



**INTERNATIONAL  
COTTON  
ADVISORY  
COMMITTEE**

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**6<sup>th</sup> MEETING OF  
PSAC COMMITTEE ON BRANDS AND RETAILERS  
Tuesday, 2<sup>nd</sup> 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**