



WORLD FAIR TRADE WEEK

MILAN 2015

WORLDFAIRTRADEWEEK.ORG

May 23rd - 31st, 2015

is an event by
World Fair Trade Organization
AGICES - Equo Garantito
and Comune di Milano



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AGICES
Assemblea Generale Italiana
del Commercio Equo e Solidale

THE WORLD FAIR TRADE WEEK

The World Fair Trade Week is the most important event for Fair Trade at the global level. The 2015 edition will be held in Milan, from May 22 to 31, 2015; for seven days, the city will become “Fair Trade Capital of the world”. The *World Fair Trade Week* is organized by WFTO-World Fair Trade Organization – which gathers 450 Fair Trade member organizations from 70 different countries - and by AGICES-Equo Garantito – the Italian trade association of Fair Trade organizations – together with the Municipality of Milan.

THEMES OF THE WEEK

The focus of the Week – which will translate into various forms and events – is the deep and innovative meaning of *Fair Trade**: the “tale” of *Fair Trade* will come alive thanks to the presence in town of hundreds of producers, farmers and artisans from all over the world. The picking of Milan as the Week’s host city during the first month of Expo2015 – the Universal Exposition, with its official

theme ‘*Feeding the Planet, Energy for Life*’ -will make for a unique opportunity to bring the *Fair Trade* approach and ideas at the centre of the global debate on production and distribution of food. Among the many events of the Week: *Milano Fair City* – the first World Fair Trade Fair – and the biennial WFTO Conference.

RESPONSIBILITY

Another key concept is that of “responsibility” – and of how Fair Trade Organizations ensure product excellence and quality, virtuous supply-chains for all and real development to truly “feed” the world – the very same purpose at the core of the Equo Garantito guarantee system. The ultimate goal is to give an opportunity to speak up to the representatives of thousands of communities of artisans and farmers in Asia, Latin America and Africa, and to those who seek to rewrite the rules of trade based on social and environmental sustainability.

** Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers - especially in the South. Fair Trade organizations have a clear commitment to Fair Trade as the principal core of their mission. They, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.*

ALL THE WFTW2015 EVENTS

WFTO CONFERENCE

Over 300 delegates representing Fair Trade organizations and producers from all over the world will meet up in Milan for the biennial WFTO - World Fair Trade Organization Conference, at the Klima Hotel, from the 24th to the 27th of May.

MILANO FAIR CITY WORLD FAIR TRADE EXHIBITION

The first World Fair Trade Fair – from the 28th to the 31st of May, 2015 – in the stunning venue of Fabbrica del Vapore, in the city centre of Milan.

250 exhibitors from 30 different countries, from food to handicraft, from exotic to “domestic Fair Trade” products, from development cooperation projects to the Italian social economy. The program includes high-level conferences and debates, workshops, tastings and fair/organic food stands and cafeterias.

Free entrance. Info: milanofaircity.org

FAIR TRADE SYMPOSIUM

From the 29th to the 31st of May, the halls of the Politecnico di Milano University will host the fifth *Fair Trade International*

Symposium. Researchers, practitioners and professors will discuss how to further develop the Fair Trade movement, analysing its key factors and values. The central theme will be “*Critically Developing the Fair Trade Movement: Trade justice in food, fashion and craft*”.

MILANO FAIR CUISINE

Over 30 restaurants in Milan and in the rest of Italy, with some of their most prestigious chefs, will offer menus, dishes and tastings, all inspired by Fair Trade ingredients.

FAIR & ETHICAL FASHION SHOW MILAN

Fair and Ethical Fashion Show: From the 22nd to the 24th of May, the Ex Ansaldo venue – at the very centre of the Milan Fashion District in Via Tortona 54 – will host the first fair, ethical and sustainable fashion show, showcasing Italian and international projects: an exhibition ground to highlight products and a debating area for conferences.

Find the complete events' program on www.worldfairtradeweek.org

WHO WE ARE



WFTO - World Fair Trade Organization, established in 1989 – has more than 450 members, gathering Fair Trade Organizations from 70 different countries. WFTO is the first guarantee system of fair trade principles and its members share the goal of fighting poverty through sustainable economic development policies addressing small producers' groups – mostly farmers and artisans – which are marginalised and crushed by the global market rules. WFTO has its headquarters in the Netherlands and 5 regional headquarters in Africa, Europe, South America, North America and Asia. It is the only global network whose members represent the entire Fair Trade supply chain, from production down to retailing. WWW.WFTO.COM



AGICES-Equo Garantito is the trade organization of Italian Fair Trade. It represents – towards citizens, media and institutions – the experiences and the culture of its members – worldshops and non-profit organizations – in their role of promoting products and principles of an economy of justice. AGICES – established in 2003 – has, in fact, as a goal, to promote and safeguard Fair Trade: it manages the Register of Italian Fair Trade Organizations and guarantees – through the general principles of the Italian Fair Trade Criteria Charter and actual and verifiable indicators – the compliance and coherence of the whole supply chain and of the organizations themselves, by the Equo Garantito logo. WWW.EQUOGARANTITO.ORG

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