



**INTERNATIONAL
COTTON
ADVISORY
COMMITTEE**

**6th MEETING OF
PSAC COMMITTEE ON MERCHANTS
Thursday, 4th 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**
 - **Inputs from the ICAC Standing Committee meetings**
 - **Update on Brands strategy**
 - **Update on new members**
- **Date and time of the next meeting**