



**Egyptian Cotton
Licensee Program**

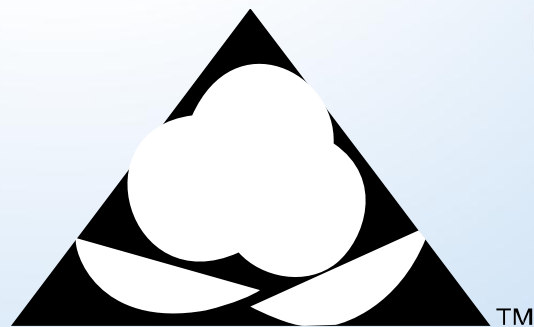
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EGYPTIAN COTTON

Egyptian Cotton Licensee Program



For centuries, Egyptian cotton has been treasured by upscale retailers, manufacturers and discerning consumers for its quality and luxury. The Egyptian Ministry of Trade and Industry and the Alexandria Cotton Exporters' Association (ALCOTEXA), owners of the Egyptian Cotton logo, have formed the Cotton Egypt Association to be their sole representative for the registered trademark logo and licensing program to protect Egyptian cotton's heritage of luxury.

About The Cotton Egypt Association

The Cotton Egypt Association (Cotton Egypt) is a non-profit association established in 2005 with support from the Ministry of Trade and Industry and partially funded by the Industrial Modernization Center (IMC). The Association's mission, working closely with local and international companies involved in the Egyptian cotton supply chain, is to protect Egyptian cotton's legacy of luxury and help promote all Egyptian Cotton licensees and their products.

Cotton Egypt's mission is to manage, market, promote, license and monitor the Egyptian Cotton logo and its licensees, as well as guarantee the authenticity of products licensed to use the logo. This ensures products that carry the official Egyptian Cotton logo are softer, finer and more resilient than products made from other fibers.

In addition to working with Egyptian cotton growers and manufacturers, the Cotton Egypt Association has partnered with the IMC, The Export Councils, Cotton Organizations, NGOs and donors to ensure adhesion to international labor, safety and trade standards.

Why Become an Egyptian Cotton Licensee?

As with any trademark, the Egyptian Cotton logo acquires its significance from the consumers who are loyal to the brands they use. Continuous promotion of the logo and its licensees through Cotton Egypt will increase consumer demand for products made from 100 percent Egyptian cotton.

As an Egyptian Cotton licensee, you will have access to and the opportunity to be involved in:

- Promoting the Egyptian Cotton logo and products that carry the mark through trade fairs.
- Retail partnerships and promotions to raise visibility of Egyptian cotton
- A redesigned website, which will house a database of the Egyptian Cotton licensees, marketing and promotional materials as well as news and licensee resources
- Consumer awareness about where to find Egyptian cotton products and how to care for them.
- Media coverage for the Egyptian Cotton logo
- Monitoring system for the usage of Egyptian cotton around the world

To benefit from our promotional efforts for Egyptian cotton, make use of our activities and develop lasting business relationships, we invite you, your suppliers and your clients to become licensed to use the Egyptian Cotton logo. For more information, please do not hesitate to contact us at info@cottonegypt.net.



Procedure to License



How to get licensed to use the Egyptian Cotton Logo:

1. To begin the Egyptian Cotton licensing process, kindly request an application form at info@cottonegypt.net.
2. Complete the application and send it, along with 2 identical samples of the products that are to be licensed, to the address below:

Cotton Egypt Association
106, Gameat El Dowal El Arabia, 5th floor
Mohandesine, Giza, Egypt
Tel: +2-02-37498037
Fax: +2-02-37498038
Email: info@cottonegypt.net

3. Cotton Egypt will verify the application and send your samples for testing.
4. If accepted, Cotton Egypt will send two "License Agreements" to fill out, sign, stamp and send the originals back.
5. You would be kindly requested to transfer the required fees to Cotton Egypt bank account (details mentioned in the License Agreement).
6. Once these steps have been completed, Cotton Egypt will send a signed "License Agreement," your Egyptian Cotton Logo "Certificate" and "Standards for using the Logo" in order to activate your membership.

Application Form





About the Egyptian Cotton Logo



In 2000, internationally distinguished designers were carefully selected to develop various logo concepts to symbolize the unique quality and luxury of Egyptian cotton.

To choose a logo that would appeal to consumers around the world, the logo concepts were tested in a series of focus groups in USA and Europe. Based on results from these focus groups, the current logo was selected to represent the products made of 100 percent Egyptian cotton.

Registration of the Egyptian Cotton Logo

The Egyptian Ministry of Trade and Industry along with Alexandria Cotton Exporters Association (ALCOTEXA), jointly registered the logo in Egypt under application number 137785. Currently, it is registered globally in the United States, Canada, Europe and Asia. The Cotton Egypt Association is the sole body representing the owners of the registered mark in licensing, promoting and monitoring its usage around the globe.

The Egyptian Cotton License Agreement

- The agreement represents an arrangement between the Cotton Egypt Association and a second party that requests to use the logo.
- The Egyptian Cotton logo is to be attached only to products made of 100% Egyptian cotton.
- The logo must be used in accordance with the standards set by the Cotton Egypt Association.
- The licensee shall not take any action that will affect the reputation of the logo.
- The licensee will be subject to the laws and regulations of its country of origin.
- The agreement will be promptly terminated if the licensee breaches any of the articles stated in the agreement.
- The licensee pays an initial licensing fee that is valid for one year, in addition to an annual renewal fee.
- The licensee agrees not to use another logo that is similar to the Egyptian Cotton logo.
- To confirm the quality of the products carrying the Egyptian Cotton logo, the licensor has the right to inspect and test the products bearing the logo.
- All rights are reserved to the Egyptian Ministry of Trade and Industry and Alexandria Cotton Exporters' Association represented by Cotton Egypt Association.



Monitoring system for usage of Egyptian Cotton

The licensing system covers the entire supply chain of Egyptian Cotton users to monitor quantities purchased and sold by each licensee and draw a map of its usage and establish a traceability system around the world.

This will enable monitoring of location, quantities, brands, manufacturers and retailers to track the journey from bale to stores.

Cotton Egypt verifies the data in the applications, sets criteria for testing samples and checking results, assures quality and standards of using the logo, and conducts random auditing visits to licensee premises. Moreover, Cotton Egypt checks websites that promote Egyptian Cotton products and notifies them of proper usage. Cotton Egypt regularly collects samples of products that are promoted as Egyptian cotton from retailers, tests them and addresses their producers.

Who's Behind the Logo?



The Egyptian Cotton logo is jointly owned by the Egyptian Ministry of Trade and Industry and the Alexandria Cotton Exporters' Association (ALCOTEXA).

Ministry of Trade and Industry, Arab Republic of Egypt

The Ministry of Trade and Industry is responsible for developing strategies to advance Egypt's industrial competitiveness and deliver a program of reforms to open Egypt up to international trade and investment. The Ministry's mandate includes liberalizing and modernizing Egypt's industrial sectors, setting standards and regulation to facilitate attracting foreign direct



Ministry of Trade & Industry

investment into industry and creating jobs. The Ministry is responsible for Egypt's foreign trade portfolio, managing Egypt's network of preferential trade agreements (with U.S, Europe, Africa and the Middle East). Moreover, The Ministry is also responsible for promoting Egyptian products in international markets through organizing trade missions and fairs and providing trade-related information and statistics. The Ministry also oversees Egypt's domestic trade market and is responsible for the creation of Egypt's first Competition and Consumer Protection Authorities. www.mfti.gov.eg

Alexandria Cotton Exporters' Association

Alexandria Cotton Exporters' Association (ALCOTEXA) is a non-profit membership organization founded in 1932 and currently headed by Ahmed Elbosaty, Chairman and Managing Director of Modern Nile Cotton Company. ALCOTEXA's members include individuals and companies engaged in the cotton-exporting sector. ALCOTEXA aims at developing cotton trade among exporters, importers, spinners and other bodies inside or outside the country. ALCOTEXA declares the Cotton Export Selling Guidelines for Egyptian cotton varieties after reviewing the situation of the crop against the world's supply and demand. They also maintain a database of information on Egypt's cotton industry, issues reports and publications relating to the cotton industry. ALCOTEXA is the competent body for arbitration on any disputes that may arise among cotton exporters and purchasers with regard to cotton variety, grade or terms of contract. For more details, please visit the ALCOTEXA website at www.alcotexa.org.



Shalakany Law Office

Shalakany Law office is engaged in general practice and has extensive expertise in international business transactions, major contracts, investment agreements, banking and capital markets transactions, project finance, mergers and acquisitions, intellectual property, software protection, industrial property registration, telecommunications and information technology, aviation, tourism, manufacturing, oil and gas, labor, taxation, maritime, corporate and commercial, insurance and real estate matters. In addition, it specializes in litigation and international arbitration.



Shalakany Law office has supported the registration and legal aspects of the Egyptian Cotton registered trade mark since 2001.

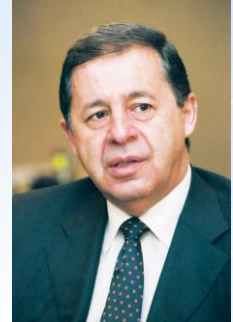
**Who's
behind
the
logo**



Ministers Supporting the Egyptian Cotton Program

Rachid Mohamed Rachid, Minister of Trade and Industry, Egypt

Rachid Mohamed Rachid became Minister of Trade and Industry in July 2004, making him the first Egyptian businessman to take up a cabinet position in Egypt. Prior to joining the Egyptian government, the minister had a long entrepreneurial and multinational career, including the establishment of Egypt's leading food brand, Fine Foods. In 1991, a joint venture was formed with Unilever establishing Unilever Mashreq. Minister Rachid was later appointed as President of Unilever's Middle East, North Africa and Turkey businesses based out of London.



The Minister received his B.S. in Mechanical Engineering from Alexandria University in 1978. He has attended a number of management programs in the United States, including the Management Development Program at Stanford University in 1983, the Strategic Management Program at MIT in 1993, and the Advanced Management Program at Harvard Business School in 1996.

Dr. Youssef Boutros Ghali, Minister of Finance, Egypt



Dr. Youssef Boutros Ghali has enjoyed a distinguished career in public service to Egypt. Dr. Ghali is appointed as the chairman of the IMFC. He has been Egypt's Minister of Finance since 2004, served in the posts of Minister of Foreign Trade, Minister of Economy and Foreign Trade, Minister of Economy, Minister of State for Economic Affairs, Minister of State for International Cooperation and Minister of State at the Council of Ministers. Prior to these posts he was the Economic Advisor to the Prime Minister and the Governor of the Central Bank of Egypt for seven years. He was also a Senior Economist for six years at the International Monetary Fund in Washington.

Minister Youssef Boutros Ghali holds a B.A. degree in Economics from Cairo University and a Ph.D. degree in Economics from the Massachusetts Institute of Technology. He was Associate Professor of Economics at the Faculty of Economics and Political Science, Cairo University; Director of the Center for Economic Analysis at the Council of Ministers; and between 1991 and 1993, a member of the Board of Directors at the National Bank of Egypt.

Amin Abaza, Minister of Agriculture and Land Reclamation, Egypt

Amin Abaza became Minister of Agriculture and Land Reclamation in December 2005, before which he had a solid track record as a shrewd businessman and founder of the Modern Nile Cotton Trade Company, which ranks amongst the top Egyptian cotton-exporting companies. Minister Amin Abaza headed the Alexandria Cotton Exporters' Association and Cotton Egypt Association and was the major driving force behind registering and promoting the Egyptian Cotton logo.

Minister Abaza holds a B.S. in Economics from Faculty of Economics and Political Sciences, Cairo University. He started his career in the banking sector in the country's leading bank, the National Bank of Egypt.



Licensee List

Australia

Australia Weaving Mills

China

Loftex China Ltd

Shanghai Jiafeng Feilong Spinning Co., Ltd.

Egypt

Abou Kamar Weaving

Alkan Textile Company

Comfort Egypt Bedding & Linen Co

Cottex

Delta Spinning & Weaving Co

DIB Egypt Limited Liability

Egyptian Spinning & Weaving

Egyptian Garments Jet

El Gamal Textile & Dyeing Co

Giza Spinning & Weaving

Heba Linens - Egyptian Int'l Trading Co

Jacquard Dina Textiles

KABO - El Nasr Clothing And Textiles

Mediterranean Textile Company MEDTEX

Misr El Amereya Spinning & Weaving

Misr Helwan Spinning & Weaving

Nile Fine Spinning & Weaving

Nile Linen Group

Nile Textiles Industries

Modern Nile Cotton Company

Oriental Weavers Carpets

Oriental Weavers Textiles

Samouly Textile Int'l for Weaving

Sehely Tex

Setcore Spinning

Shebl Ibrahim El Sharkawy Co

STIA - El Nasr Wool & Selected Textiles Co

Yadawee

Zahret El Mehalla

Germany

Wilh. Wülfing

India

Abhishek Industries Limited

Abhitex International Textiles

ALPS Industries Ltd

Gokak Textiles Ltd

Himatsingka Linens

Morarjee Textiles

Vallabh Textiles Company Ltd.

Vijayeswari Textile Limited Company

Welspun India Limited

Japan

Pac Fung Feather Co Ltd.

Pakistan

Al Abid Silk Mills Ltd

Bhanero textiles Mills Ltd

HIRA Group

Saif Textiles Mills Ltd

Singapore

Yong Lee Cloth Merchant PTE Ltd.

Turkey

ATAC A.S Anteks Spinning & Weaving

United States of America

Home City

Niki International Inc.

My tex

Pacific Coast Feather Company

West Point Home





Press Kit.



Egypt: The Country Behind The Cotton

Egyptian cotton is unique, and its quality is a characteristic of the people and country from which it originates. Today, Egypt is a modern, progressive country, a center for intellectual thought, a hub for the Middle East and global trade, and culture. It is a country of teeming cities and quiet villages, bustling ports and markets, empty swaths of desert and the rich, fertile farmlands of the Nile River. Along the Nile River banks, the unique climate provides perfect conditions for growing cotton unmatched in fiber strength and fineness. Egyptian Cotton is a long way from any other cotton.

Egypt's Cultural Legacy

Egypt boasts one of the world's greatest civilizations, dating back some 5,000 years. Egyptian history spans the rise and fall of some of the world's greatest civilizations – from the Pharaohs, Greeks and Romans to the Ottoman and British Empires, the Cold War and beyond. Egypt has borne witness to the birth of Judaism, Christianity and Islam, all of which originated in the Middle East.

Egyptians were the first in human history to devise a system of letters (hieroglyphics) and create written historical accounts. The Egyptian king Mena founded the first nation state in history in 2,300 BC when he brought Upper and Lower Egypt together into a single kingdom sharing a central government, army and judiciary.

Egypt has provided a backdrop for decades of Hollywood films, Western literature and popular fiction. Egypt annually hosts the world-class Cairo International Film Festival and serves as a glories stage to the world-renown production of the opera *Aida* and the Alexandria Library, which was founded on July 24, 1794.

Egypt is home to the world's first university – Al Azhar University – located in Cairo. Founded in 988 AD, it remains the most important institution of Islamic education in the world.

Egypt: Beyond the Pyramids

The great Pyramids, the enigmatic Sphinx and the Nile River have lured visitors to Egypt for thousands of years. One of the world's great travel destinations, Egypt attracts more than five million visitors each year.

The major attractions in this country of one million square miles are the cities of Cairo, Alexandria and the Northern Coast, Nile River cruises, Luxor and the Valley of the Kings, Aswan and the Philae temple, Abu Simbel, ecotourism in desert oases, fishing trips on Lake Nasser, mountain treks on the Sinai Peninsula and the fabulous Red Sea coastline lucrative for sun and sea activities with the modern resort and spa center of Sharm El Sheikh, Hurghada and Taba.

Egypt is the heart of MENA (Middle East and North Africa). Transportation and infrastructure are modern, hotels and accommodation feature worldwide names such as The Four Seasons, The Ritz Carlton, Conrad International and JW Marriott. Travelers to the country will encounter smiling people who are warm and friendly. Egypt is a safe country and one that places great emphasis on politeness, trust, respect, a sense of humor and family values.



Government

Egypt is a parliamentary republic. Under the Egyptian Constitution, all citizens over the age of 18 have the right to vote. The legislative branch of government consists of two bodies: the People's Assembly and the Consultative Council, or Shura. The People's Assembly has 454 members; mostly elected directly. The Assembly is responsible for general policy, budget and development. The People's Assembly serves as the main legislative body, with the Shura offering advice, consultation and comment. The Shura consists of 264 members.

The Egyptian president is nominated by a two-thirds vote in the Assembly and elected by referendum to a six-year term. The president is responsible for appointments to the national government's 35-member Council of Ministers, headed by the Prime Minister. Egypt's honorable president, Hosni Mubarak, has served in office since 1981 and appointed Egypt's current Prime Minister, H.E. Dr. Ahmed Nazif, in 2004. Egypt's judiciary is independent from other branches of the government.

Economy

Egypt has a diversified economy. It has extensive natural and human resources. Key industries include tourism, petroleum, agriculture, manufacturing and the services sector. The government is implementing economic reforms designed to encourage private sector investment as the engine of sustainable economic growth and rising incomes.

With its reputation as the world's finest in terms of quality, softness and strength, Egyptian cotton is the country's most important agricultural export. Other top exports include crude oil and petroleum products, textiles, agriculture, food processed products, furniture, metal products, building material and chemicals.

Since the 1990s, Egypt has embarked on a series of structural reforms focused on economic stability, deregulation, privatization, liberalizing trade and foreign investment regimes and restructuring the banking system. Economic policy offers investors attractive incentives, a freely convertible and floating currency and a young, skilled workforce. Egypt has also worked to transform itself into a leader in information technologies and e-commerce in the region.

The Faces of Egypt

Located at the crossroads of Europe, the Middle East and Africa, Egypt has for centuries been a melting pot of races and cultures – with a tradition of tolerance and hospitality that persists to this day. While modern Egyptians are largely Eastern Hamitic in origin (Egyptians, Bedouins and Berbers), small percentages of the population are of Greek, Nubian, Armenian and European descent.

Egypt's capital, Cairo, combines ancient architecture and a cosmopolitan lifestyle. Although it maintains its own unique culture, Egypt has embraced Mediterranean, French, British and even American influences. Today, hundreds of thousands of foreigners live and work in Cairo, one of the world's largest and busiest cities.

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The History of Egyptian Cotton

Egyptian cotton is an extraordinary commodity that has played an important and vital role in Egypt's economic, social, and political history during the past two centuries. Egypt's unique climate and fertile soil are ideal for agriculture, and especially cotton. From the early 1800s up to the present, Egyptian cotton has always been synonymous with luxury and quality.



1821 – Egyptian Cotton is Born

A Frenchman cultivated cotton trees in Egypt and produced three bales of extra long staple cotton, which were sold for a very high price in France. As a result, Egypt's ruler, Mohamed Ali Pasha, discovered that Egypt's climate combined with the best cotton seeds produced cotton of higher quality than any other in the world.



1833 – Establishment of the School of Agriculture

Mohamed Ali established the School of Agriculture in Shoubra for the study of modern agriculture. The aim of the School was to train students to teach modern agriculture in their villages, creating standardized methods of cotton cultivation throughout the country.

1862 – Heightened Demand for Egyptian Cotton

Cotton planting in Egypt was extended in order to meet the demands of the textile factories in Europe, as a result of the American Civil War (1861-1865). This expansion coincided with the increase of cotton prices in the world market. From only 596,000 quintars in 1861, Egypt's cotton exports culminated to 2 million quintars in 1865.

1869 – Trade Expansion

The completion of the Suez Canal enabled ships to travel between Europe and Asia and beyond without having to circumnavigate the vast African continent, easing and expanding the Egyptian cotton trade.

1910 – Government Regulation

The Department of Agriculture was established under the Ministry of Public Works. The Department conducted research on cotton breeding, fertilization and water requirements, and produced and distributed certified cotton seeds.

1932 – ALCOTEXA Founded

The Alexandria Cotton Exporters' Association (ALCOTEXA) was founded to develop the Egyptian cotton trade and act as an arbitration body among exporters, importers, spinners and other bodies both inside and outside Egypt.



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1960 – Construction of the Aswan High Dam

The construction of the spectacular Aswan High Dam began in 1960 and was completed by 1970. The main function of the dam was to create a water reservoir during the annual flood season to assure a stable supply of water, allowing the expansion of cotton cultivation. The Aswan High Dam also provided protection for cotton and other crops against Nile River flooding.

Cotton Arbitration and Testing General Organization (CATGO)

It is neutral supervising cotton organization that serves the cotton sectors dealing with seed cotton and lint cotton. Some of CATGO services are insuring the purity of Egyptian cotton varieties and its international reputation, classing and evaluating cotton crop and supervising it throughout all handling procedures right from picking until baling, determining the moisture content of cotton, supervising their weights, issuing international authorized certificates, determining the trash level "contamination", preparing official standard boxes representing the standard grades for all Commercial varieties and applying the arbitration in its different stages (arbitration, appeal and counter appeal).



1971 - Cotton Research Institute

Current activities of CRI concentrate on; Breeding of new cotton varieties superior to the cultivated ones (yield and quality) to fulfill the requirements of cotton farmers, preserving the genetic basis used for breeding, developing and improving cotton production practices, defining the most appropriate zones for each variety, strengthening the ties between research and extension to better transfer knowledge and technology to farmers, establishing, performing and completing technological information about the fiber and spinning properties of Egyptian cotton for spinners, as well as improving the grading and ginning practices.



2000 - Egyptian Cotton Logo Introduced

The Egyptian Ministry of Trade and Industry and ALCOTEXA registered a trademark for Egyptian cotton, to help consumers recognize the quality of Egyptian cotton products by identifying those goods bearing the logo, and protect them from misleading labels. The Trade mark is registered in 26 countries and others still in process. A licensing program and monitoring mechanism are also enforced.

2005 – Establishment of Cotton Egypt Association

The Egyptian Ministry of Trade and Industry and ALCOTEXA established a non profit association representing the entire supply chain of Egyptian cotton to manage, promote, license and monitor the usage of the Egyptian cotton and its logo around the Globe. www.cottonegypt.net

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2007 - Egyptian Cotton's promotional Campaign Unveiled

Cotton Egypt developed a strategy to protect and emphasize Egyptian cotton's heritage and luxurious quality, guaranteeing the consumer that any product carrying the Egyptian cotton logo is made of 100 percent cotton. The Egyptian cotton logo first launched at an in store promotion at Bloomingdale's in Mall of America at Minnesota during Christmas 2007.

Second appearance was at the Heimtextil fair in Frankfurt, Germany in January 2008 and then in 2009 and 2010. The overall look and feel of the Cotton Egypt booth was warm and welcoming to showcase the benefits and products licensed to use the Logo – durability, softness, comfort and Luxury. The passersby were invited to experience the feeling of raw cotton and see products made from Egyptian Cotton that bears the Logo (bedding, towels and linens). They also received give away gifts and wrapped chocolates with the Logo.



2008 - Egyptian Cotton Media Exposure

Cotton Egypt was successfully present at the New York Trade Show in August 2008, interacting on a large scale with international media. Cotton Egypt's activities were published in magazines and newsletters tailored to the Textile industry such as Cotton International, Home Furnishing, Home Textile Today, Global Home, Fashion Business and most of the Egyptian prime newspapers.

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A Refined Legacy

Egypt began cultivating cotton by mere coincidence during the reign of Mohamed Ali when a Frenchman was attracted to a cotton plant and immediately admired the quality of its cotton. He cultivated some cotton trees and produced three bales of cotton. They were sold in France for a very high price because of their extra long staple fiber. Today, cotton plays a vital role in the economic life of Egypt.

Egypt: Like No Place on Earth

Egypt's moderate year-round climate and the fertile soil of the Nile River are ideal for cotton production and a primary reason for superior quality of Egyptian cotton. During the 45 days when the fibers are forming and maturing they need very stable weather, which is the case in Egypt during the months of July and August. The result is a superior quality of cotton high in thread count and with a long staple fiber.

Hand-Picked and Specially-Processed

Hand picking ensures that the fibers stay well spread and soft. Once harvested, Egyptian cotton is processed on a roller gin covered by natural leather and treated by a vegetal non-chemical tan that causes no damage to the fibers. Centuries of experienced skills and knowledge of the cotton industry contribute to the value of Egypt's product.



From Seed to Bale

Egyptian cotton passes through the following stages in production:

- Planting Stage:** This starts by the end of February in Upper Egypt and continues until early April in Lower Egypt.
- Harvesting:** Egyptian cotton is hand picked in September and October.
- Ginning:** A simple roller gin that is covered by natural leather then gins Cotton. One ginning box produces 100 to 120 pounds per hour.
- Baling:** After ginning, Egyptian cotton is baled and sold in rings. The Cotton Arbitration and Testing General Organization (CATGO) monitors the cotton from harvesting to baling, to ensure the purity of the cotton varieties.



Considered as the world's most renowned cotton in terms of quality, softness and durability, Egyptian cotton is the country's most important agriculture export and can be found in a wide array of domestically and foreign produced textiles, garments and household products.



Egyptian Cotton Q&A

Q: How is Egyptian cotton different from other cotton fibers? What makes it better?

A: Egyptian cotton is the world's finest cotton because of its unique characteristics including:

- The length of the fiber makes it possible to make the finest of yarns without sacrificing the strength of the yarn.
- The strength of the fiber makes fabrics more solid and more resistant to stress.
- Its ability to absorb liquids gives fabrics made of Egyptian cotton deeper, brighter and more resistant colors.
- Egyptian cotton is hand picked which guarantees the highest levels of purity. In addition, hand picking puts no stress on the fibers – as opposed to mechanical picking which causes cotton to become dense and complicated with more nips – leaving the fibers straight and intact.
- Fabrics made of Egyptian cotton are softer, finer and more durable than any other cotton in the world.

Q: Why is Egypt the best place to grow cotton?

A: Egypt's unique year-round climate is ideal for growing cotton. Cotton production has been refined over several generations by skilled entrepreneurs and farmers, and these traits are why Egyptian cotton is of superior quality and worldwide recognition. The very unique and long staple cotton is grown exclusively along the Nile River banks in Egypt.

Q. Comparison between the EC and other types of cotton

A. The world cotton market includes 3 main varieties of cotton, namely:

- **Gossypium Barbadence:** This is the world's first class quality cotton. Egypt has a comparative advantage in its production of Egyptian Cotton, which represents about 47% of the world's production of Barbadence.
- **Gossypium Hirsutum:** This cotton is lower in quality than the Barbadence. American production represents more than 80 % of the world's production of this type of cotton. However, it is planted in all parts of the world and not only in the U.S.A.
- **Gossypium Herbaceum:** This is the Asian cotton. It is lower in quality than the other two kinds and is planted in some parts of India as well as Pakistan and China.

Q: Why are manufacturers using more Egyptian cotton today?

A: Because they guarantee sustained high quality, premium price and continued demand from the niche market. The finest quality can only be attained when made from superior material. The quality of the cotton depends on the length of the fibres, known as staples. The longer the staple, the finer is the product. The cotton is carded to remove dirt and short fibres. However a process called combing when used with Egyptian Cotton, will leave only the longest staples, ready for spinning and weaving into the strongest and finest fabric. The outcome is a fabric which is softer and more luxurious than any other.