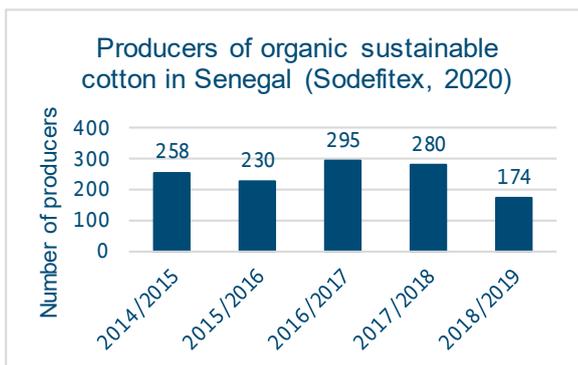


Special Initiative on Training and Job Creation

# Senegal: A niche market for high-quality cotton products

## A unique structure in Africa

The **cotton sector** in Senegal, which has been producing cotton since the 1960s, has a **unique structure**. The National Federation of Cotton Farmers (FNPC), which represents over 1,800 farmer organisations, manages the production, while the Senegalese Textile Fibres and Development Company (Sodefitex) develops the industry and organises the cotton trade. A large part of Senegal's cotton already meets sustainability standards.



A study supported by the Special Initiative on Training and Job Creation, the Senegalese investment agency APIX and the General Association of the German Knitting Industry (Gesamtmasche e.V.) showed that Senegal has **great potential as a niche market for the sale of organic cotton**. The national government is also keen to increase cotton production and, for example, subsidises production to ensure it has a competitive price on the world market.

Yarn	22-24/1	26-28/1	30-32/1
% of production	25%	40%	35%
Single Jersey	Piqué	Interlock	French Terry
26/1	220 gsm	190 gsm	260 gsm
28/1	240 gsm	220 gsm	280 gsm
30/1	260 gsm	240 gsm	320 gsm

Cotton products currently produced in Senegal and their quality



© GIZ/Stephan Kunz

The textile company in Kaolack that was identified for revitalisation

## Strategic advantage in Senegal

### Products and quality

Currently, Senegal produces cotton yarns of medium quality. Finer yarns could also be produced to offer a **wider range of products** for the export market. **Woven fabrics** such as poplin, gaberdine, twill, canvas and denim as well as knitwear are also available.

### Standards and certification

The **Better Cotton Initiative, Global Organic Textile Standard (GOTS)** and **organic cotton certification** (all based on ISO 9001) already exist. Further standards will also be developed with the farmers and factories.



### Technical know-how and equipment

The level of cotton-sector skills development in Senegal is comparable with that of certain regions of India and Pakistan, and there is good **training provision**, especially in cotton production and cleaning. During a field visit, a **fully-vertical textile company** and a **modern spinning mill** were identified. Already equipped with German and Italian spinning, weaving and knitting machines from the 1980s, these enterprises will be revitalised with the support of the Special Initiative.

Implemented by

## Sustainability

In Senegal there is a willingness to develop approaches for ensuring sustainability and transparency in the cotton sector and for establishing a comprehensive supply chain.



Cotton-producing areas (Sodefitex, 2019)

## Quality management

To reduce water consumption in cotton growing and ensure better yields, water stewardship approaches (including irrigation systems) that comply with the latest standards will need to be introduced.

## Taxes, duties and logistics

Senegal benefits from the **EU's Generalised Scheme of Preferences**, and the presence of its well-connected international port means the **costs of logistics are lower than in Asia**.

## Value chain

Senegal's strategic advantage lies in **vertical production**, which ranges from the initial production of cotton right up to the creation of ready-made garments. Within the next five years, the rehabilitation of the sector will make it competitive enough to serve certain markets. Furthermore, **Senegal**, working in partnership with neighbouring countries such as Mali, Benin and Burkina Faso, will be a **valuable stakeholder in the pan-African supply chain**.

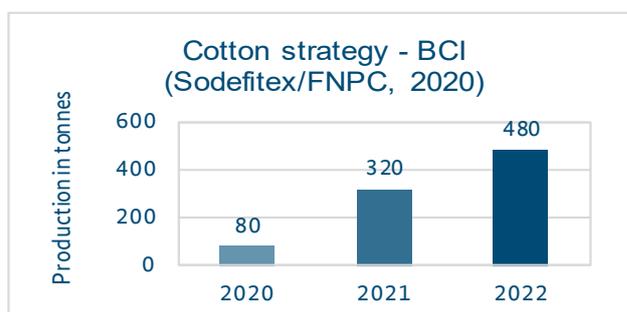
## About the Special Initiative on Training and Job Creation

To open up better prospects for Senegal's people and particularly for its young people, the **Special Initiative on Training and Job Creation** of the German Federal Ministry for Economic Cooperation and Development (BMZ) is encouraging long-term private investment. The aim of the Special Initiative, which is operating under the **Invest for Jobs** brand, is to create more and better employment through sustainable investment and needs-based **cooperation with the private sector in Germany, Europe and Africa**.

## Dakar as the next cotton hub in West Africa

Senegal's **production capacity** is estimated at around **60,000 tonnes of cotton per year**. Options for the sector to consider for the near future are the niche market of home textiles and the export of cotton yarns to relatively near countries such as Greece or Portugal. The aim is to **establish the entire value-added chain in the country**, and the Special Initiative and APIX have already started promoting this intention to the international market.

Together with other international partners, the **Special Initiative** will support the **training of farmers** and the **acquisition of equipment for the mechanisation of cotton growing**. The **revitalisation of the two textile companies** in cooperation with European investors is set to **create a total of 950 new jobs by 2022**.



The Senegalese partners drew up a project plan for a scheme to engage at least 2,000 farmers in the implementation of a sustainable and organic cotton strategy. **By 2022**, the aim of the scheme is to **triple the production of organic cotton and Better Cotton Initiative-compliant cotton**. This overall approach also has the potential to position the region of Kounghoul as the country's leading centre for organic farming and the **Dakar region as the ideal location for West Africa's cotton hub**.

In addition, a **digital traceability application for the cotton sector** is currently being developed with the company Manobi. With this application, it will be possible to trace, document and visualise all the steps in production – from the field, through fibre processing to the shipping container.

## Please get in touch!

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