

February 2016

To whom it may concern

A note to wholeheartedly support the sterling work of Mrs Sabeena Ahmed in the promotion and furtherance of fairtrade both in the United Kingdom and the United Arab Emirates.

I first met Sabeena in 2009 at a trade show in London and was impressed at her deep commitment to fighting for the rights and opportunities of those in the developing world. Since that time she has devoted herself to the raising awareness of trade justice issues and the benefits of fair trade.

Today fair trade products are readily available throughout the UK, and the increase for demand in fair trade products has been greatly helped by the support of churches from a wide range of denominations up and down the United Kingdom. Many use fair trade refreshments after services and encourage their congregations to purchase fair trade products when shopping at their local supermarkets, and some even sell fair trade products from their church in an act of solidarity with many of the world's poor.

Yours sincerely,



Alistair Menzies  
Head of commercial Business