



BREMEN COTTON REPORT



QUESTION TIME

Challenges and Objectives 2025

In our traditional end-of-year edition of the Bremen Cotton Report, experts from various sectors of the cotton industry and textile value chain have their say. In short statements, they analyse current challenges facing the industry and look ahead to the coming year.

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Jean-Paul Haessig

Jean-Paul Haessig, President, Bremen Cotton Exchange, Bremen, Germany, and Director Asian Cotton Traders Pte Ltd, Vietnam

Mr Haessig, what trends will shape the cotton industry in the coming years, and what does it need to position itself sustainably and securely for the future?

The cotton industry is facing challenges that are characterised by technological, political and social trends. As a natural raw material, cotton is a valuable product that feeds many people. However, as President of a globally active association, I would like to draw attention to the current challenges that we are observing in the active or impending regulations and requirements.

Natural fibres are a valuable, biodegradable and durable raw material for the textile and fashion industry. The countless market participants – ranging from farmers to logistics companies – work professionally, and in some cases with a high level of technology, and we have been able to recognise many aspects of what is considered sustainable today for decades already. Alongside the countless people whose livelihoods depend on growing cotton, the natural fibre is also part of the agricultural cycle. I would like to emphasise it once again: biodegradability is probably one of the best features of a product you can imagine these days. I assume that the forthcoming textile industry regulations will take these characteristics

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