



**7<sup>th</sup> MEETING OF  
PSAC COMMITTEE ON BRANDS  
Tuesday, 16<sup>th</sup> July 2024  
8:00 a.m. Washington DC time**

- **Introduction**
- **Presentations on Man-made fibre industries sustainability and traceability credentials**
  - **'MMCF & its Sustainability Credentials'**  
(MMCF: Man-made Cellulosic Fibres such as Viscose, Modal & Lyocell)  
By Gaurav Agarwal, General Manager – Sustainability, Aditya Birla group
  - **Presentation on Polyester and other synthetic fibres sustainability and traceability credentials**  
By David Kam, Executive Director, Trans Pacific Textile
- **ICAC Secretariat's update**  
By Eric Trachtenberg, ED, ICAC
  - Recent developments in regulations
  - Possible impacts on the cotton industry
  - Future steps by ICAC
  - What can PSAC do
  - What can PSAC member organisations do individually
- **Date and time of the next meeting**