

RugInsider.com
July 21, 2011

The Chicago Market to Host Fair Trade Pavilion

Chicago Recently the Largest City in North America to be Awarded "Fair Trade City" Status



CHICAGO, IL – For the past three years, MMPI has been a leader in providing more qualified Fair Trade resources to meet the growing demand from retailers looking for high end, quality handmade products from around the globe. The Fair Trade Federation will host a pavilion at The Chicago Market: Living and Giving®, offering buyers a broad spectrum of quality products created by artisans in developing countries, allowing buyers to shop for global items

locally in Chicago.

The Chicago Market's Fair Trade pavilion connects buyers with the products they desire. Chicago is also the largest city in North America to be awarded "Fair Trade City" status, joining the ranks of more than 900 other official fair trade cities across the globe, including London, Rome and Barcelona.

The Fair Trade Federation (FTF) is a trade association that strengthens and promotes organizations fully committed to Fair Trade. The Federation is a part of the global Fair Trade movement, building equitable and sustainable trading partnerships and creating opportunities to alleviate poverty. Fair Trade products offer more choices for retailers to help differentiate their business in order to meet consumer demand for artisan products.

"For more than sixty years, Fair Trade Organizations have offered high quality products, which create positive change in struggling communities worldwide," said Federation Executive Director Renee Bowers. "We are delighted to provide a one-stop-shop, connecting buyers in Chicago with companies who value Fair Trade."

"MMPI is thrilled to offer Fair Trade products at The Chicago Market. Fair Trade has had great success at the show and we hope to build on that success as we welcome additional Fair Trade Federation members to market in 2011," said Joan Ulrich, senior vice president, MMPI. "Fair Trade has become a differentiating factor and helps The Chicago Market stand out as a leader in the industry."

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The Chicago Market is excited to welcome Fair Trade Federation exhibitors, including:

- Avatar
- Bridge for Africa
- Inter-American Trading Inc
- Lucia's Imports
- Malia Designs
- Manos de Madres
- Mata Traders
- Minga Imports
- Mira Ethnicity
- Punka
- Revy Fair Trade
- Sevyra
- Sustainable Threads
- Tibet Collections
- Venture Imports
- WorldFinds
- World Shoppe