



SUPPORT LETTER

Dear Sir/Madam,

Mrs Sabeena Ahmed has been an individual associate member of the World Fair Trade Organization (WFTO) since 2011. During this time, she has been leading The Little Fair Trade Shop Ltd and several educational awareness initiatives in Dubai and Abu Dhabi.

Mrs Ahmed has visited and supported several WFTO members and Fair Trade actors over the past 9 years, i.e. Fair Trade Lebanon, Selyn (Sri Lanka), Thai Crafts (Thailand), Sabah (Pakistan), Arum Dalu Mekar (Bali) and Bruce Crowther MBE (United Kingdom) to mention a few. Mrs Ahmed is actively promoting their work through exhibitions, presentations, blogs, social media and video interviews.

Some key aspects of Fair Trade that are also part of Mrs Ahmed's vision and work are listed here:

Fair Trade is "a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers - especially in the South.

Fair Trade organisations have a clear commitment to Fair Trade as the principal core of their mission. They, are backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of international trade"(Charter of Fair Trade Principles, 2009).

Fair Trade directly and indirectly contributes to the achievement of multiple Sustainable Development Goals.

I encourage anyone to support Mrs Ahmed in her work to achieve these goals and offer real opportunities to break the cycle of poverty, fight climate change and show that successful businesses can also put people first. Mrs Ahmed's work can be crucial to promote Fair Trade and demonstrate how Fair Trade goes far beyond charity to truly empower people with opportunities to thrive. With her playing an important role, I hope that a new generation of ethically conscious consumers will embrace Fair Trade principles and support the Fair Trade movement of the United Arab Emirates.

Best regards,

Erinch Sahan
Chief Executive, WFTO



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