

FAIR TRADE EVENT AT THE ARGENTINE EMBASSY
65, Brook Street London W1K 4AH
North East of Argentina
30 November 2004 6:30 PM

Speakers:

Patricia Merkin, Director of HECHO EN BUENOS AIRES (Argentine Big Issue)
Mrs. Catherine Lynch and Mrs. Diana Gayle, FAIRTRADE FOUNDATION
Mr. Adam Ognall, TRAIDCRAFT
Professor Alan Freeman, FELLOW OF THE UNIVERSITY OF GREENWICH

This is part of a series of events focused on civil society organized by the Argentine Embassy in London. After one of the worst crisis in our history, the Argentine civil society is gaining new strengths. From assemblies of neighbours to "cacerolazos" and recuperated factories, alternative approaches to social exclusion and unemployment seem possible today. In this particular case, we would like to focus on developments in the field of fair trade, with a special emphasis in the North East of Argentina.

The notion of fair trade has only lately been introduced in Argentina and more can be done, to raise consumer's and producers' awareness. With this workshop, we hope to make a contribution to foster knowledge in the field, taking advantage of the ample British experience in this area.

To launch the debate, Patricia Merkin, the Director of "HECHO EN BUENOS AIRES", will talk about the latest developments in Argentina. Representatives of FAIRTRADE FOUNDATION and TRAIDCRAFT will provide an overview of the British Experience in the field and Prof. Alan Freeman will close the workshop.

Issues to be raised during the workshop will include:

- How to reach out and engage stakeholders,
- How work together to develop ideas and solutions,
- Obstacles for the development of a fair trade culture,
- Best ways to work closely with producers, CSO and the public sector,
- What can the public sector do to promote an effective support,
- Is Fair Trade, as a consumers-led idea, only possible in developed countries? How feasible is it to introduce a fair trade culture in societies such as Argentina, where consumers' choice is highly restricted by economics?

We expect that this event will be an opening debate to share experiences, knowledge and expertise to demonstrate that alternatives to conventional trade are possible.

To register for this event, please send an e-mail to
embar.ru@btclick.com

PLEASE NOTE THAT THERE ARE SPACE RESTRICTIONS