

House # 13-A/4-A, (3rd Floor), Babar Road, Block-B, Mohammadpur, Dhaka-1207, Bangladesh
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Press release World Fair Trade Day 2013

World Fair Trade Day observation is an annual program of Fair Trade Movement. It was first observed in 4th of May, 2002. Since then, all over the world including Bangladesh observes this precious event every 2nd week of May.

ECOTA Fair Trade Forum as a national networking body of Fair Trade Organizations observed the **World Fair Trade Day 2013** through launching a seminar on Saturday, 11 May, 2012 at 12:00pm at St. Joseph Higher Secondary School, 97 Asad Avenue, Mohammadpur, Dhaka-1207.

Theme of the World Fair Trade Day 2013: **“Strengthening Fair Trade Relationships”**.

Mr. Shah Abdus Salam, Chairperson, ‘ECOTA Fair Trade Forum’ and Executive Director of Development Wheel (DEW) announced the formal instigation of the seminar. The Chairperson welcomed to all the respected guests for joining the World Fair Trade Day. The respected Guests-Dr. Harold B. Rodriguez, Principal, St. Joseph Higher Secondary School, the Executive Committee members of ‘ECOTA Fair Trade Forum’ Ms. Bertha Gity Baroi, Vice Chair Person, Mr. Monjurul Haque, Member, Ms. Tanu Dey, Member, Mr. Subrata Saha, Member, the respective delegates of Member Organizations of ECOTA, the representative of artisans, producers, entrepreneurs group, the students of St. Joseph Higher Secondary School and the social thinkers and believers were present on the following day. The programme mainly aims to disseminate the importance of Fair Trade to the young generation and to promote the youth to work as a **change maker** for our country and society.

Beginning of the seminar, the Chair requested the entire present guest to express deep solemn for the ‘Savar Tragedy’ and to remain **‘One minute Silence’** for the untimely death of thousands of workers of those garments factory that collapsed on last 24th April of 2013. The Chair stated that, this incident is not acceptable for our country and this unjust, unfair trade should be stopped immediately. In his speech, the Chair briefly described the history of Fair Trade Movement at international and as well as at national level. At present, Fair Trade based organizations (NGOs) of the country are engaged with research work, studies on craft production and marketing strategy for understanding the future prospectus of artisanship and Endeavour to bring out those crafts people from the poverty circle, He added.

It is worth mentioning that, the presence of producers, artisans, entrepreneurs and the school children made the programme a significant attraction. The producers, entrepreneurs from CORR The Jute Works, DEW, Swajan Crafts, Kumudini Handicrafts, BRAC Arong and Hathay Bunano shared their thoughts and experiences which enhanced the whole programme.

The entire programme was decorated with:

- Presenting Documentary Movie on ECOTA Fair Trade Forum Activities
- Power point presentation on “Fair Trade- Bangladesh & Global Perspective”
- Arranging a cultural show by presenting a “Drama” on Ten Standards of Fair Trade Principle, performed by the **Women Artisans of “CORR The Jute Works”**
- Displaying eye-catching, ecstatic Fair Trade crafts of the Member Organizations of ECOTA.

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Chairperson of ECOTA fair trade forum & Executive Director of DEW Mr. Shah Abdus Salam inaugurating world fair trade day 2013 along with members of ECOTA & Principle Dr. Harold B. Rodriguez



Students of St. Joseph Higher Secondary School & ECOTA members were attended in the ceremony