

2005 Hong Kong

香港

Fair Trade Fair 公平貿易展銷 暨 研討會 and Symposium

Making Trade Work for People

13 – 16 December, 2005

Final Report



活動查詢網址：

fairtradeexpo.org

On occasion of the Sixth WTO Ministerial Conference in Hong Kong

Final Report Summary

Project Name	2005 Hong Kong Fair Trade Fair and Symposium
Dates	13 – 16 December 2005
Location	Hong Kong Exhibition Centre, floors 3 and 4 25 Harbour Road, Wanchai, Hong Kong
Steering Committee	Asia Fair Trade Forum, Philippines; Équiterre, Canada; Gerster Consulting, Switzerland; Institute for Agriculture and Trade Policy (IATP), U.S.; and Oxfam Hong Kong, Hong Kong, SAR of China
Contacts	Patricia Jurewicz, IATP - pjurewicz@iatp.org Sonja Zimmermann, Gerster Consulting sonja.zimmermann@gersterconsulting.ch Isabelle St-Germain, Équiterre - istgermain@equiterre.qc.ca

Repeating the 2003 success in Cancun, an international steering committee hosted a Fair Trade Fair and Symposium (FTFS) during the Sixth World Trade Organisation (WTO) Ministerial Conference in Hong Kong. It featured over 50 fair trade producers and non-governmental organisations (NGOs), a welcoming reception with a traditional Chinese lion dance, high profile speakers, and as a highlight, a fair trade fashion show. Together the events promoted an international trade system that is working for people, for communities and for the environment. While the eyes of the world were on Hong Kong, these events publicized a trade model that demonstrates how international trade can benefit those who have been hurt the most by the negative affects of the WTO: the marginalized, those living in rural communities, and the small farmers who are suffering from low global commodity prices.

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I. Introduction and Overview

Since before the WTO came into existence (prior to 1995 it was called GATT, the General Agreement on Tariffs and Trade), several of the steering committee members shared two main interests: following international trade negotiations and promoting fair trade. In **2003**, Équiterre, Gerster Consulting and IATP joined together with Comercio Justo and Oxfam International to host the Fair Trade Fair and Sustainable Trade Symposium in Cancun, Mexico parallel to the Fifth WTO Ministerial Conference. This hugely successful event included a lively inaugural reception with Luis Ernesto Derbez (Mexican Foreign Minister and Chairperson of the Fifth WTO Ministerial) and Rigoberta Menchu (Nobel laureate). Producers from around the world displayed and sold their products, and several notable speakers from the UN and various national governments participated in a symposium, which included a policy forum on Fair Trade in the Americas. The full programme as well as a summary of the proceedings can be viewed in the archived section of fairtradeexpo.org.

In **2005** in Hong Kong, the intent was to build on the energy and positive feedback from the Cancun events, tailor the programme toward the Asian market and continue the promotion of fair trade as a viable alternative to the negative impacts of globalization. The specific goals of the events were to:

- increase awareness among the delegates of fair trade and the links between global trade policies and the livelihood of small producers;
- promote a system of global trade that has positive results for producers and consumers;
- increase awareness of fair trade with Hong Kong consumers;
- have an impact on the reporting of the media around the WTO negotiations;
- strengthen networking among the different stakeholders in the fair trade arena;
- provide an opportunity for fair trade producers to sell their products.

In particular, these events offered the opportunity to highlight the far-reaching impact fair trade is having on the environment and improving lives of millions of families. For example, *Kasinthula*, the sugar vendor at the fair, works with close to 300 sugar cane growers in Malawi; *Green Net Cooperative* works in 13 provinces in Thailand where fair trade certified rice is grown; and *Cafe La Selva* works with 1,500 families cultivating fair trade and organic coffee in Chiapas, Mexico.

The **fair trade symposium** was conducted as one track inside the International Centre on Trade and Sustainable Development's (ICTSD) Hong Kong Trade and Development Symposium. It took place all day on 15 December and consisted of one plenary and seven panel sessions. The focus was on the challenges and opportunities of mainstreaming fair trade. Specific sessions addressed issues such as how WTO policies impact fair trade processes, expanding fair trade markets in Asia, and diversifying fair trade products and services. Approximately 500 people attended the plenary session and seven panels.

The **fair trade fair** consisted of 52 booths with exhibitors from over 25 countries throughout Asia, Africa, the Middle East, Latin America, Europe and North America. Due to the abundance of fair trade craft producers in Asia, the majority of the producers displayed and sold exquisite hand crafted merchandise. There was a special focus this year on conducting **tours** with national delegates and prominent global institutions. The **cafe**, which served fair traded coffee and tea, was always full and numerous school groups attended the fair. Overall, approximately

3,000 people walked through the fair. Photos of the fair and the other events can be viewed in *Annex A*.

The highlight of the week was a **fashion show** presented by *People Tree*, a fair trade certified company. With sponsorship from *Aveda Hong Kong* and *Signal 8 Modelling Agency*, the show was as energetic and engaging as any show in Paris or New York. What made it unique were the opening remarks by the Indian Trade Minister, the socially conscious placards carried by the models and knowing the producers were paid fair wages to sew the stylish clothes.

International and local **media** covered all of the major events with colour photographs appearing in both of the major Hong Kong newspapers. Interviews with the fair exhibitors were seen on the BBC, aired on Radio TV Hong Kong, and appeared in *Healthy Living*, *Inter Press Service* and *Alliance Sud*, among others.

The same **Web site** address as in 2003, fairtradeexpo.org, was maintained. The features of the site were expanded to include a calendar, producer profiles, and resources. In December 2005, there were 4,650 visits and 183,500 hits to the fairtradeexpo.org Web site, which is about five times the amount of traffic the site normally receives. From the end of October 2005 (when the updated site went live) to the end of January 2006, there were 10,990 visitors. The Web site has been updated with notes and presentations from the plenary and panels. Since the site receives visitors year-round, it will be continuously updated with general fair trade resources.

The events in 2005 were **financially supported** by a number of governments, and civil society organisations including: Swiss Secretariat for Economic Affairs (seco), Canadian International Development Agency (CIDA), Consultative Group on International Agricultural Research (CGIAR), The World Bank, Oxfam International, Agència Catalana de Cooperació al Desenvolupament and others. A complete list of sponsors is located in *Annex B*.

II. Welcoming Reception

Together with ICTSD, the FTFS steering committee hosted the **welcoming reception** on December 13, 2005. Speakers included Mark Ritchie, President of IATP; Ricardo Meléndez-Ortiz, Executive Director of ICTSD; Chan Yau, Executive Director of Oxfam Hong Kong; Ric Cameron, Senior Vice-President of CIDA; Ambassador Luzius Wasescha, WTO Chief Negotiator for Switzerland; Professor Lap-Chee Tsui, Hong Kong University's Vice-Chancellor; and Claribel David, Asian Representative for the International Fair Trade Association (IFAT). A traditional Chinese lion dance and cultural procession by the fair exhibitors completed the evening. Approximately 600 guests, including high-level government, business, non-governmental organisation and producer representatives were entertained while enjoying refreshments.

III. Symposium

With a focus on the challenges and opportunities of mainstreaming fair trade, the fair trade symposium took place on 15 December jointly with ICTSD's Hong Kong Trade and Development Symposium. The **opening plenary session** featured Mary Robinson, Honorary President of Oxfam International; Heidemarie Wieczorek-Zeul, German Minister for Economic

Cooperation and Development; Madun Murlidas Dulloo, Mauritius Minister of Foreign Affairs, International Trade and Cooperation; Love Mtesa, Zambian Ambassador to the UN and WTO; and Mark Ritchie, President of IATP. The main point agreed upon by all of the speakers in this plenary was that a development round cannot be negotiated in the same way a normal trade round is negotiated. The panellists therefore called upon the WTO ministers to live up to the promises of the Doha Development Round. Although it did not work in his schedule for WTO Director-General, Pascal Lamy, to participate in the plenary focused on fair trade, he was able to attend an ICTSD plenary on one of the other days. The FTFS steering committee played a key role in confirming Lamy's participation.

The symposium **panels** focused on a wide variety of issues related to fair trade and linked the fair trade movement to the policy negotiations happening next door at the WTO. In addition to the policy implications, local and international experts from public and private sectors discussed the depth, breadth, challenges and successes of the fair trade model. Although all of the panels had an excellent array of panellists, the youth panel was especially energetic with student fair trade activists sharing ideas from all over the world. The discussed panel topics included:

- Lessons from Fair Trade for Policy Making
- Mainstreaming Fair Trade: Opportunities and Challenges
- Fair Trade and Corporate Social Responsibility (CSR)
- Processing and Production Methods (PPMs) and Fair Trade
- Expanding Asian Domestic Markets: Creating Consumer Awareness
- Diversifying Products: Fair Trade in Tourism
- Fair Trade and Youth Movements

Approximately 500 people attended the fair trade plenary session and seven panels. An overview of the panels, including speakers, is located in *Annex C*. Detailed notes for the panels and several slide presentations are posted on the fairtradeexpo.org Web site.

Evaluations were handed out at the end of each panel and an overwhelming majority of the attendees to the panels rated their overall impression to be good or very good. A few of the strong messages received emphasized the importance of having time for discussion and that more promotion should be done for such interesting events. A full summary of the panel evaluations is included in *Annex D*.

IV. Fair Trade Fair

From 13 - 16 December the fair trade fair hosted a combination of craft, food and information **exhibitors** from over 25 countries. The majority of the craft producers were from Asian countries such as Indonesia, Bangladesh and the Philippines. Of the fair trade certified organisations that make crafts, 70 - 80 percent are located in Asia, so the variety of product was vast and shoppers had their pick of exquisite embroidered purses, silver jewellery, beautiful shawls, and hand-made paper, just to name a few. There were also producers from Africa, Central and South America, and the Middle East. Food producers offered mango juice, coffee, banana chips, nuts, sugar, dried mushrooms and olive oil. In addition to the producers, sixteen NGOs that support fair trade also exhibited at the fair. These organisations ranged from the *United Nations Food and Agriculture Organisation (FAO)* and *Consumers International*, to the *Hong Kong*

People's Council for Sustainable Development and Fair Trade in Tourism. A complete list of all of the exhibitors and their country of origin is located in *Annex E*.

This year national delegations and other groups were offered the opportunity to have **private tours** of the fair, which gave the delegates a chance to meet the exhibitors in person and learn about the fair trade model in more detail. There were delegate visits from the governments of Canada, Quebec, Luxemburg and Germany, and a tour of the fair by The World Bank. The tours received very positive feedback. A complete chart of all of the tours is located in *Annex F*.

A welcome addition to the 2005 fair was a coffee and lunch **cafe**. The vendor, *Caves Coffee*, offered fair trade specialty coffees and teas, a variety of hot and cold sandwiches, quiche and home-made desserts. The tables were almost always full and people could access the Internet while enjoying a snack. There was also a little alcove called the “**resting area**” with couches and tables that offered a perfect place to hold an impromptu meeting or to take a break. Donated photography and sculpture exhibits decorated the walls around the cafe and the resting area.

Thirty-one of the producer exhibitors turned in **evaluations**; no evaluations were collected from the NGO exhibitors. Overall, a strong majority of the producer exhibitors felt that the fair was well managed and they were happy to have participated. They also felt fair trade received good exposure and was promoted properly. On the improvement side, they said it would have been better if more wholesale buyers would have visited the fair. They felt the total number of visitors was low because of the difficulty in gaining access to the building. A full summary of the producer evaluations is included in *Annex G*.

V. Fashion Show

The event that gained the most publicity during the week was the **fair trade fashion show**. Although the music was thumping, the lights were whirling and the models slinked onto the stage like any professional runway show, what gave this show a politically-charged message were the distinct comments given before, during and after the show, and knowing the clothes were made under just manufacturing conditions. In the opening remarks, the Honorable Kamal Nath, India's Minister for Commerce and Industry, called for a return to the use of natural materials in the textile industry and highlighted the importance of fair trade in supporting small-scale cotton farmers and producers. During the show, models carried message boards with captions such as “Who Made Your Clothes?” “What are you doing to meet the Millennium Development Goals?” and “No Peace with Poverty.” At the end, Safia Minney, founder of *People Tree* and the show organizer, made a few comments on how fair trade is a viable economic alternative. The runway models then passed out to the standing-room-only audience IFAT's position on cotton.

People Tree, whose collection was featured in the show, supports 4,000 small-scale producers across 70 cooperatives and 20 countries. In addition to committing to long-term orders and providing technical support, People Tree re-invests back into the communities through social and environmental programmes.

This event was attended by 400 guests and was broadly covered by the local and international media. A full list of Press Coverage is attached in *Annex H*. Sample articles are located in *Annex I*.

VI. Lessons Learned

Immediately following the last day of the fair, the steering committee was able to meet and discuss what worked, what did not work, and what the focus should be in the future. The main topics discussed addressed funding, messaging and logistics.

Funding: improvements could have been made if funding had been committed earlier. In the future, money committed earlier will allow everything to be organized with more lead time, especially in regards to the array of producers, literature, and staffing. The earlier speakers are confirmed, the easier it is to do communications and publicity work.

Messaging: it was discussed that a clearer strategy is needed for the messaging and media work. Specifically, the link between fair trade and the WTO needs to be made concisely so it can be communicated in one sentence as the core message to journalists. Any media opportunities to drive the WTO delegates to the FTFS events need to be kept in mind. Local media can help drive the local public to the fair (for example, fair traffic increased after the news articles were published and the radio spot aired in Hong Kong). The FTFS needs a full-time media person on hand; in Hong Kong the press was constantly showing up without an appointment and wanted a tour and overview of the fair.

Tours: the private tours achieved a number of different objectives and they are essential in promoting the fair trade fair in the future. The tours were appreciated by the guests; they were beneficial for building longer term alliances with funders; they promoted global education (e.g. numerous Hong Kong school groups toured the fair); and they attracted publicity thereby drawing more Hong Kong public to the fair. Équiterre reached its goal in terms of Canadian media and delegate outreach and interaction. Going forward, each steering committee member or affiliated member will be responsible for setting up tours and attracting national delegates to the fair. Future outreach plans should include local school and university groups, and collaborate with educational programmes that are interacting with the WTO, such as Oxfam's International Youth Parliament.

Days and times: having the fair occur during the first few days of the negotiations was convenient for the delegations since that is when the delegates have more free time (and it should continue that way). However, the fair could start later in the day, go later into the evening and be open on a Saturday, which would better accommodate the working public.

Accessibility: some people found the fair was a little challenging to locate and enter. Although the fair could be accessed via second floor walkways from the Hong Kong Convention Centre where the WTO talks were held, it was a bit confusing to find. The situation was compounded due to blocked access to the building because of the protesting on the street. This scenario is likely to be repeated in the future. Therefore, when selecting the next venue, the pros and cons of the location of the fair in relation to the WTO Ministerial and potential building shut down all need to be considered carefully. Also, if the fair is located in a building that is in close proximity to many other buildings, a detailed map should be included on all literature and posters.

Sales opportunities: more could be done to inform the various NGOs visiting the WTO meetings about the opportunities the fair trade network offers. For example, Équiterre is now going to source its tee shirts from one of the fair trade fair producers. There could also be a

focus on attracting local buyers to the fair (maybe on one specific day). With adequate funding, the events could be advertised in local newspapers and magazines.

Steering committee: it was suggested to have different levels of involvement in the steering committee: a small core team responsible for fundraising and the majority of the organizing, and a consultative committee. The consultative committee would contribute by recommending people as speakers for the various panels and plenary sessions. It would also build partnerships with NGOs in various countries that would encourage their national delegates and media contacts to attend the fair. As part of the core team, a committed local partner is key. The local partner must have a strong commitment to the events and have the necessary resources available to support the fair since the logistical workload on location is considerable.

VII. Future Outlook

It was generally agreed upon by Équiterre, Gerster Consulting and IATP that the FTFS should be repeated at the next bi-annual WTO ministerial. However, even if the WTO continues to hold ministerial meetings, the next location has yet to be determined, and it is not known how open the host country will be to allowing in outside visitors. These unknowns will have to be defined before a specific plan can be made.

It was also agreed to continue the project in cooperation with ICTSD, though specific details will have to be discussed. In general, both parties agreed that it was mutually beneficial to host the Hong Kong Trade and Development Symposium and the 2005 Hong Kong Fair Trade Fair and Symposium together.

A meeting is planned in Geneva during the first half of 2006 with the steering committee of the FTFS, ICTSD and the NGO division of the WTO to review the events of 2005 and to discuss future opportunities.

VIII. Budget

With generous local and international monetary and in-kind donations, the 2005 Hong Kong Fair Trade Fair and Symposium was a success. IATP managed the budget and the FTFS accounts are audited as part of the annual independent audit of IATP. For a copy of the budget, please contact Patricia Jurewicz at IATP (pjurewicz@iatp.org).

IX. Annexes

ANNEX A: Selection of Photos

Note: more photos are available on the event's webpage at: fairtradeexpo.org.



Heidmarie Wieczorek-Zeul, German Minister for Economic Cooperation and Development, tours the fair.



Kamal Nath, India's Minister of Commerce and Industry, opens the fashion show.



Hong Kong students shopping at the Fair Trade Fair.

ANNEX A: Sponsors

- Swiss State Secretariat for Economic Affairs (seco)
- Canadian International Development Agency (CIDA)
- Consultative Group on International Agricultural Research (CGIAR)
- Oxfam International
- Agència Catalana de Cooperació al Desenvolupament
- The World Bank
- Earth Council E-Learning
- United Nation's Food and Agriculture Organization
- German Ministry for Economic Cooperation and Development (BMZ) and Deutsche Gesellschaft fuer Technische Zusammenarbeit (GTZ) GmbH
- Consumers International
- Hong Kong's People Council for Sustainable Development
- World Vision
- Signal 8 Modeling Agency
- Aveda Hong Kong
- People Tree

Annex C: Hong Kong Trade and Development Symposium Overview

Focus on Fair Trade

December 15, 2005

Hong Kong Exhibition Centre, 26 Harbour Road, Wan Chai
Rooms 401 and 403

- 09.00 Opening and Welcome Mark Ritchie, President IATP
- 09.10 Fair Trade – A Challenge to the WTO
Mary Robinson, Honorary President of Oxfam International; Ethical Globalisation Initiative, Ireland
- 09.20 Fair Trade and Fair Play in the WTO – An African Perspective
Love Mtesa, Ambassador to the UN and WTO and other International Organisations in Geneva, Zambia
- 09.30 Promoting Fair Trade – The Role of Bilateral Donors
Heidemarie Wieczorek-Zeul, Minister for Economic Cooperation and Development, Germany
- 09.40 Fair Trade and the WTO – The example of sugar
Madan Murlidhar Dulloo, Minister of Foreign Affairs, International Trade and Cooperation, Mauritius
- 10.00 Break
- 10.15 First parallel panels: A) Lessons from Fair Trade for Policy Making
B) Mainstreaming Fair Trade: Opportunities and Challenges
- 12.45 Lunch Break
- 14.15 Second parallel panels: C) Fair Trade and Corporate Social Responsibility (CSR)
D) Processing and Production Methods (PPMs) and Fair Trade: Legal Challenges and Opportunities to PPM Based Policy within the WTO
- 16.30 Break
- 16.45 Third parallel panels: E) Expanding Asian Domestic Markets: Creating Consumer Awareness
F) Diversifying Products: Fair Trade in Tourism
- 19.15 Last panel: G) Fair Trade and Youth Movements

Outline of panels

Title:	Lessons from Fair Trade for Policy Making
Time:	Dec 15 th , 10.15 – 12.45
Sponsor/ Organiser:	FLO, IFAT, NEWS, EFTA
Moderator:	Anja Osterhaus, Fair Trade Advocacy Office, Bruxelles
Speakers:	<ul style="list-style-type: none"> - Meera Bhattarai, Association of Craft Producers, Nepal - Kamal Malhotra, UNDP - Wolfgang Sachs, Wuppertal Institute, Germany - Moctar Fall, Interface Trading, Senegal - Paolo Garzotti, European Commission, DG Trade - Walter Kennes, European Commission, DG Development
Content:	For more than forty years, the Fair Trade movement has demonstrated that trade can make a sustainable and significant contribution to improving the lives of producers and workers while protecting natural resources and the environment. But not all trade is fair and despite all commitments to make the Doha Round of trade talks a “development round” there are serious concerns that this will be another lost opportunity for small producers and poor people in developing countries. What lessons can be learnt from the Fair Trade experience? What is needed to make trade policy really work for development? How can we ensure that the needs of small producers and poor workers are being considered in trade policymaking?

Title:	Mainstreaming Fair Trade: Opportunities and Challenges
Time:	Dec 15 th , 10.15 – 12.45
Sponsor/ Organiser:	Swiss State Secretariat for Economic Affairs (seco)
Moderator:	Christine Loh, Civic Exchange, Hong Kong
Speakers:	<ul style="list-style-type: none"> - Safia Minney, People Tree Japan - Arun Raste, International Resources for Fairer Trade, India - Hans-Peter Egler, Swiss State Secretariat for Economic Affairs
Content:	Between 2002 and 2003, fair trade labelled sales across the world grew by over 40% - which is impressive by any standards. However, despite these high numbers, fair trade remains a footnote in overall trade. Its future depends on scaling up and infiltrating the mainstream. There are an increasing number of fair trade products in supermarkets, and while this is a significant step, a number of questions remain: What are the implications for producers and workers of being positioned in mainstream fair trade value chains? Like any initiative fair trade is not a magic bullet and it faces a number of challenges going forward.

Title:	Fair Trade and Corporate Social Responsibility (CSR)
Time:	Dec 15 th , 14.15 – 16.30
Sponsor/ Organiser:	Hong Kong's People Council for Sustainable Development and The Hong Kong Council of Social Services
Moderator:	Mark Ritchie, IATP and Albert Lai, Hong Kong's People Council for Sustainable Development
Speakers:	<ul style="list-style-type: none"> - Michael Gidney, Traidcraft - Bernard Chan, Hong Kong Council of Social Service - Rut Carandell, Government of Catalonia - Prof. Ho Lok Sang, Lingnan University, Hong Kong
Content:	This session will put the two concepts of CSR and fair trade side by side. While CSR and Fair Trade share many principles, there are also fundamental differences between the two: CSR does not challenge the current trade system, whereas fair trade advocates for greater equity within the system. Based on its experiences of working with all stakeholders along the supply chain, fair trade provides good practice models for CSR. What can CSR learn from fair trade in order to move beyond the accusations of “corporate window-dressing”? What potential does the Global Compact have in this context?

Title:	Processing and Production Methods (PPMs) and Fair Trade: Legal Challenges and Opportunities to PPM Based Policy within the WTO
Time: Dec 15 th ,	14.15 – 16.30
Sponsor/ Organiser:	International Institute for Sustainable Development (IISD) and Equiterre
Moderator:	Mark Halle, International Institute for Sustainable Development (IISD)
Speakers:	<ul style="list-style-type: none"> - Jason Potts, International Institute for Sustainable Development (IISD) - Anja Osterhaus, Fair Trade Advocacy Office - Bernie Hookman, World Bank - J George, Consumer Unity and Trust Society (CUTS)
Content:	It is easier to distinguish products on the basis of what they are, than on the basis of their production methods. That is why especially process and production methods (PPM) which do not change the physical characteristics of a product – such as fair trade, but also other labour, environmental or animal welfare standards – are of particular concern. This panel will explore the state of WTO law with respect to PPM based policy with a view to identifying specific strategies for addressing and overcoming the legal and practical challenges facing Fair Trade and related “supply chain oriented” PPM-based policy.

Title:	Expanding Asian Domestic markets: Creating Consumer Awareness
Time: Dec 15 th ,	16.45 – 19.00
Sponsor/ Organiser:	Consumers International and Institute for Agriculture and Trade Policy
Moderator:	Charles Bell, Consumers Union of the United States
Speakers:	<ul style="list-style-type: none"> - Indrani Thurisingham, Federation of Malaysian Consumers Associations - Phoenix Leung, Oxfam Hong Kong - Antoine Bouet, International Food Policy Research Institute
Content:	Reform and fundamental change of the WTO and its ways of operating are perhaps one of the key ways of making things happen for fair trade, but advocacy work at a national level is also instrumental in removing barriers to market access. This panel will explore the development of national fair trade initiatives designed to link producers directly to lucrative domestic markets and build consumer demand nationally for Fair Trade (and ecologically) certified products. What strategies have been effective in other countries? What are the current challenges and needs in order to make these initiatives more successful? What kinds of government and multilateral policies and support can facilitate domestic Fair Trade and marketing support for small producer groups?

Title:	Diversifying Products: Fair Trade in Tourism
Time: Dec 15 th ,	16.45 – 19.00
Sponsor/ Organiser:	
Moderator:	Ranjan Solomon, Ecumenical Coalition on Tourism
Speakers:	<ul style="list-style-type: none"> - Henryk Handszuh, World Tourism Organisation - Guyonne James, Tourism Concern - Jennifer Seif, Fair Trade in Tourism in South Africa
Content:	As of now there is no internationally recognised label for fair trade in tourism, however a growing number of organisations and operators address the emerging need for more authentic holidays which also benefit the environment and local people. The focus of fair trade in tourism must be people who lack the money or power to control tourism – indigenous communities, small businesses, local residents and tourism workers. How can the participation of the local population in financial and decision making terms be assured? What are experiences in this field made in South Africa? What are future perspectives for ethical practices in this industry?

Title:	Fair Trade and Youth Movements
Strategic objective:	
Time: Dec 15 th , 19.15 – 21.15	
Sponsor/ Organiser:	Oxfam International Youth Parliament
Moderator:	Sam Boyer, United Students for Fair Trade
Speakers:	<ul style="list-style-type: none"> - Pierre-Olivier L. Tremblay, Groupe HumaniTERRE, HEC Montréal - Cissy Lui, Oxfam Youth Campaign Partner, Hong Kong University - Sudyumna Dahal, Youth Association of Nepal - Constance Walyaro, Global Youth Coalition against HIV/Aids
Content:	Students throughout university campuses have played a key role in promoting fair trade and giving it visibility in the United States. A similar movement is emerging in Australia and Fair Trade Universities are being established in the UK. While these initiatives are mostly limited to developed countries, young people in developing countries are also actively engaged in trade justice campaigning and advocacy. This panel will profit from the different stories that its speakers contribute from organisations they represent. Local actions will be linked to a network which aims to support young people in their engagement on the long term.

ANNEX D: Summary of Symposium Evaluations

Introduction

The questionnaires were handed out at each of the Fair Trade Symposium panel sessions. For all panel sessions together 80 questionnaires were returned (with only 5 returned for the session on consumer awareness and 15 each for the mainstreaming and the youth session). Not all people answered all questions, where percentage numbers are given they refer to the answers given for that specific question.

The answers given to questions which refer to the Fair Trade Symposium in general must be read with some caution. It seems that most people did not realise that the Fair Trade Symposium referred only to the sessions of December 15th under the Fair Trade track, as they had given answers which are not possible in this set up, i.e. some visitors to the first morning sessions claimed to have already attended other panels. It must be assumed that they were referring to the ICTSD panels.

Statistics

- For each **panel** 90 percent or more rated the speakers, the presentations, the moderation, the overall impression and the fulfilment of their expectations as “good” or “very good”. Only a very few specific aspects received negative ratings.
- Half of the audience had visited **other sessions**, and a little less than a third planned to do so.
- The **overall impression** of other sessions as well as the appreciation of the overall programme was also rated to be “good” or “very good” by almost 98 percent of the people. However, these questions must be taken with some reservation since they were answered by less than half of the audience.
- Almost two thirds of the panel visitors had also visited the **fair**, while only one third had seen the **fashion show**. Of those who visited the fair, 23 people bought something. Only 40 percent made use of the **services** provided at the fair, which was almost exclusively the cafe (only one person participated in a tour and nobody mentioned using the internet access).
- Overall the balance between **men and women** in the audience was achieved, however there were some sessions that were dominated by one gender.
- The **geographic background** of the audience was quite diverse, with a surprising number of people from Hong Kong. Apart from locals, there was a slight dominance of visitors from developed countries.
- The most effective **way of being informed** about these events were “personal invitations” (27%) and “other” ways (30%).

Additional comments

Additional comments given mainly referred to the duration of the sessions and the amount of discussion in a particular session. These relevant comments, combined with a few remarks on the number of speakers, reflect that the space for discussion is a key issue and should not be neglected with future symposiums.

With respect to more general comments, it was mentioned a number of times that more promotion should have been done for such interesting events.

Conclusions

- **Discussion and interaction** were key elements of panel sessions. Sufficient time and competent moderation needs to be in place in order to meet these expectations.
- The **Fair Trade Symposium** was not seen as a separate component of the ICTSD Symposium. For the future, it needs to be discussed whether the Fair Trade Symposium should have a more distinct profile in the overall events.
- The **services provided** at the fair in addition to other fair-related events should be promoted more. There is room for improvement to have participants visit additional panel sessions of the symposium as well as the other events.
- The individual panel sessions need **more promotion**. In instances where there was a strong organising partner (such as for the CSR session and the youth session) the promotion of the session could be noticed in the audience (strong local presence in the CSR session and many people from Oxfam's Youth Exchange Programme in the youth panel). This potential needs to be exploited for future symposiums.

ANNEX E: Exhibitor List

- Alola Foundation, East Timor
- Alternative Trade Network Nigeria, Nigeria
- Artisans Association of Cambodia, Cambodia
- Arum Dalu Mekar, Indonesia
- Asha Handicraft, India
- Ashley Exports, Sri Lanka
- Asociacion Crecer, Guatemala
- Association of Craft Producers, Nepal
- Café La Selva, Mexico
- Consumers International, International
- Cooperative Apikri, Indonesia
- COSAGUAL, Honduras
- Craft Link, Vietnam
- Development Wheel, Bangladesh
- Earth Council E-Learning, Philippines/US/China
- Ecota Fair Trade Forum, Bangladesh
- Fair Taste, Hong Kong, SAR of China
- Fair Trade Fair Steering Committee, International
- Fundacion MCCCH, Ecuador
- Get Paper Industry, Nepal
- Green Net Cooperative, Thailand
- HomeNet Southeast Asia, Philippines/Thailand/Indonesia
- Hong Kong People's Council for Sustainable Development, Hong Kong, SAR of China
- International Centre for Trade and Sustainable Development, Brussels
- International Fair Trade Association, International
- International Student and Youth Organisations, International
- Kasinthula Cane Growers Ltd., Malawi
- Much In Little Inc., Philippines
- Onda Solidaria, Brazil
- Oxfam Hong Kong, Hong Kong, SAR of China
- People Tree / AD Schwarz, Japan/UK/US
- PODIE, Sri Lanka
- Polle Unnoyn Prokolpo, Bangladesh
- Preda Fair Trade Organization, Philippines
- Responsible Tourism Organisations, International

- Rishilpi Development Project, Bangladesh
- Sana Hastakala, Nepal
- Sasha Exports, India
- Shilpatrust, India
- Sindyanna of Galilee, Israel
- Southern Partners and Fair Trade Corp., Philippines
- Sunbula, Palestine
- The World Bank / Consultative Group on International Agriculture Research, International
- Threads of Yunnan, China
- UN Food and Agriculture Organisation (FAO), International
- Undugu Society of Kenya, Kenya
- Voluntary Health Organization, India
- Wolicami Initiative, Uganda
- World Vision Brazil, Brazil

ANNEX F: Tour Participants

2005 Hong Kong Fair Trade Fair Tour Participants

Name	Title	Organisation	Qty on tour	Dec 14th	Dec 15th	Dec 16th	Tour Guide
Hilary Benn	Secretary of State	International Development of the UK	canceled	10h			
Heidmarie Wieczorek-Zeul	German Minister	German Government	3		10h		Richard Gerster (Gerster Consulting)
Danuta tardif (in charge)	Canadian Deputy	Canadian Government	4			11h	Isabelle St-Germain (Équiterre)
Michele Morvan	Teacher	Li Po Chun United World College	20			14h	Normand Roy (Équiterre)
Francis Luk	Teacher	Kiansgsu Cheking College (Kwai Chang)	25		15h		Normand Roy (Équiterre)
Minister Schiltz	Development Agency Minister	Luxembourg Government	3	13h30			Isabelle St-Germain (Équiterre)
Alexis Roy (in charge)	Deputies and Senators	Canadian and Provincial Government	5			10h30	Sidney Ribaux (Équiterre)
Dany Leipeziger	Vice President	World Bank	2		15h		Mark Ritchie (IATP)
Claude Béchard	Economic Development Minister	Quebec Provincial Government	2			12h	Sidney Ribaux (Équiterre)
Laurent Pelerin	President	Union des Producteurs Agricoles du Québec	4		15h		Isabelle St-Germain (Équiterre)
Mark McCord	Journalist	Agence France-Presse-HK correspondant	2		14h		Normand Roy (Équiterre)
Louis Speet AMEDE	Journalist	SNPECI- Côte-Ivoire	1		11h		Isabelle St-Germain (Équiterre)
Public tour pm			?	x	x	x	

Updated: 31-Dec-2005 Duration: Between 30 and 40 minutes

ANNEX G: Summary of Producer Exhibitor Evaluations

Number of returned questionnaires: 31 (producer exhibitors only)

Number and type of visitors to your booth?

Many of the producers did not respond entirely to this question or they had no idea how many visitors did stop by their booth. Therefore, the mean number is listed to give a general impression of the visitors to the fair.

	Numbers	Mean
Gov't officials	35+1+ 25+6+7+2+4+5+10+25+15+10+3+30+1+6+2= 187	11
Fair-traders	20+1+5+5+1+5+1+10+3+50+5+40+2+10+3+10+2+2+2+1+10= 197	9,3
Press	40+3+10+21+2+2+1+2+4+25+10+2+2+2+2+17+6+1+5+3=160	8
NGOs	"Many" mentioned 3 times and 40+50+50+60+8+10+15+6+15+50+8+15+10+20+10 30+20+10+3 =430	22,6
Commercial buyers	2+1+2+1+1+1+1+2+10+3+3+7+4+1= 39	2,8
Others	"Many" mentioned 5 times and 50+43+350+600+20+30+10+40+10+250+14+9+10=1436	110,5

Did you generate any retail sales at the fair?

28 respondents said yes. One said no, because his products were not for sale (samples only) and two did not respond.

Value of your sales (HK Dollars)?

HK\$4500, HK\$10000, HK\$20000, HK\$4000, HK\$2500, HK\$4000, HK\$5000, HK\$3000, HK\$4000, HK\$4200, HK\$7000, HK\$5000, HK\$400, HK\$200, HK\$1400. Mean sales: HK\$5,013 (approx. US\$643).

Value of your sales (US Dollars)?

US\$750, US\$1000, US\$100, US\$1400, US\$1200, US\$300, US\$250, US\$250. Mean sales: US\$656.

How was the fair? 30 respondents

	Poor	Okay	Good	Very good to excellent
X. Booth Layout		Xxxxxx	Xxxxxxxxxxxxx	Xxxxxxxxxxxxx
Booth Size	X	Xxxxxxxxxxx	Xxxxxxxxxxx	Xxxxxxxxxxx
Logistics	Xx	Xxxxxxx	Xxxxxxxxxxx	Xxxxxxx
Pre-fair promotion/publicity	Xxxxxx	Xxxxx	Xxxxxxxxxxx	Xxxxxxx

General comments

- Five responses stated that the **fair was well managed**, and the producer was happy to be able to participate in the event. Good work from the Asia Fair Trade Forum and the steering committee.
- Four responses stated that even though it was not a commercial fair, they still felt there should have been **more wholesale buyers** visiting.
- Three responses stated that next time, the fair should be inside the WTO meeting.
- Two responses stated that too few WTO delegates and visitors showed up because of the **difficult access to the building**. There was not much communication with the visitors.
- Overall producers stated that the events were a good advocacy tool for fair trade. **Fair trade was well promoted** and appreciated and that there was good exposure to fair trade. Because of the fair, the Northern people will have a better understanding about the situation of the poor.

Annex H: Press Coverage

Note: This is a partial overview since it was not possible to record all of the visiting journalists, published international articles, or stories that aired on the radio or TV.

Print Media

Capital Femme. December 2005. Special Report "Making Noise for Fair Trade." 7 pages.

Fibre 2 Fashion. "ICTSD to attend HKTDS, December 13-17. 3 December 2005.
http://www.fibre2fashion.com/news/daily-textile-industries-news/newsdetails.aspx?news_id=9309.

Healthy Living, Interview Summer Rayne Oakes. February 2006.

Hong Kong Commercial Daily. 14 December 2005. p. A3.

Hong Kong Economic Journal. 14 December 2005. p.12.

Sing Pao Daily News. 14 December 2005. p. A6.

Ta Kung Pao. 14 December 2005. p. A5.

The Standard. Hong Kong Confidential "Here comes Summer." 7 December 2005. p. A40.

Alliance Sud, Monde sans âme. Michel Egger. 17 December 2005.
http://www.alliancesud.ch/francais/pagesnav/framesE4.htm?T&T_Ho.htm.

The Standard, "Loud Statement from Quiet Activists." Jonathan Cheng. 16 December 2005.
http://www.thestandard.com.hk/news_detail.asp?pp_cat=11&art_id=8032&sid=5915191&con_type=1&d_str=20051216&sear_year=2005

The Standard, "All's Fair in Fashion Bid to Steal the Limelight." Jonathan Cheng. 15 December 2005 (colour photo on front page).

South China Morning Post. "Festivals, films and funny faces - a calmer kind of protest." Chloe Lai. 13 December 2005.

South China Morning Post. "Clamour to get the message across." Chloe Lai. 14 December 2005.

South China Morning Post. "City Urged to Wake Up to Fair-Trade Coffee." Chloe Lai. 15 December 2005. p. A7 (with colour photo).

Network. "A Fair Trade Lighthouse in Hong Kong." January 2006. Patricia Jurewicz and Summer Rayne Oakes. <http://www.stakeholderforum.org/news/network.php>

Citizens for Global Solutions, Minnesota Newsletter. "A Fair Trade Lighthouse in Hong Kong" (shortened version). Patricia Jurewicz. January 2006.

IPS-Inter Press Service. "WTO: Free Trade or Fair Trade? Two Economies, Two Views." Jason Nardi. 10 December 2005.

Treehugger, "Hong Kong's Fair Trade Fair and Symposium." Kyeann Sayer. 13 December 2005. http://www.treehugger.com/files/2005/12/fair_trade_fair.php

South China Morning Post. "A can of Pepsi for (HK)\$8. Yes, this must be the fair trade cafe." Greg Torode. 16 December 2005.

Radio/TV

Radio Television HK - Interview with Mark Ritchie. 13 December 2005.

Italian-Swiss Radio Station - Interview with Richard Gerster. 14 December 2005.

German TV Station - Interview with Heidemarie Wieczorek-Zeul, German Minister. 15 December 2005.

Radio Hong Kong (www.radiohongkong.org):

20/Oct/05: Commerce équitable

13/Oct/05: Change or more of the same?

6/Oct/05: Making trade fair for people

29/Sept/05: Brewing fair trade

Reporters who attended the Fair Trade Fair and Symposium

BBC and BBC World.

Apple Daily, Jae Ming Ming.

Oriental Press Group Ltd., Joanne Kwan-yee SIA.

PBS, Craig McClurkin, craig.mcclurkin@wtodoc.com - <http://www.wtodoc.com/>.

KPFK Pacifica, Thatcher Collins.

RTHK. Fanny Kwan - <http://www.rthk.org.hk/special/wto2005/special.htm#04>.

Agence France Presse interviewed Denis Alfredo Cruz, Honduran coffee farmer.

Star TV - Asia.

EFE (Spanish news agency).

City urged to wake up to fair-trade coffee



Denis Alfredo Cruz, president of a farmers' co-operative in Central America, exhibits coffee beans at the Fair Trade Fair yesterday. Photo: Felix Wong

Campaign ensures farmers are paid well for their produce

Chloe Lai

Fair-trade coffee accounts for only 10 per cent of Duncan Cave's wholesale business.

Most cafes in Hong Kong prefer the regular variety despite a small cost difference.

"I try to persuade cafes to give consumers choices by providing fair-trade coffee. But at the end of the day, it is a consumer-driven campaign," the coffee wholesaler said.

Mr Cave is running a temporary cafe selling fair-trade coffee at the Fair Trade Fair at the Convention and Exhibition Centre.

Fair-trade certification ensures that the trade assists disadvantaged producers and that the coffee is bought directly from farmers' organisations at a guaranteed price that covers the cost of production and ensures a living wage for growers.

More than 50 fair-trade exhibitors from more than 20 countries are introducing their products to consumers in Hong Kong. Commodities available also include textiles, tea and other agricultural products.

Also running a booth at the fair is Denis Alfredo Cruz, a coffee farmer from Honduras. He is the elected



president of a coffee co-operative that consists of 94 coffee-growing families.

"By selling directly to importers, we can avoid the middleman and make sure farmers are paid well for their produce," he said.

The farmer said it was through fair trade that his mother had been able to earn enough to let him finish college after the death of his father more than a decade ago.

Normand Roy of Equiterre, a non-governmental organisation that promotes fair trade, said those involved in fair trade had to abide by seven principles, including more direct trade and a fair price.

Importers also needed to provide credit to farmers and have a long-term commitment once they entered a partnership with a co-op.

The organisation that groups farmers together must be demo-

cratic, while farmers must respect the environment and be committed to promoting fair trade.

A minimum price for a bag of coffee is set, sheltering farmers from price fluctuations. Organic coffee beans get a premium of US\$15 a bag.

Mr Cave said that in a regular cappuccino at \$25 to \$35 a cup, the espresso cost about \$1, the milk cost \$3 and the rest was for rent, staff and profits. Using fair-trade coffee, that ingredient costs just \$1.10 a cup.

"So it is not the cost that deters cafes from selling fair-trade coffee."

The wholesaler said that while fair-trade coffee was among the best in the world, difficulties arose in creating blends because of a limited variety of beans.

"Because farmers are paid well, they focus on quality, whereas in the regular business, farmers emphasise quantity, so some of the best coffees in the world are fair-trade coffee," he said.

Isabelle St-Germain, also of Equiterre, said: "Fair trade is about how consumers can make changes by their decisions. Protesting is one way of making changes. In fair trade, consumers use their money to support small producers instead of multinational corporations. Consumers are making changes bit by bit."

The Standard



英文虎報

China's Business Newspaper

www.thestandard.com.hk Thursday, December 15, 2005 \$6.00

All's fair in fashion bid to steal the limelight

Jonathan Cheng

Techno music was pumping over the speaker system, filling the exhibition hall with pulsing rhythm as model after model sashayed down a carpeted catwalk.

Cameras flashed as a model swayed down the platform. In a sleeveless top and a see-through skirt, she stopped to wiggle her shoulders at the crowd.

When she got to the end of the platform, she raised both her arms and lifted a sign above her head — "Fair Trade."

To heck with all technical negotiations.

For these models and the designer behind Wednesday night's Fair Trade Fashion Show, issues of trade are less about backroom deals and political posturing, and more about things like people, livelihoods and, yes, fashion.

"The point is to show that fair trade could actually work in bringing marginalized people out of poverty, so that they can support their families, and themselves," said Summer Rayne Oakes, the model in the see-through skirt.

"World trade talks are going on next door, and we're here to show that we place people first, and that you can turn a profit while doing it."

"The fact that you're buying clothes that you can see who's making it means a lot. There's transparency," she adds, without a trace of irony.

Oakes portrays herself as a leading figure in eco-fashion, which she says is changing the way people think about development and the role it plays in everyday lives.

Does it sound silly? Perhaps, but the message Wednesday night in Hong Kong Exhibition Centre never strayed far from its point — it's OK to be fashionable and support fair trade.

Models streamed across the catwalk wearing skirts and berets, carrying a series of signs more readily associated with the protesters outside on the streets — "Poverty Kills," "What Are You Doing to Meet the Millennium Development Goals?," "No Peace With Poverty."

After the show, they dispersed into the crowd to hand out leaflets about cotton subsidies.

"There are artisans, weaving in rural areas, and they need livelihoods so they can feed themselves, so they can send their children to school," said Safia Minney, the designer behind the show.

The clothes modeled were hand-woven, she said, "by people conventional trade would bypass."

"And they're incredibly wearable," she gushed. "It's that easy. It's not a difficult thing, fair trade."

Jonathan.cheng@singtaonews.com

VITAL STATISTICS

Summer Rayne Oakes is a stunner with a conscience. The leggy model, who portrays herself as a leading figure in eco-fashion, strutted at the Fair Trade Fashion Show Wednesday at the Hong Kong Exhibition Centre in the China Resources Building, Wan Chai. "World trade talks are going on next door, and we're here to show that we place people first, and that you can turn a profit while doing it," she said. After the show, Oakes and other models dispersed into the crowd to hand out leaflets about cotton subsidies.

Full story: A3; WTO reports: A3-A6

