

Prof Bob Doherty

14/11/2016

**Letter of support for The Little Fair Trade Shop Ltd
& the fair trade movement of the United Arab Emirates**

To whom it may concern,

I am a Professor of International Marketing at the University of York (Russell Group) in the UK and I am currently heading up the 'I Know Food project' looking at food resilience and sustainability. I also have a long term commitment to the development of fair and ethical trade.

As sales and marketing manager at Divine Chocolate Company (1999-2003) and in my role as Chair of Liverpool Fair Trade Steering Committee (2004-2015) I have worked with a number of world leading fair trade activists and attended and organised a number of fair trade conferences. In my academic career I have become a leading international author on fair trade and I am currently a Professor of International Marketing at the University of York, The York Management School in the UK with university wide responsibility for research on Agri-Food (see link <http://www.york.ac.uk/research/in-focus/agrifood/>).

In 2011 when I was Head of the Business School at Liverpool Hope University I ran a professional development programme on fair trade which Mrs. Sabeena Ahmed attended. I was very impressed with her commitment to fair trade and the pioneering work that she is doing through her activism and business in the UAE. It has been a pleasure to see her work so hard in the field of Fair Trade and I fully support her endeavor to promote fair trade within the UAE. Her work is an inspiration to us all and would benefit from the support of academic institutions as well as Government and non-governmental actors. I firmly believe that by making ethical products available and informing consumers we can all help to build a better more sustainable world. In addition, this would also enable the UAE to become the number 1 leader for fair trade in the Middle East.

The work that Mrs. Ahmed and the Little Fair Trade shop does in the UAE to promote fair trade awareness and consumption is a credit to your country. In particular I feel that Sabeena is playing an important role in raising the awareness of younger generations to

the need for ethical consumption and the need for corporations to have a strong CSR is inspiring. By working with Sabeena and supporting her work, I firmly believe the UAE can become a leader in the region in promoting ethical business and fostering a strong sense of citizenship and ethical trade practices.

I wish her all the best in her work and hope that she gains the support of other activists, Government and non-Governmental organisations, as well as corporations, as it is only by working together for the common good that the sustainable development goals can be achieved.

Yours sincerely

A handwritten signature in black ink that reads "Bob. Doherty." with a small flourish at the end.

Professor Bob Doherty
The York Management School
University of York