



SALON EUROPÉEN
DE COMMERCE ÉQUITABLE
EUROPEAN
FAIR TRADE FAIR



LYON

Edition 2

2 3 4 OCTOBRE 2009

The second European Fair Trade Fair An event unlike any other...

2, 3 & 4 October 2009, Halle Tony Garnier, Lyon, France

www.european-fair-trade-fair.org

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Presentation

In the current context of a worldwide crisis, the its weaknesses of our economical system become clearer and political, social and environmental values are regaining importance.

Fair Trade can be an answer to the concerns of individuals on the functioning of the economy. Fair Trade proposes another economy as a framework for more responsible consumption habits.

It is in order to promote this type of responsible economy that the project Fair Trade in Europe has been born. It aims at an approximation and a structuring of the fair trade actors in Europe, enables meetings at a global level and mobilises networks and individuals with a desire to engage themselves and work towards a more just economy which respects the environment.

This fair's mission is to develop fair trade at a highly professional level, and will also maintain a strong awareness-raising dimension. It is accompanied by a current mass mobilisation on the fair trade theme ideals in Europe: since January 2009, volunteers, students, artists and sportsmen have contributed to this event by means of a very large variety of projects.

The objectives of this 2009 edition of the fair are:

- × To exchange on fair trade, to present the products and the initiatives, to inform and to raise awareness.
- × To bring together the European professional fair traders and to develop the commercial exchanges; **300 exhibitors and 20,000 visitors (amongst others 5,000 qualified professionals)** are expected for this edition of Fair Trade in Europe
- × To meet the producers of the South
- × To mobilise the grand public for fair trade
- × To intensify the link between the other actors of sustainable development, the social and the solidarity economy...

In 2008, the European Fair Trade Fair reassembled 175 exhibitors coming from the whole of Europe and the countries of the South. After the success of this first edition, Equi'Sol, an association for the promotion of fair trade, and its national and European partners, have decided to launch the follow-up of this adventure.

**The European Fair Trade Fair will open its doors wide to professional visitors
on October the 2nd and 3rd, 2009**

Fair Trade: a concrete way to put values into practice and implement a new approach to trade, with sustainable development and social responsibility at the forefront.

We invite professionals to come and:

- Meet buyers and suppliers;
- Meet new partners, producers, processors, importers, distributors and wholesalers from many sectors all of whom are interested or already involved in Fair Trade;
- Evaluate the situation of the Fair Trade market, novelties and innovations as well as current trends;
- Exchange their experiences with counterparts, partners and experts from all over the world.

Fair Trade in Europe is the only European fair on Fair Trade.

All sectors of the fair trade market will be present:

- food, textile, cosmetics, crafts, solidarity tourism, solidarity finances.
- There will be a « Business to Business » section, dedicated entirely to professionals – wholesalers, corporate purchasers, purchasers from public authorities, processors, caterers and more...
- The section « Around Fair Trade » will bring together certification organisations as well as stakeholders of development aid and education.

A large number of **activities for professionals and the general public** will be available.

A [programme](#) consisting of round tables, conferences and workshops will reinforce opportunities to meet, exchange and debate.

- Various up-to-date issues as well as problems linked to stakeholders' daily practices will be addressed:
- the European Union and Fair Trade, guarantees and regulations, the impact of Fair Trade, environmental issues, development aid and decentralised cooperation, financial issues, textile and corporate or public purchasing, distribution systems...

Registration: Professional visitors can register [online](#) to the European Fair Trade Fair. This will ease entry to the fair (passes will be ready on arrival).

Admission fee: 30 € (valid 2 days)

A Fair for the general public: massive mobilisation!

2, 3, 4 October 2009

After the success of the 2008 event (1-3 February at Lyon-Villeurbanne), Equi'Sol and the European pilot committee have re-embarked on creating this unique experience of meetings and exchanges at the European level. The previous fair mobilised 150 volunteers, trainees and various professionals for more than a year and assembled 175 exhibitors from across the world.

This project "Fair Trade in Europe" has been accompanied by a massive mobilisation around the fair trade ideals since January 2009.

This mobilisation aims to create a civic reflection on fair trade and its values, responsible consumerism and the current socio-economical context.

The mobilisation gives the opportunity to any willing participators – youth, sportsmen, artists, individuals outside the activist circles, schools, associations, festivals... – to realise or to value projects around the following themes:

- The foundations of fair trade (a responsible economy, the valorisation of human know-how and the protection of the environment, North-South relations).
- The current socio-economical context (the crisis, the natural resources, the localisation of the economy, the (over)consumption).

Examples of projects:

- short films
- artistic creations
- the organisation of exchange / information opportunities
- partnerships with festivals (la Coupe Icare, Isère; Au Bonheur des Mêmes, Savoie ...)
- organisation of fair trade breakfasts
- development of international campaigns
- street action

All those who wish to contribute, please contact the organisers of the Fair.

[Consult all the actions on the Blog of the European Fair Trade Fair](#)

3 days to become informed and to debate on fair trade

See annexe : the draft programme for professional visitors of the European Fair Trade Fair

The two main European Fair Trade networks, FLO (Fairtrade Labelling Organizations) and WFTO (World Fair Trade Organization), will present their strategic reviews for the upcoming years at the European Fair Trade Fair of October 2009.

Today, Fair Trade proves to be an increasingly dynamic sector. Discussion of the perspectives of the fair trade industry is vital in the current economic context.

This conference will undoubtedly be an important moment during the European Fair Trade Fair and will enable professionals to better evaluate their future by discovering the orientations of these two main networks.

A professional and concise programme will explore topical issues by matching them to the daily actions of Fair Trade actors.

The main topics this year will be:

- The European Union and Fair Trade
- Guarantees regulations and applications of Fair Trade
- The impact of Fair Trade
- Fair Trade and the environment
- Public aid for development, decentralized cooperation
- Financial matters and stakes
- The textile industry and collective responsible purchasing

An innovative project :

“The fair trade school” will work to put fair trade in the current economical and social context into perspective and will incite, by means of participatory workshops, the reflection of the public (whether they be initiated or not) about the challenges of international trade.

Consult the complete and detailed programme of the conferences, round tables, and workshops and register online on the website: www.european-fair-trade-fair.org

Fair Trade is moving in the Region of Rhône-Alpes !

Since the month of January 2009, institutional actors, associations and inhabitants of the region of Rhône-Alpes are all engaged in the fair trade movement.

After the Fair Trade Towns meeting of February 2009, the dynamics of the Fair Trade Fortnight (from 9 to 24 May 2009) have enabled a mobilisation of actors and residents for fair trade.

Motivated volunteers of the European Fair Trade Fair have organised [fair-trade breakfasts at Lyon and at Grenoble](#) in a fun, laid-back atmosphere to raise awareness with the inhabitants about their campaigns.

And there's more..!

Since January 2009, volunteer teams have been present at other fairs, festivals, manifestations, helping to spread their fair-trade values:

- *Meeting on ecology and alternatives ,Primevère (Lyon)*
- *L'huma festivals, Rhône Alpes (Lyon)*
- *NGO forum, l'école supérieure 3A (Lyon)*
- *Student fair trade week, l'ESC (Grenoble)*
- *Student sustainable development week, BDE Arsh (Grenoble campus)*
- *Student sustainable development week (La Motte Servolex)*
- *The World is my Village (Feysin)*

- And this continues!

Summer is arriving and dozens of festivals will appear in the region of Rhône-Alpes.

Fair trade is beckoning to you to participate with you its ideas and its values.

- Events engaged in the fair trade movement

On the occasion of the second European Fair Trade Fair (Lyon, 2-4 October 2009), the festivals and events in the region of Rhône-Alpes, show a real proof of their civic engagement and decide to engage in fair trade.

By offering fair trade drinks or other products to an engaged public variety of festivals and events show a strong will to contribute to a more responsible consumption. Festivals represent a large public awareness tool about global trade and development.

You can meet our volunteer teams from the European Fair Trade Fair at the following festivals:

- Festival Lafi Bala du 25 au 28 juin, Chambéry, <http://www.lafibala.com>
- Festival Démon d'Or le 26, 27 juin, Poleymieux des Monts d'Or, <http://www.demondor.com>
- Les Rencontres Brel du 21 au 26 Juillet, Saint Pierre de Chartreuse, <http://www.rencontresbrel.com>
- Le Cabaret Frappé du 20 au 29 juillet, Grenoble, <http://www.cabaret-frappe.com/>
- Le festival Au Bonheur des Mômes du 23 au 28 août, le Grand Bornand <http://www.aubonheurdesmomes.com>
- La Coupe Icare du 17 au 20 septembre, saint Hilaire du Touvet <http://www.coupe-icare.org>
- Riddim Collision du 1 au 3 octobre, Lyon <http://www.jarringeffects.net/riddimcollision/riddim10/>
- ...and of course many others still... (consult all our new partners at the European Fair Trade Fair [blog](#))

So... enjoy your summer by celebrating ethically!

If your community welcomes or organises an event or other kind of manifestation, contact us! We will propose your community to join our civic campaign!

Find all the festivals of our partners at: <http://www.blog-salon-europeen-commerce-equitable.org/>



The Tony Garnier Hall: The ideal place to boost fair trade.



Almost half of the 17,000 m² of the hall will be used to welcome the exhibitors and the visitors in a convivial and original atmosphere.

It is an ideal place for the European Fair Trade Fair, which will facilitate a B to B pole capable to respond to the different questions of the professional visitors requiring such a space for exchanges at the European level.

The hall is easily accessible by tramway, metro or bike, in the proximity of the city centre of Lyon and only two steps away of the Gerland stadium. The centre represents a vital site for the people of Lyon.

A hall with a history...

The Tony Garnier Hall, an historical site in the city of Lyon, welcomes with great interest the European actors in fair trade.

Constructed at the beginning of the 20th century by the architect Tony Garnier, it has successively represented an animal market place, an International Exhibition site, possibly even an arms factory...

Today, the Tony Garnier Hall is a modular site used for different manifestations: concerts, shows, conventions, congresses or sporting events and, of course, fairs such as the fair for independent winemakers which has attracted 70,000 visitors... These different events turn it into a place of which the Lyon inhabitants are very proud.

Partners and Organisers

The organisers

Fairtrade Labelling Organization international, World Fair Trade Organization, Le Fair Trade Center, Bananalink, Eine Welt Netz NRW, la Plateforme Française du Commerce Équitable, Agronomes et Vétérinaires sans Frontières,

The partners

Le Ministère de l'Ecologie, de l'Energie, du Développement Durable et de la Mer, le Ministère des Affaires Etrangères, Les Ministères de Tutelle : le Ministère de l'Economie de l'Industrie et de l'Emploi, le Ministère du Travail, de la Famille des Relations Sociales, de la Solidarité et de la Ville avec le soutien de la Délégation Interministérielle à l'Innovation, à l'Expérimentation Sociale et à l'Economie Sociale, la Région Rhône-Alpes, le Grand Lyon, la Ville de Lyon, le ville de Villeurbanne, la Ville de Grenoble, le Crédit Coopératif, Respublica, la Nef, la CRESS Rhône-Alpes, Only Lyon.

Media partners

Libération, Libre Belgique, Le Courrier, Alternatives Economiques, Altermonde, Les Tendances Internationales.

PRACTICAL INFORMATION

Come and make your mark on fair trade!

www.european-fair-trade-fair.org

Professional visitors : 2 - 3 October 2009

General public : 2, 3 and 4 October 2009

Browse through fair trade products from the food, handicrafts, textiles, cosmetics, tourism and solidarity finance sectors! Participate in the conferences, the round tables and the shows!

Opening hours of the fair:

9.30h am - 7 pm on Friday 02/10

9.30h am - 7 pm on Saturday 03/10

10 am - 7 pm on Sunday 04/10

Open doors for professional visitors: 2 and 3 October

Fees: Professional space: 30 Euros (valid both days)

Registration online from the 15th June

A SPECIAL WELCOME

Thanks to different partnerships, an explicative flyer and a indicative map will be awaiting your arrival at the entrance to the Fair.

- A special welcome is provided for in more than 150 partner establishments: restaurants, hotels, shops, bars, touristic activities of Lyon, on presentation of the card or the badge Only Lyon Events: Coffee or aperitif offered in the partner restaurants.
- One consumption on the house along with one consumption in the nocturnal partner establishments.
- Special reduction to touristic events of the city (shopping, museums, Lyon City Card...)
- Preferential hotel fees before and after the congress during the weekends. To view participating establishments, consult the full list of our partners at the website: www.lyon-france.com



Opening to the general public: 2-4 October

Prices

General public area access: 5 Euros full fee // 3,50 Euros reduced fee // 2 Euros for unemployed persons, students, pupils and retired persons.

Free for the under-16s.

The European Fair Trade Fair Blog:

<http://www.blog-salon-europeen-commerce-equitable.org/>

Press contact:

Association Equi'Sol

Sophie Malichier,

Communication Officer sophie.malichier@equisol.org

+33(0)9 80 08 40 2413 Rue Abbé Vincent – 38600 Fontaine – France



ANNEXES

– **Second European Fair Trade Fair**

– **Pre-programme for professionals**

(more information on our Website : www.european-fair-trade-fair.org)

- The conferences and workshops are free access to anyone in possession of an entry badge (30 euros, 2 days, inscriptions on line)
- Workshops will welcome visitors subject to invitation or reservation.

Friday 02/10/09 - morning

- **The impact of fair trade**

Round table

Problem : Why and how to measure the impact of fair trade ?

- **Textile and collective buying**

Round table

Issue: Can collective buying contribute to a structuration of the fair trade industry? Textile industry as an example.

- **Transport and logistics**

Workshop

Partner : Bioport

Friday 02/10/09 - afternoon

- **Presentation of strategies by the WFTO and FLO**

Conference

Speakers: Ian Bretman (Vice Chair of the board FLO) et Carola Reintjes (WFTO Board member for Europe)

- **The financing of Fair Trade**

Round table

Issue: Are fair trade organisations sufficiently financially equipped to carry out their activities?

- **Fair trade, aid for development and decentralised cooperation**

Round table

Issue: How can fair trade be integrated as part of public aid for development or of decentralised cooperation

- **Fair trade and responsible consumption in education**

Round table

- **Guarantees**

Round table

Issue: Should fair trade be regulated or controlled ?

- **Developing fair trade export activity**
Workshop
Issue: How can we extend fair trade exportation and fully integrate it into the European markets

Saturday 03/10/09 - morning

- **The European Union and Fair Trade**
Round table
Issue: Fair Trade Advocacy Office

- **Fair Trade and the environment**
Round table
Issue: What collaboration exists between fair trade organisations and environmental NGOs? How can we integrate the environmental question into the plea to international business?

- **Tourism**
Workshop
Issue: tourism and decentralised cooperation
Partners: Réseau DéPart and project TRES

- **European dialogue between national fair trade platforms**
Workshop
Issue: How can we encourage collaboration between national groupings of fair trade organisations?
Partner: PFCE
Upon invitation