

# Our Changing Times

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Chaired by Eimear McDonagh  
(Namoí Cotton Alliance)





Amy Jackson  
Director of Membership,  
Better Cotton Initiative

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Fawzia Yasmeen  
General Manager –  
Supply Chain &  
Business Development,  
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Camille Cluzel  
Trader,  
Louis Dreyfus Company

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Kim Hanna  
Founder & Director,  
TransGlobal Inspections  
LLC

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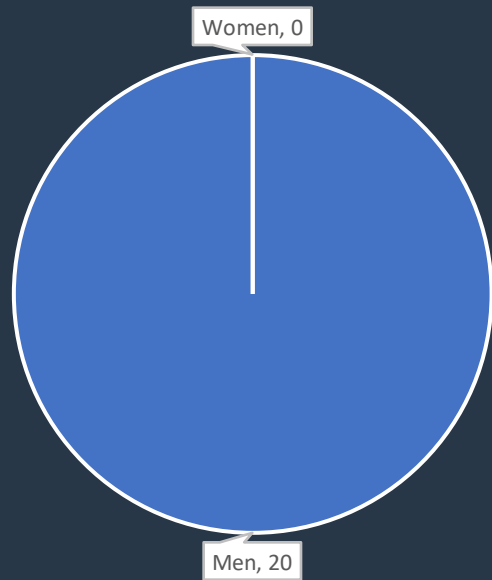


Fangchun Zhang  
CEO of Cotton China,  
COFCO International

# Women in ICA

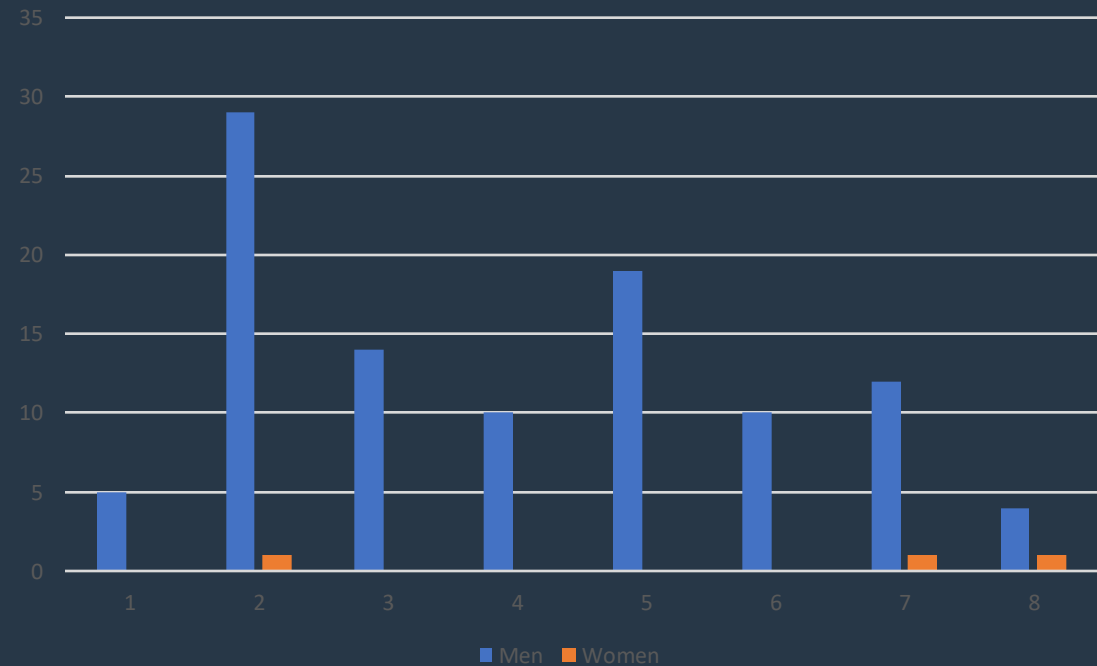
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## ICA Board members, Ordinary & Associate



24 board members, all male

## ICA Committees - 7 in total

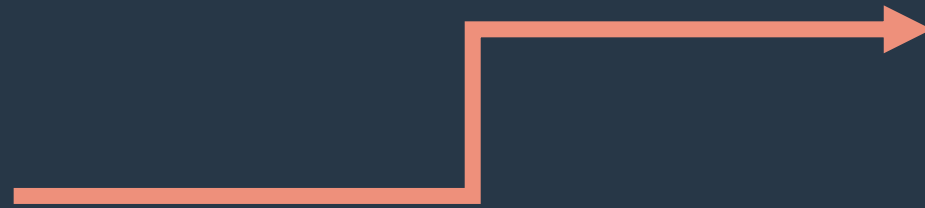


103 committee positions, 3 women

# Female ICA Individual Members

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6%  
(2010)

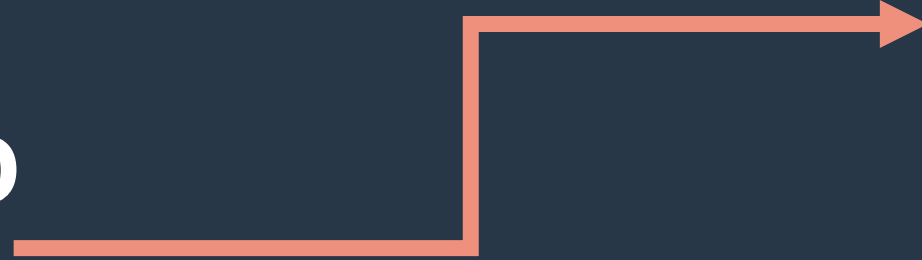


9%  
(2019)

# Female Complete Cotton delegates

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13%  
(2011)



23%  
(2019)

# Female ICA trade event delegates

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13%  
(2011)



14%  
(2019)

# Women in Cotton Organisations

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	Board Positions	Female
ACSA (Australian Cotton Shippers Assoc.)	14	3
ACSA (American Cotton Shippers Assoc.)	29	0
ABRABA (Brazilian Cotton Growers' Assoc.)	8	0
ANEA (Brazilian Exporters of Cotton Assoc.)	13	3
AFCOT (French Cotton Assoc.)	14	1
BCA (Bangladesh Cotton Assoc.)	15	1
CCA (China Cotton Assoc.)	139	9
CCI (Cotton Corporation of India)	22	0
CICCA (Committee for International Cooperation between Cotton Assoc.)	3	0
	<b>Total</b>	<b>17</b>



Liverpool cotton traders  
around the bull ring in the  
1950s



Delegates of the ICA's Hong  
Kong 2018 trade event



# Women as a market

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- Spend 3 times more on clothing than men
- Globally women control US\$20 trillion in consumer spending, or 91% of household purchases
- As a market women represent a bigger opportunity than China and India combined

# Women's purchasing power

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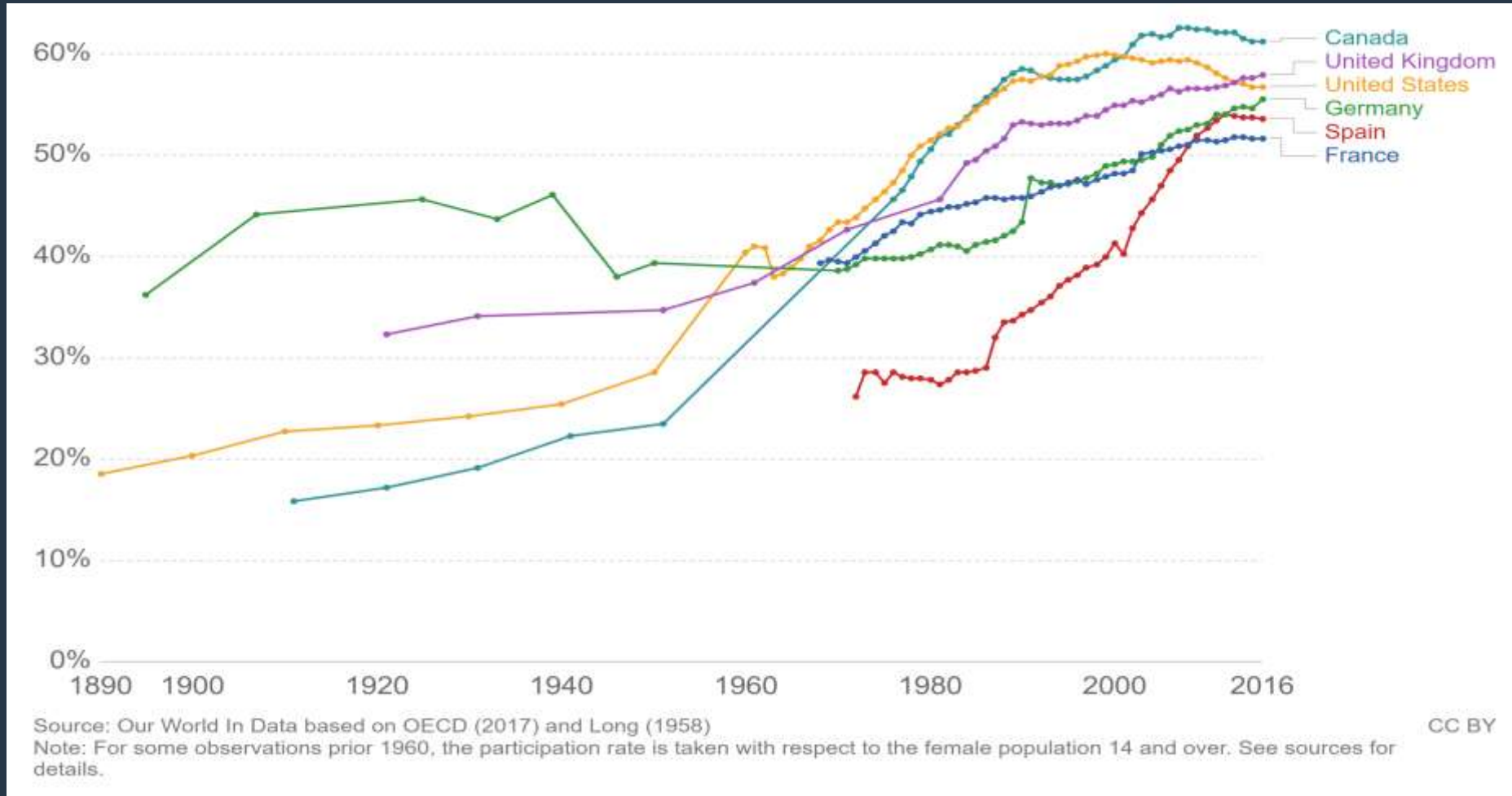


# Women changing Bangladesh

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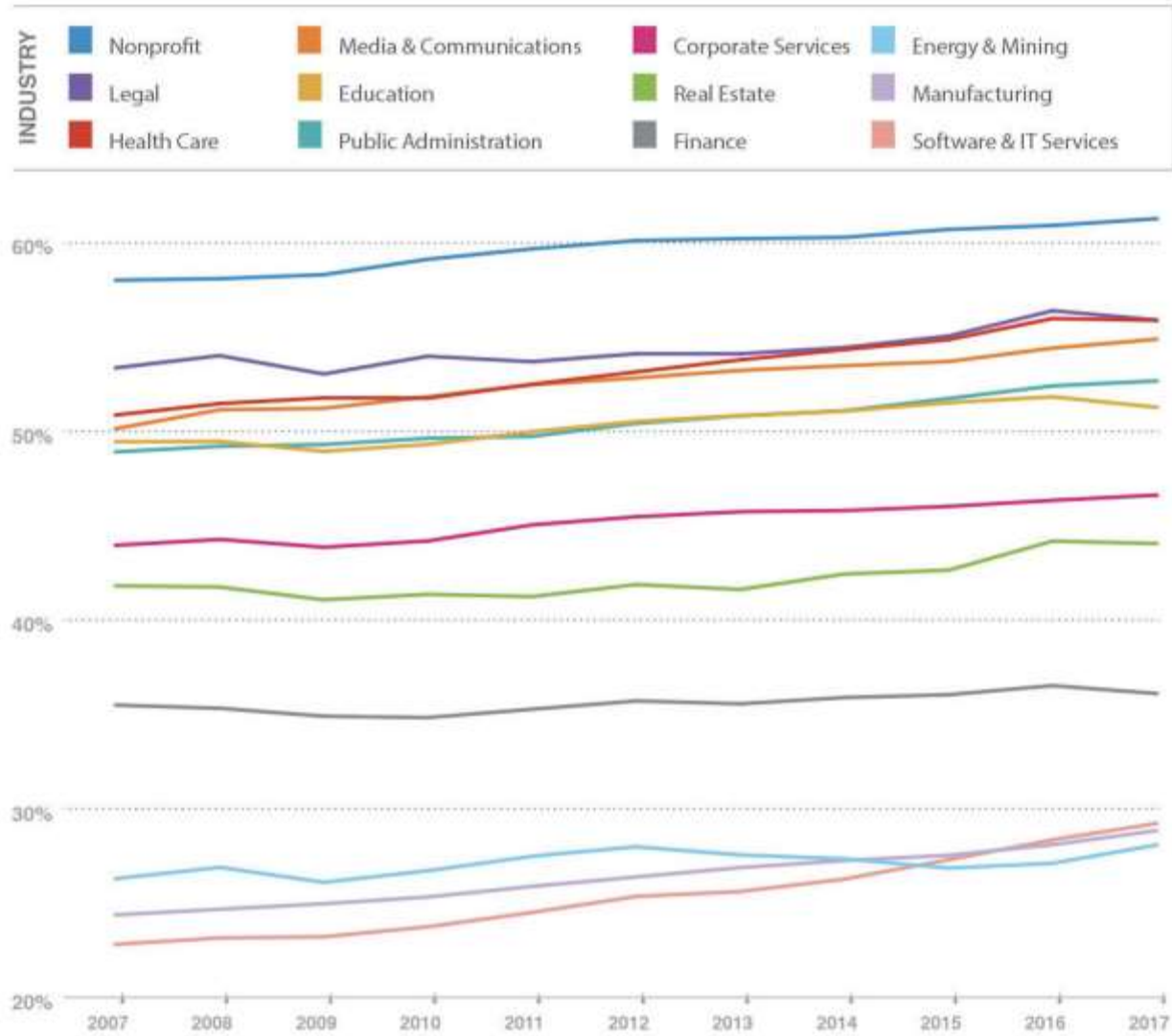


# Long-run perspective on female labour force participation rates



Proportion of the female population ages 15 and over that is economically active. Data is available for OECD member countries, as well as for non-member countries publishing statistics in OECD stats.

# Proportion of Female Hires by Industry, 2007-2017



# Common biases that impact decision making

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**Affinity bias** is a tendency to favour people who are like us, resulting in homogenous teams and group think

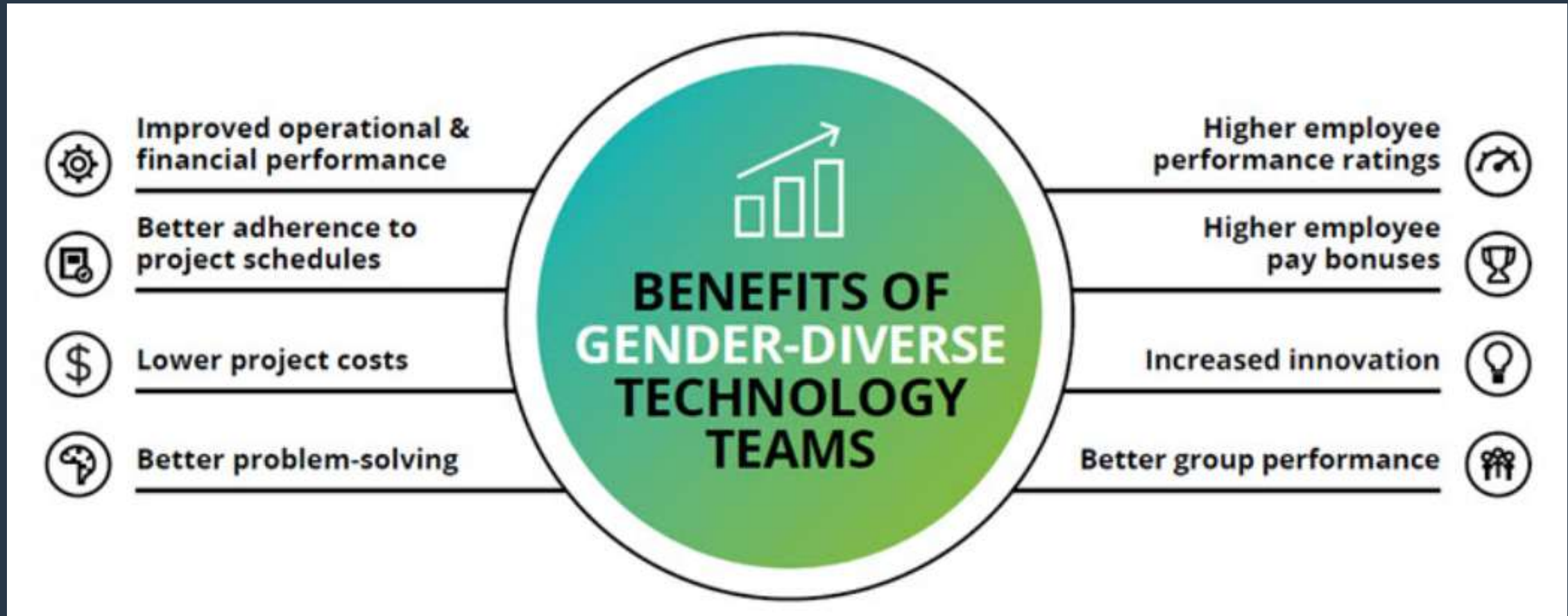
**Confirmation bias** happens when we seek to confirm our beliefs, preferences or judgements, ignoring contradictory evidence

**Halo effect** occurs when we like someone and therefore are biased to think everything about that person is good

**Social and group think bias** is the propensity to agree with the majority or someone more senior to us to maintain harmony

# The business case for gender diversity in IT

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Source: National Centre for Women & information Technology: Anita Borg Institute.  
Deloitte Insights ([deloitte.com/insights](https://deloitte.com/insights))



An organisation with up to  
30% female leaders can  
add up to 6 percentage  
points to its net margin

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# Summary

- Women are present, but not as decision makers
- Social and economic benefits
- Better informed decisions
- Better risk management
- More engaged employees
- Strengthens and secures our future



# Cotton Champions for Change

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We need men to stand beside us to champion the change for greater women's involvement in our industry...

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*“I pledge daily to respect women & encourage them into positions of influence in my business, I commit to identifying opportunities for three women within my organisation to advance their career paths, to add to diversity & create positive change.”*

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# Voting Results

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Share your support and actions you have taken with:

[#Change4cotton](#)

[#WomeninCotton](#)



# Join us

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Women in Cotton Lunch – open to all

# Thank you

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Any questions?



WOMEN IN  
COTTON

