



**WOMEN IN
COTTON**

Name – Linh Tran

Company name – Viet Cotton JSC

Job title – CEO

1. When did you join the cotton industry?

I joined the cotton industry 10 years ago now. I first gained experience in corporate banking for 3 years, then joined a textile company in 2010 for 2 years in sales, before getting in the cotton industry in 2012.

2. What do you like the most about the cotton industry?

I like that the cotton industry in general is so influential in contributing to a better world, through all the various initiatives that already exist including BCI, Organic, ACP, US Trust Protocol etc. Cotton not only has a very compelling story, but it is also the most suitable and propitious materials for textile in my view.

3. What are the biggest challenges you have had to face?

In my role, the biggest challenge I must face daily is related to the market structure. The volatility of the market as well as the lack of market transparency and insights (good and reliable information) make it still hard to make solid decisions. With regards to the spinning mill side of the business, the control of quality of input/output is also a big challenge.

4. What is it like being a woman in the cotton industry?

In my 10 years of experience in the industry, I have witnessed more and more women joining the industry at top management level, which is good to see. There are more opportunities for women in the cotton industry today, compared with the past. Equal opportunity is better for everyone. I think, the longer I am in the industry, the more I adapt as well. I communicate more directly and maybe more bluntly, adopting what you could call a more “manly” style of communication.

5. What do you think is the biggest challenge for women in the industry?

I think that travelling can be quite challenging, especially if like me, you are involved in the quality control side of the industry.

6. What is your message to other women in the industry?

Cotton is quite a niche industry, and still mostly male dominated due to the nature of the jobs, as you can imagine. But things are changing, and many areas of the industry are women friendly. I would like to see more and more women joining our industry, to bring more changes, and softer edges.