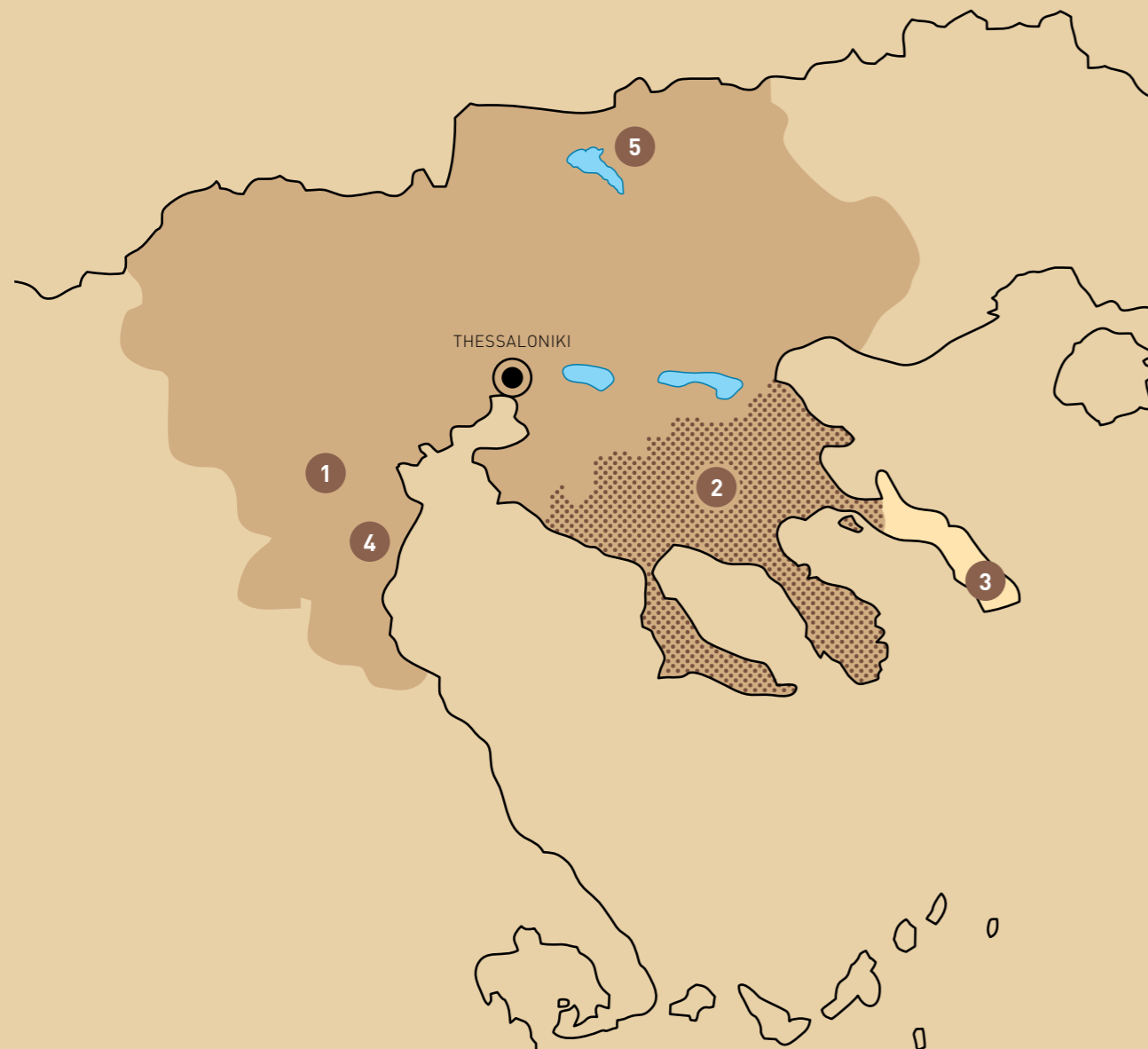


WEATHER





The climate of Greece is typical of the Mediterranean climate: mild and rainy winters, relatively warm and dry summers and, generally, extended periods of sunshine throughout most of the year. In Northern Greece, where Thessaloniki is situated, the weather in November is mostly wet and cold. In sunny days, the temperature ranges between 7 and 15 degrees Celsius. In case of cold nights, a lightweight jacket is useful. For further information, please visit the website of the Hellenic National Meteorological Service, a few days before travelling:

www.hnms.gr/hnms/english

PLACES TO VISIT



- VERGINA 1
- CHALKIDIKI 2
- MOUNT ATHOS 3
- DION - MOUNT OLYMPUS 4
- LAKE KERKINI NATIONAL PARK 5

- CENTRAL MACEDONIA 
- CHALKIDIKI 
- MOUNT ATHOS 
- LAKES 



VERGINA

The archaeological site and the Museum of the Royal Tombs of Aigai are located in the contemporary village of Vergina. Aigai was the royal capital city of Macedonia from the 7th century B.C. up to 400B.C. It is renowned for its atmospheric ambience and highlight exhibits Museum of the Royal Tombs, rare exhibits are presented like the tombs of Philip II (359-336 B.C.), the father of **Alexander the Great** and the latter's son, Alexander IV.

Visitors have a unique chance to admire the whole spectrum of ancient Greek art in the late Classical times (architecture, painting, artistic metalwork, weaponry, jewelry).

In the archaeological site surrounding the museum, ongoing excavations still continue to unearth and reveal admirable new monuments, such as the palace of Philip II. It is not only the biggest but also one of the most significant buildings of classical Greece. Because of its size it was visible from the whole Macedonia basin as a symbol of power and beauty. The whole archeological site reveals the glory of ancient Macedonia, the land from which Phillip II and his son Alexander the Great came from.

Information:

www.aigai.gr/en/history/aiges/vergina



CHALKIDIKI

Chalkidiki is the large peninsula of Macedonia. Its long coastline and its fertile soil, rich in ores, contributed to the foundation of many important towns during the antiquity, like Potidaia. Many of those ancient towns evolved to medieval ones in the Byzantine times (4th-15th centuries) such as Kassandreia and Hierissos.

It is a place blessed and endowed with rare beauty. The changes of landscape invite and encourage the visitor to enjoy the amazing blue sea, the splendid beaches and the beautiful forests.

The visitor of Chalkidiki has the opportunity to choose among many interesting entertainment programs, organised excursions, special programs for trekking routes, visits to archaeological sites and traditional villages, as well as many cultural events.



MOUNT ATHOS

The Holy Mountain (Athos) covers the eastern part of Chalkidiki peninsula. The nude top of Mount Athos and its slopes with lush and century-old trees create a landscape of incomparable beauty. The steep and inaccessible region gathered, already from the Byzantine period (10th century onwards) the interest of monks who lived as hermits, alone or in small groups, or by organizing monasteries. From then up today, the entrance in Mount Athos is forbidden to women.

Over the centuries, the Holy Mountain evolved in one of the most important monastic centres of the Eastern Orthodox Church, with immense spiritual fame worldwide, constituting one of the most well-known kernels of Byzantine and post-Byzantine art.

Nowadays, Mount Athos is an autonomous region of the Hellenic Republic and in the twenty monasteries as in the smaller establishments (cloisters, cells, etc.) live approximately 2,000 monks. All the monasteries are communes, namely with common liturgy, prayer, shelter, food and work among the monks.

Mount Athos is one of the most popular religious tourism destinations in Greece due to its natural beauty and monumental wealth.

Information:

odysseus.culture.gr/h/3/eh3530.jsp?obj_id=2367

**Information:**

www.ancientdion.org
www.olympusfd.gr/us/default.asp

DION - MOUNT OLYMPUS

The magnificent Mount Olympus (2.917 m) is the highest mountain of Greece and the famous residence of the twelve Gods of Greek Mythology. Its imposing shape dominates the borders between Macedonia and Southern Greece. Mount Olympus is about 100 km away from the city of Thessaloniki. Thousands of nature lovers visit the mountain in order to admire the flora and the fauna of the area.

The archaeological site of Dion is located near the Mount Olympus and was the city of Zeus, the leading God of Greek Mythology and the holy city of ancient Macedons. Excavations have revealed the ruins of residences, public buildings, the market (agora) and paved streets. In the archaeological site there is also the famous ancient theater of Dion, which hosts performances and concerts each year. This impressive place attracts a lot of people from all over the world.

**LAKE KERKINI NATIONAL PARK**

The Lake Kerkini National Park includes the mountains of Kroussia and Belles as well as the wetland of Lake Kerkini which is of international importance and has a special protection status (European Network of Protected Areas Natura 2000, Ramsar 1971 Convention). The artificial Lake Kerkini was created in the decade of 30's in order to confront emergency issues such as malaria, industrialization of agriculture for self-sufficiency in cereals and flood control.

The Lake Kerkini is an excellent example of human management, intervention in the environment and at the same time an example of nature's reaction to human disturbances. The wetland of Lake Kerkini is characterized by a large diversity of habitats and flora and fauna species. The visitor can walk and photo silent icons of lake landscapes, seldom protected species of birds and taste products of local livestock such as water buffalos. The Management Authority of Lake Kerkini and the Greek State contribute to the protection of the ecological characteristics of the National Park. The hospitality and food facilities that are available in the region, provoke the visitors to discover the National Park.

**Information:**

kerkini.gr/eng/
kerkini.gr/eng/wp-content/uploads/sites/7/2013/02/Triptixo-geniko-EN.pdf



FiberMax
cotton

**Your
top choice
in cotton**



Bayer CropScience continues to strengthen Greek cotton production through its technologies and solutions, providing sustainable and integrated solutions from seed to harvest and beyond.

Focusing on the latest state-of-the-art technology and specializing in cotton breeding, the company is able to develop and offer a broad portfolio of **FiberMax**® cotton varieties, which fully meet the needs of Greek cotton growers.

Bayer CropScience

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www.bayercropscience.gr

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www.icac.org



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www.minagric.gr

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The information of the leaflet is also available on the websites:
www.icac.org
www.minagric.gr