



Press Release - October 2009

Second European Fair Trade Fair, October 2-4, 2009 The meeting for Fair Trade stakeholders in Europe

As unique event in Europe: the second European Fair Trade Fair took place in Lyon from October 2nd to 4th, 2009, in the Halle Tony Garnier (France).

Aimed both at professionals and the general public, the European Fair Trade Fair was inaugurated by Mr. Gérard Collomb, Senator-Mayor of Lyon, President of Grand Lyon, and the Vice-President of the Conseil Régional Rhône-Alpes, delegate for international solidarity and decentralised co-operation.

Despite the crisis and a strike in the public transport, the welcoming atmosphere of the fair has enabled visitors to discover a varied range of Fair Trade products. 200 exhibitors, coming from all over Europe as well as from Southern countries, were showing their latest products in sectors such as food, crafts, textile, cosmetics, solidarity tourism and finances.

The general public and the professional stakeholders could attend conferences and round table discussions with international, high profile speakers, and participate in the proposed activities and side-events.

Highlights of the second European Fair Trade Fair :

The ethical fashion show presented the latest 2009/2010 ready to wear collections and has been followed with great enthusiasm. Musicians from different continents have given the rhythm to this show, models have presented 50 clothes and accessories for men, women and kids.

Christophe Meyer, **a well known chocolate maker**, has done live an exceptional recipe based on Fair Trade chocolate – a delight for spectators who could ally taste and ethics !

The public of the European Fair Trade Fair has elected 5 products « Fair Trade Savour of the year » during a **tasting contest** organised by the association Partage et Humanité of the European Business School of Lyon (ECE). In the next years, this award is likely to become a guarantee for quality of Fair Trade products.

The 2009/2010 award winners are : Alter Eco (dark chocolate), 100% Equitable (jam), La Route des Comptoirs (tea), Artisans du Monde (fruit juice and coffee).

Theatre-forum, tales for children, films on Fair Trade, this meeting has been an opportunity to combine Fair Trade and relaxing. A playful way to understand responsible consumption and issues at stake.

For this second FTIE fair, the global South was strongly represented with **40 exhibitors coming from Asia, Africa and South America.**

Finally, FLO and WFTO, the two major **Fair Trade networks**, have presented their **strategic reviews**, that will undoubtedly influence the Fair trade landscape in the years to come. Reflections on issues such as guarantees and impact of Fair Trade have been pursued. Among other topics, a round table discussion on « Fair Trade and environmental issues » has addressed progress and obstacles in this field.

Association Equi'Sol / contact@european-fair-trade-fair.org
+33(0)9 80 08 40 24 / www.european-fair-trade-fair.org

