



ThaiCraft Press release – 21/04/2010

World Fair Trade Day 8th May 2010 : A Big Day for the Planet Fair Trade Fair and Forum in Bangkok

The first World Fair Trade Day event to take place in Thailand will be held on 8th of May! Join for free to shop for top quality products that are 100% fairly traded. Also, meet the biggest Fair Trade organizations in Thailand and share your ideas at the special Fair Trade Fair Forum @ Jasmine Building, Sukhumvit Soi 23, 8th of May from 9.30 to 3 pm!

8th of May: what is the Fair Trade Day in Thailand?

World Fair Trade Day is a worldwide celebration of Fair Trade, initiative of the World Fair Trade Organization (WFTO) supported by thousands of citizens, Fair Trade Organizations, social and environmental movements, local authorities, national governments, multilateral institutions, producers and consumers all around the planet. It is expected that several thousands people from more than 50 countries worldwide will participate in hundreds of events to highlight the importance of Fair Trade.

Fair Trade is a concrete and efficient response to **poverty reduction, economic and global food crisis, as well as climate change**. Fair Trade ensures sustainable conditions for production and fair terms, and advocates for a fair economic system and international trading rules.

We invite Bangkok's citizenship to join the first Fair Trade Day Event in Thailand, organized by the main Fair Trade organizations nationwide: ThaiCraft Fair Trade, Green Net, Izara Arts , Lanna Cafe, Sawang Borang, Lofty Bamboo, Solidarity Group...

Join the event for free!

When: May 8th from 9.30 am to 3 pm - Where: Sukhumvit Soi 23 (Entrance of the Soi) – at Jasmine City Building 3rd floor –Near BTS Asok (exit 3) or MRT Sukhumvit (exit 2).

Program of the Day (See below) :

8th of May: Program of the Day

- **9.30 am to 3 pm: a big Fair Trade Shopping Fair** will present products fairly traded and sold by Fair Trade producer groups from all over Thailand: food, spa, gifts, toys, clothes, accessories, jewels, home décor, etc. Demonstrations by the producer themselves and shows will help appreciate their day to day work.
- **9.30 am to 3 pm: Fair Trade Forum** featuring experts and stakeholders of Fair Trade with WFTO members will discuss why Fair Trade is different and how to make it happen in Thailand.
 - **9.30am (1hour):** Presentation of Fair Trade - Presentation of participant organizations - Opening speech by a special guest.
 - **10.30 (50mn):** Round table 1 "**What makes Fair Trade different?**" – questions/answers of Fair Trade stakeholders sharing their opinion
 - **11.20 (10mn):** Silk Dance Show with hand woven clothes performed by Sawang Borang from Isan.
 - **11.30 (50mn) :** Round table 2 "**How to support Fair Trade**" – questions/answers of Fair Trade stakeholders sharing their opinion
 - **12.20 (10mn) :** Fashion Show with Fair Trade clothes by the Brand "No Chains" from Dignity Return + Cafe testing by Lana Cafe
 - **12.30 (50mn) :** Round table 3 "**Becoming a Fair Trade Entrepreneur**" - questions/answers of Fair Trade stakeholders sharing their opinion
 - **13.20 (10mn):** questions and answers, networking. Organic food market inside.

!!! Book for a seat at the Fair Trade Forum by sending an email with your contacts to: domestic@thaicraft.org

What is Fair Trade ? (Definition from official organizations WFTO, FLO)

Fair Trade is a concrete and efficient contribution to poverty reduction, economic and global food crisis, as well as climate change. The economic crisis confirms the need for trade to deliver sustainable livelihoods and development opportunities to small producers in the poorest countries of the world. This is evidenced by the fact that a third of the world population survives on less than US\$2 per day.

"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, 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."

The World Fair Trade Organization is the global Fair Trade network representing around 400 organisations committed to Fair Trade in 70 countries across 5 regions: Africa, Asia, Europe, Latin America, and North American and the Pacific Rim.

Participants Organizations:

ThaiCraft Fair Trade Co., Ltd is a social enterprise that provides a sustainable market for craft producers in Thailand by applying fair trade and ethical principles. ThaiCraft has been organizing fairs since 1992, involving over 70 craft-producing communities of different backgrounds and from all regions of Thailand. ThaiCraft also exports crafts worldwide. More information on: <http://www.thaicraft.org>.

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Follow us on <http://www.thaicraft.org> and <http://www.facebook.com/thaicraft.org>*

Green Net is the leader of organic food wholesaler in Thailand. Green Net was established in 1993 by the group of people wishing to support the environmental and social responsible business. It carries a wide range of products including fresh produce, dried foods, drinks, snacks, seeds and local natural dye textiles. Some merchandise had been exported to Europe and the nearby countries in Asia. Under the "alternative market" programme, Green Net has innovated socio-economic mechanisms to support sustainable development for a better livelihood of producers and consumers as well as a clean environment for Thailand.

*Contact: Michael Commons - Earth Net Foundation Tel +66 2 277 9380 or 081-8688872 - Fax +66 2 277 9654 -
Email: michael@greennet.or.th - Website: www.greennet.or.th*

Lanna Coffee: Thai highland Arabica coffee. Only one coffee Fairtrade in Thailand. Guarantees a better deals for third world producers. Introduce high quality Thai Highland coffee to more people and of the Thai Hill tribes who do not have direct access to the market. All of our coffee is purchased directly from the growers group and certified by Fairtrade Labelling Organizations International.

Contact: Lanna Coffee Company. 250 / 1 Moo 8, Wongwenrop 2, Tambon San Pee Sua, Chiang Mai 50300 Tel: 053-266-349 Fax:053-230-050 info@lannacafe.org

Izara Arts is a Fair Trade project, established in 2005 to give jobs to women with little formal education. Our project has given work to over 60 women in 10 villages. In each of the last 2 years, we created an estimated 30 full time jobs. We look for new markets to secure those incomes and offer opportunities to new villages. All producers are paid immediately for their work and all profits support community projects and development. Izara Arts is the handicrafts division of the Khom Loy Development Foundation, a Thai-registered foundation assisting ethnic minority groups in the hills surrounding Chiang Rai, Northern Thailand since 2002.

Contacts: Patricia SOLAR - Tam Dee Dai Dee (What goes around comes around)

Look for our products at Bangkok Suvarnabhumi Airport, King Power shops

Visit www.izaraarts.com

<http://www.youtube.com/watch?v=olVcB572420>

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Thai project website: www.khomloy.org

Sawang Boran is a project dedicated to authentic silk-making in Isan, to the ancient wisdom of women's traditional knowledge and cultural heritage rooted in their ecosystem and social fabric – a key to several dimensions of 'value' and sustainability. Economic value is implemented by fair trade prices, collectively and transparently determined by the artisans, and by affordability to customers. Sawang Boran as a community upholds social values of sharing and mutual help. Ecological-and-human values through 'barefoot research' in fully

natural dyes and organic processes, result in restoring neglected plant species, water management, and using only indigenous silkworm varieties. Proudly self-owned creativity of artisans is a complex human value – grassroots design, skills, aesthetics and excellence have deep cultural roots to serve beauty, health and happiness, now and into the future, transcending ephemeral fashions. The language of weaving is so much more than ‘just’ yarn and cloth. Sawang Boran weaves scarves, shawls, sarongs, and tailors easy-to-wear garments.

Contact: Rosanne Trottier, 08 5254 1588. rosanne@sawangboran.com. Regent Condo, 56/147 soi Puengmii 1, Sukhumvit Rd, Kwang Bang Chak, Phrakhanong, Bangkok 10260 Thailand

Lofty Bamboo: Fair Trade Handicrafts from Villages with Natural Senses. Lofty Bamboo sells handicrafts from villages in Southeast Asian Countries, particularly Thailand. Our shops are conveniently located on the ground floor of the Buddy Hotel on Khao San Rd. and second floor of MBK Center. We guarantee to deliver high quality authentic handicrafts from villages to customers at a fair price for both customers and local craftspeople.

Contact : Toshinori Takasawa, Founder - toshi@loftybamboo.com Inspirations Public Co., Ltd. G-10 1st floor Buddy Hotel, Khaosan Road, Phranakorn, Bangkok, 10200 (Thai & English) 02 629 4716

Dignity Return: The Solidarity Factory was created as a workers’ cooperative by ex-employees of Bed and Bath. In 2003 these workers were made redundant without being paid any of the compensation required by Thai law. Bed and Bath produced brand name clothing for export, subcontracting for multinationals such as Nike, Adidas, Gap, Reebok and UMBRO - all brands that are supposed to be covered by a Code of Conduct in employment. After 3 months, the workers stopped fighting. Many did not want to go and work for another boss in another factory ever again. So the Solidarity Factory was born in 2003 with 40 members working under the slogan “A Factory by Workers, for Workers.” Renaming itself Dignity Returns in 2009 to indicate a broader commitment to workers’ struggles, the factory is characterized by not having bosses or managers, and all decisions are made in periodic meetings of the workers themselves. The current 16 cooperative members, most of whom are female, equally share responsibilities of fulfilling orders, managing international contracts, training themselves in languages (mainly English), and marketing factory products. The cooperative’s real value, beyond just the symbolism of its functioning as a worker-led cooperative free of exploitation, can be recognized for its autonomous commitment to labor activism outside of the familiar contexts of union-based struggles and NGO pressure politics.

Contact : Solidarity Group - 38/87-88 Soi Ekachai 64/2 - Ekachai Rd., Bangbon Bangkhuntian - Bangkok 10150 Thailand - Tell [+662] 899 0445-6 - Fax [+662] 899 0446 - Cell [+669] 779-9364 , [+669] 401-8348 - Em@il : dignity@dignityreturns.com

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