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China 'to launch own Better Cotton Initiative'

BEIJING - China is reportedly set to launch its own version of the Better Cotton Initiative (BCI) in the latest development in the country's attempt to fight back against forced labour allegations surrounding the country's cotton industry.

The Weilai Cotton (Future Cotton) project has been developed by cotton vertical service provider Zhongnong Guoji over the last two years but is now said to be moving forward with support from the China Fashion Association and the Modern Seeds Development Fund.

Zhao Yan, a coordinator for the initiative, told the South China Morning Post that the mounting international backlash against Xinjiang cotton had helped crystalize the project.