



**Fairtrade Foundation  
Ibex House  
42-7 Minories  
London  
EC3N 1DY**

**10<sup>th</sup> November 2015**

**Letter of support for the fair trade movement of the United Arab Emirates**

To whom it may concern,

As Chief Executive of the Fairtrade Foundation, the UK's most recognised ethical mark, it is inspiring to see work being done to increase awareness of our incredibly important movement around the world. Fairtrade in the UK is built on an extensive network of campaigners, with over 10,000 local campaigning groups, including towns, schools, universities and faith groups, who work tirelessly to boost awareness and understanding of trade issues, and promote the purchasing of Fairtrade products. There's no doubt that without the incredible dedication of our supporters and campaigners, Fairtrade would not be where it is today, working to secure a better deal for more farmers and workers around the world than we ever dreamed possible. Our movement relies on campaigners driving it in new countries and cities, and so I urge you to embrace and support our movement in the United Arab Emirates, and if there is anything further I can be of help with, please get in touch.

Yours faithfully,

**Michael Gidney  
Chief Executive  
Fairtrade Foundation**