



**6th MEETING OF
PSAC COMMITTEE ON BRANDS AND RETAILERS
Tuesday, 2nd April 2024
8:00 a.m. Washington DC time**

AGENDA

- **Members introduction**
- **Update from Sub-committee on promotion**
- **Introduction to PSAC objectives in 2024**
 - **Presentation to provide background information on cotton and manmade fibers market share by Ms. Lorena Ruiz, Economist, ICAC**
 - **Presentation to cover Regulatory Aspects on cotton/ natural fibers and manmade fibers by Ms. Eva Bille, Account Director, Hill+Knowlton Strategies**
- **Update from ICAC Secretariat**
 - **Meeting inputs from the ICAC standing Committee meetings**
 - **Update on Brands strategy**
 - **Update on new members**
- **Date and time of the next meeting**