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## ***Cotton International* 2012 Global Summit to Debut in Bangkok April 25-27, 2012**

***The global forum for textile mills, cotton merchants and industry partners to connect, engage and transact business.***

**WILLOUGHBY, Ohio, U.S.A., Dec. 6, 2011** – *Cotton International* magazine announces its inaugural global event to convene the leading cotton and textile professionals from around the globe and address the challenges and new opportunities for the full cotton value chain in today's volatile market.

**The *Cotton International* 2012 Global Summit** will be held April 25-27 at the elegant Landmark Hotel in Bangkok, Thailand – the heart of the increasingly important Southeast Asia region. In cooperation with the International Textile Manufacturers Federation (ITMF), and other prominent industry organizations, the 2012 Global Summit will attract cotton industry leaders from key markets and allied industry partners to connect, engage and transact business.

"The incredible market volatility and uncertainty over the last three to four years has fundamentally changed the way cotton and textile professionals must run their businesses," said Gary Fitzgerald, CEO and Chairman of Meister Media Worldwide, parent company of *Cotton International*. "As the voice of the global cotton community, it's our mission to help all of the stakeholders in the industry turn this market volatility to competitive advantage. The *Cotton International* 2012 Global Summit is a big step toward fulfilling that mission."

The global financial markets and the global economy are going through a period of cyclical and structural changes that create uncertainty and volatility, presenting new challenges for companies all over the world.

"The textile industry finds itself dealing with volatile raw material prices and relatively inflexible retail prices, so survival depends on the ability to adapt business models in an ever-changing environment," said Christian Schindler, Director General of ITMF. "That's why it's so crucial to meet, discuss and analyze future challenges and opportunities with business partners from all sectors of the cotton and textile industries. The *Cotton International* 2012 Global Summit in Bangkok will be an ideal occasion to do that."

The CI 2012 Global Summit program will feature panel discussions by industry leaders on key issues such as the changing market dynamics, emerging market developments, global trade patterns, contract sanctity in the value chain and risk-management strategies for mill owners. Detailed information about the agenda, speakers and other content-related topics will be released in the coming weeks. For more information on both events, including sponsorship opportunities, go to <http://cottonglobalsummit.com/>.

“The current health and long-term sustainability of the global cotton industry is best served by direct interaction among industry sectors, in a setting that encourages communication, relationship-building, education and the adoption of best practices to facilitate trade,” Fitzgerald said. “This gathering of leading cotton and textile professionals from across the globe will serve to ensure cotton’s leadership in these challenging times and its position as the world’s most popular and sustainable fiber.”

**About the Organizer:** *Cotton International* ([www.cotton247.com/ci](http://www.cotton247.com/ci)) is a publication of Meister Media Worldwide ([www.meistermedia.com](http://www.meistermedia.com)), a Willoughby, Ohio, U.S.A.-based provider of magazines, digital products, events, custom media, and business services for specialty agriculture markets worldwide.

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