



# World Cotton Day in Taiwan 2021

Taiwan Textile Federation

May 11, 2021



# Concept

- Cotton spinning and weaving was the leading industry in Taiwan's early industrialization. It also drove the development of textile-related upstream and downstream industries. Though the downstream declined with changes in comparative advantages in the 1980', the middle and upper streams continue to thrive in Taiwan.
- To commemorate World Cotton Day, we will be joined by Taiwan's younger generation and look back to the journey we started from and where we stand now. It will be a unique opportunity to convey the importance of cotton and the positive impact that cotton will continue to have in the future.

# Our Plan

Organizing an one-day visit tour to Tainan with the purpose to engage the next generation.

- Date: in early or mid-September
- Places: (1) Textile Museum of HerMin Textile Co., Ltd.  
(2) Eco-Industrial Park of Everest Textile Co., Ltd.
- Participants: students from 6-8 colleges and universities related to textiles and apparel, as well as professionals in the sector, total around 100 persons.



# Places to Visit

## 1. HerMin Textile Museum

### -a successful transformed cotton mill

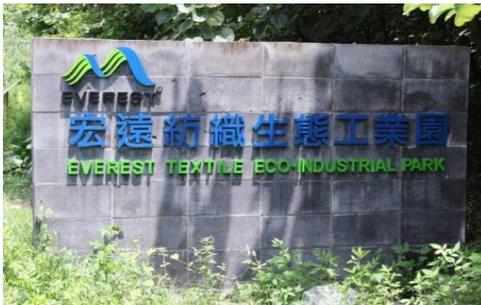
- HerMin Textile Co., Ltd. was founded in 1976, an era of Taiwan's economic transformation and the export market started to flourish. HerMin focused on the production of its specialty of woven plaid fabric using natural fiber - cotton.
- Evolving with time, new fibers were added and well accepted by consumers due to their multi-function features in comfort, refinement and style. To appeal to a wider audience, HerMin Textile Museum was born in 2014. Here we will be inspired by the world of cotton and textiles.



# Places to Visit

## 2. Everest Eco-Industrial Park -an innovative textiles manufacturer

- Everest Textile Co., Ltd. has been embracing the environmental initiative “Everest sustainability Model (ESM)” through a series of strategic actions on energy saving and environmental protection since 2007.
- We will look at how Everest Eco-Industrial Park serves its goal to maximize green growth, enhance competitiveness, and minimize negative effects on climate change. It is an essential part of how Everest works to build a climate efficient business through cost-effective innovation.



# Main Takeaways

- “Cotton” is where Taiwan’s Textile Industry all started from. At the end of the day, the participants will learn the meaning of World Cotton Day, as well as the benefits and value of cotton around the world.
- Engaging students to enhance the understanding of the integrated applications between cotton and other textile materials, we aim to attract them to join Taiwan's ever-improving textile industry.
- Generating positive media coverage of the event, consumers will be aware of the uniqueness of cotton and increase demand and preference for cotton.



Governments



NGOs



Media



Mills/Manufacturers



Academics



Consumers



**World Cotton Day in Taiwan 2021  
is a CELEBRATION !**

**POSITIVE + INFORMATIVE + UNIVERSAL**