

## **Fair Trade Federation offerings expanded at California Gift Show**

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LOS ANGELES-The California Gift Show and the Fair Trade Federation are coming together this month to offer the largest Fair Trade Pavilion in the industry.

Located at the heart of the Kientia Hall's World Style Collection at the Convention Center here, Jan. 15-18, the Fair Trade Federation pavilion will offer products from nearly 20 Fair Trade members alongside an extensive collection of ethnographic art, international handicrafts, textiles, home decor, furnishings and apparel.

which make an organization or a product Fair Trade," said Carmen Lezzi, executive director of the Fair Trade Federation, in a statement. "Federation members undergo a rigorous and thorough evaluation process to demonstrate their work in nine principles, so buyers know that they have Fair Trade at the heart of what they do."

Buyers that shop the Fair Trade exhibitors in the special section have an interest in developing a profitable business by supporting global community enterprise.

"As consumers embrace social responsibility and global awareness, it is vital for retailers to include ethically produced merchandise in their stores," said Pam Williams, divisional manager, World Style at California Gift Show, in a statement. "The Fair Trade Federation pavilion provides a place for retailers to find these unique Fair Trade products consumers are requesting."

Fair Trade is a system of exchange that seeks to create greater equity and partnership in international trading.