



Media Release

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For Immediate Release

69th Plenary Meeting of the International Cotton Advisory Committee

LUBBOCK, Texas (September 13, 2010) – The 69th Plenary Meeting of the International Cotton Advisory Committee (ICAC) will be conducted during the week of September 20th in Lubbock. Approximately 500 participants from 50 countries and 10 international organizations are expected to attend the meeting.

The ICAC is an association of governments of cotton producing, consuming and trading countries. The mission of the ICAC is to assist governments in fostering a healthy world cotton economy. Plenary Meetings of the ICAC provide a forum for the discussion of international issues of importance to the world cotton industry, and provide opportunities for industry and government leaders from producing, consuming and trading countries to consult on matters of mutual concern.

The theme of the 69th Plenary Meeting will be “Cotton Industry Growth Through Global Unity.” Plenary Meeting attendees will have a chance to visit industry officials and see harvest, ginning, transportation and classing activities.

The Government of India has confirmed that H.E. Mr. Dayanidhi Maran, Union Minister of Textiles, will address the Inaugural Session Tuesday, September 21st. The Minister will provide his views on current developments in the cotton and cotton textile sectors of India and the world.

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Additional speakers during the Inaugural Session will include Mr. James Miller, Under Secretary for Farm and Foreign Agricultural Services, USDA; Mr. Steve Verett, Executive Vice President, Plains Cotton Growers, Inc.; H.E. Ambassador Ali Mchumo, Managing Director of the Common Fund for Commodities; and Mr. Azmat Ali Ranjha, Minister Trade, Embassy of Pakistan.

The Standing Committee of the ICAC accepted an invitation to hold the 69th Plenary Meeting in Lubbock from the Government of the United States at a meeting in December 2009. The State of Texas accounts for 40 percent of U.S. cotton production, and Lubbock County alone produces 10 percent of the cotton in Texas. Lubbock is a focal point of cotton activities, including research, production and processing.

For additional information about the ICAC, visit www.icac.org.

Visit Lubbock is Lubbock's official Convention & Visitors Bureau, charged with increasing the activity of leisure, sports, meeting and convention travel to Lubbock. Since 2001, Visit Lubbock has booked more than 1,900 conventions, resulting in 1.03 million visitors, 236,000 room nights, and \$109.1 million in direct economic impact to the Lubbock area. For more information on the Texas You've Always Dreamed Of or to receive a free Visitor Guide, please call 800.692.4035 or log on to VisitLubbock.org. For the latest events, check out our Facebook page at Facebook.com and search for Visit Lubbock.

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