



INVITATION TO A PRESS BRIEFING FROM FAIRTRADE INDIA

Press Club of Bangalore, 21st November, 11:30am

It gives us great pleasure to invite you for a Press Briefing and lunch, to mark the **official launch of the FAIRTRADE Mark in India**, which will be held at the **Press Club of Bangalore on 21st November 2013**.

Fairtrade is the most recognized ethical label in the world. We help disadvantaged farmers get better prices for their products, work towards environmental sustainability, and take control of their lives. By connecting these producers with the market, **we offer businesses and consumers a powerful way to reduce poverty and bring about real development** through their everyday choices.

Fairtrade has been working with over 1,21,000 Indian producers over the last 19 years, enabling them to access international markets on fairer terms, and **ensuring that some of the most marginalized small holder farmers earn a sustainable livelihood.** With the launch of the FAIRTRADE Mark in India, we hope to extend the benefits of the Fairtrade movement to more producers as well as provide Indian consumers with an ever-growing range of products that are in line with their values and directly contribute to social change.

We look forward to providing you with a more detailed briefing of the FAIRTRADE Mark, our plans for India and how it will directly help the poorest producers throughout India. The briefing will be given by:

Abhishek Jani, CEO of Fairtrade India

Tomy Matthew, Chair of the Association of Fairtrade Producers in India

Martin Hill, Commercial Director of Fairtrade International

This exclusive briefing for media will take place at:

VENUE: The Conference Room, of the Press Club of Bangalore, Cubbon Park, Bangalore 560001

TIME: 11:30am, followed by lunch

Our official launch will take place on Thursday evening, 21st November, from 18:00, at Alliance Francaise, Bangalore, followed by dinner, to which all media are also invited. The launch is being held alongside a one-day photo exhibition on the Fairtrade producers and the impact of Fairtrade.

Look forward to your participation at the briefing.

Further enquiries:

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