

CANCÚN 2003:



September 10-12, 2003, Cancún, Mexico

Coinciding with 5th World Trade Organization (WTO) Ministerial meeting

While thousands gather in Cancún to debate and write new rules of global trade, our events will show that an alternative, sustainable model of trade is thriving in communities around the world. This model could be easily spread and expanded to benefit millions of others with more concerted action by governments, NGOs, producers, consumers and the private sector.

The **Sustainable Trade Symposium** and **Fair Trade Strategy of the Americas Forum** are designed to encourage policy makers, businesses, NGOs and consumers to find ways to work together to support these successful economic models that sustain the livelihoods of small farmers, artisans and workers, while preserving cultures and the environment.

These events are made possible with generous support from the Canadian International Development Agency (CIDA), Swiss Secretariat for Economic Affairs (SECO), Ford Foundation, Oxfam International, Ramsay-Merriam Fund and the Commission for Environmental Cooperation (CEC). They are being organized by an international steering committee comprised of the Institute for Agriculture and Trade Policy (IATP), Comercio Justo Mexico, Equiterre, Oxfam International and Gerster Consulting (see below for contact information).

1. International Fair Trade Fair (September 10-12, 2003)

The Fair will provide a meeting place for Fair Trade producers, traders and retailers, certification organizations, NGOs, governmental agencies, think tanks and others who are committed to promoting Fair Trade and sustainable commerce. Farmer and artisan groups and other Fair Trade and socially

responsible businesses from around the globe are invited to set up booths displaying their high quality, ecologically sustainable products. Certification organizations, NGOs and governmental agencies are also invited to exhibit their work in support of Fair Trade and sustainable commerce.

Discussion spaces will be set up in different locations in the fair to facilitate networking among participants. Workshops and panels held nearby and extensive publicity efforts will generate hundreds of visitors from business, press, governmental and non-governmental organizations over the course of three days.

The **International Fair Trade Fair** will be held in a charming Mexican artisan pavilion, called Feria Mexicana, just three bus stops away from the convention center, where the official WTO activities will be held. The pavilion, a newly constructed indoor marketplace for Mexican artisan stands, is well equipped with air conditioning, electricity, good lighting, as well as a beautiful public beach, just steps away!

⇒ **Accreditation to the WTO meetings is not required in order to participate in the Fair Trade Fair.**

2. Sustainable Trade Symposium (September 10-11, 2003)

The Symposium will present innovative approaches to international trade and explore reforms needed to make trade policy genuinely work for human development and the environment.

Key notes, panels and plenary sessions will explore both the policy and market dimensions of sustainable trade. Specific attention will be

given to how WTO rules and current negotiations are affecting Fair Trade, eco-labeling, and other market-based sustainable trade initiatives. Sessions will highlight the exciting growth of these initiatives in the market place, and discuss strategies for scaling-up in order to have even greater impact.

⇒ **Accreditation to the WTO meetings is not required in order to participate in most of the Sustainable Trade sessions.**

3. Fair Trade Strategy of the Americas Forum (September 12, 2003)

The Fair Trade Strategy of the Americas Forum will provide a rare and exciting opportunity to bring together farmer and artisan groups, NGOs, certification organizations and government and multilateral agency representatives in various sessions to examine the current state of Fair Trade globally, with an emphasis on Latin America. The Forum will explore key policy and market challenges for the Fair Trade system and identify successful strategies for expanding Fair Trade markets in the Americas.

The Forum workshops, which will complement the Sustainable Trade Symposium, are intended to serve as a springboard to develop a coordinated Fair Trade Strategy of the Americas, with the participation of key stakeholder groups. Special attention will be given to policy issues from an Americas perspective as a first step in the development of a global approach to fair trade policy.

This process will be led by Equiterre, Canada; Institute for Agriculture and Trade Policy, US and Comercio Justo, Mexico. In order to carry this process forward beyond Cancún 2003, working groups will be established among different stakeholder groups.

For more information on these events, please consult our website www.fairtradeexpo.org or contact Kari Hamerschlag at +1-510-207-7257; kariham@earthlink.net or Isabelle St-Germain at +1-514-522-2000 poste 222 or istg@equiterre.qc.ca.

4. Hotels

We have reserved a limited number of reasonably priced rooms in two hotels for participants in our events. The Hotel Marina

Club is located one bus stop away from the Fair Trade Fair outside of the WTO security area. For those of you who do not have official accreditation, we recommend securing rooms through IATP in this hotel. For those of you who do have official accreditation and wish to be closer to the official WTO meetings, we have reserved a limited number of reasonably priced studios in a hotel/condominium on the beach just a seven minute walk from the convention center.

There are single, double or triple rooms available at both of these hotels. The rate is **US\$ 60-80**.

Reservations: In order to reserve either of these hotels through IATP, please complete the attached form or call Natascha Shwaver at +1-612-870-3432 by **June 16th**. Rooms will be granted on a first come first serve basis.

Additional information about hotels in Cancún can be found at

<http://www.omcmexico.org.mx/mapa.htm>. For easy access to the Fair Trade Fair, we recommend that you stay on the West side of the convention center, towards downtown.

Arrival Dates: For those of you who are setting up booths, we recommend that you plan to arrive on September 8th. Others may also wish to arrive on that day in order to participate in numerous NGO forums and activities that are scheduled for September 9th. For updated information on these NGO events, consult the Cancún Welcoming Committee's website at www.cancuncommittee.org.

5. Registration

A) Fair Trade Fair

- Booth spaces are limited and will be allocated in a way that ensures product and geographical as well as institutional diversity.
- Preference will be given to producer organizations, though we have set aside a number of spaces for socially responsible businesses, NGOs and government/ multilateral agencies.
- We are also encouraging organizations and producers to share space in order to accommodate more people.

- Spaces are approximately 3x2.5 meters (6x9 feet) and will come equipped with a table, chairs, and walls. A booth fee of **\$250** covers the cost of booth set-up materials.
- Financial support is available upon request and we are asking businesses and NGOs to consider sponsoring producer groups.

To apply for a booth, please fill in the attached form by June 20th and email or fax it to: Natascha Shawver at nshawver@iatp.org, fax: +1 612 870 4846. Decisions on space will be made by **June 25th**.

B) Sustainable Trade Symposium and Fair Trade Strategy Forum

- Although registration is not required for these events, we kindly ask you to please indicate your interest in attending by filling out the attached registration form.
- Preference will be given to those who register in advance.
- Participation in these events is free, but seating will be limited.

To indicate your interest, please fill in the attached form and email or fax it to: Natascha Shawver at nshawver@iatp.org, fax: +1 612-870- 4846.

For the latest information about the event please refer to our website, www.fairtradeexpo.org which will be updated frequently. During the event, our Internet radio station www.cancunradio.org (not yet operating) will cover all events and press conferences in English and Spanish live from Cancún.

Please don't hesitate to contact Kari Hamerschlag or any of the steering committee for more information.

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International Steering Committee:

- Mark Ritchie, Institute for Agriculture and Trade Policy, United States, mritchie@iatp.org
- Jerónimo Pruyn, Comercio Justo, Mexico, jeronimo@laneta.apc.org
- Sonja Zimmermann, Gerster Consulting, Switzerland, sonja.zimmermann@gersterconsulting.ch
- Isabelle St-Germain, Equiterre, Canada, istg@equiterre.qc.ca
- Vicky Rateau, Oxfam International, vrateau@oxfamamerica.org

Why Fair Trade?

Fair Trade benefits artisans, farmers, workers, consumers and businesses through fair prices, long term direct trading relationships, community development, ecological sustainability and respect for human rights and gender equity. Sustainable Trade ensures that international trade makes a balanced and positive contribution to ecological, social, and economical sustainability.

For more information and for a list of companies which offer high quality Fair Trade products in the US, see www.fairtradecertified.org and www.fairtradefederation.org. In Canada, www.equiterre.qc.ca; In Europe, www.ifat.org, www.worldshops.org; www.eftafairtrade.org; www.fairtradenet.org.

Cancun 2003: Fair Trade Fair and Sustainable Trade Symposium

September 10-12, 2003, Cancún, Mexico

Registration Form

I: International Fair Trade Fair

The floor space for a booth will be 8x8 feet. The costs for one booth space is US\$ 250.00. The equipment provided for one space includes:

- 3 walls
- table (3x5)
- two chairs
- access to electrical outlet

In addition, there are several artisan stands available that have a surface area of approx 4x6ft and a semi-circle metal frame from which to hang things. Please consult our website (www.fairtradeexpo.org) after June 5th for pictures of the space and artisan stand. You are of course welcome to bring your own booth supplies.

___ booth space, US\$ 250.00

We require:

☐ electricity ☐ other equipment: _____

II: Sustainable Trade Symposium

I will participate in the Sustainable Trade Symposium and/or the Fair Trade Strategy Forum on the following days:

September 10: Sustainable Trade Symposium	<input type="checkbox"/> morning	<input type="checkbox"/> afternoon
September 11: Sustainable Trade Symposium	<input type="checkbox"/> morning	<input type="checkbox"/> afternoon
September 12: Fair Trade Strategy of the Americas Forum	<input type="checkbox"/> morning	<input type="checkbox"/> afternoon

Participation in these events is free but seating will be limited. Preference will be given to those who register in advance. You will receive an updated program as soon as it is available and will be asked to indicate your interest in specific sessions at that time.

III: Hotel Reservations

We are happy to help you with your accommodations in Cancún. However, we can not guarantee that we will be able to honor all requests, due to limited availability. Rooms will be granted on a first come first serve basis. We will call to confirm your reservation within 10 days of receiving your registration form. Please include credit card payment below. Payment must be in full and is fully refundable until July 1st, less a US\$50.00 service fee. After July 1st, payment is not refundable.

Option 1:

Carisa Y Palma, located near convention center, offers studio apartments with a kitchenette in condominium complex. Most rooms have ocean view and phone line. Price includes breakfast. Single, double and triples are available. Triples are sleep sofas. All rooms are US\$80.00 a night, including taxes and breakfast. **For this option, you should have WTO accreditation.**

___ single ___ double ___ triple

Date of arrival: _____ Date of departure: _____

Total nights: _____ at US\$80.00 each, total of: _____ US\$

Option 2:

Hotel Club Marina, located near Fair Trade Fair. Single, double and triples are available. Cost is \$60 per night for single and double; US\$70 for triple, including taxes. Price does not include breakfast.

___ single ___ double ___ triple

Date of arrival: _____ Date of departure: _____

Total nights: ___, US\$ 60.00 each, total of: _____ US\$

Total nights: ___, US\$ 70.00 each, total of: _____ US\$

Contact details

Last Name _____ First Name _____

Position _____

Organization (website if available) _____

Briefly describe your display and/or product(s) _____

Address _____

City/State/Zip Code _____

Country _____

Telephone _____ Fax _____

E-mail _____

Do you have official WTO accreditation? _____

IV. Sponsorship

☐ We/I'd like to sponsor a producer group for US\$250.00

☐ We are/I am interested in sponsorship of the Sustainable Trade Symposium. Please send me more details.

Please note, you will receive a confirmation with all your registration details, which you will be asked to check carefully, since it will be the basis for your arrangements!

Total amount charged to my credit card: _____ **US\$**

☐ Visa ☐ Mastercard

Name as it appears on Card: _____

Credit Card Number: _____

Expiration Date: _____

Please return by e-mail or fax to: Natascha Shawver, IATP, tel: +1-612-870-3432; fax: +1-612-870-4846 nshawver@iatp.org. (We suggest that you call in or fax your credit card information).