

# Ethical Markets: Brand Value and Trends

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## □ Overview

Fairtrade and ethical markets are a competitive place. How do you differentiate yourself from your competition? How do you engage with market trends in order to succeed? Presenters from different functions give their perspective on what works, what does not work, and what to look out for in the ethical market.

- Date and Time: 3.00 pm to 6.00 pm, October 20, 2016
- Convenor: Chen Fye Tham
- Attendee: All participants
- Format: Presentations, with Q&A segments following each presentation
- Location: Marakot
- Raporteur: Yumi Nomoto

## □ Programme

	Chair: <b>Mr. Wander Meijer</b> Director, Asia Pacific, Globescan
<b>Ms. Natsumi Iwa</b> Love & Sense Japan	<p style="text-align: center;"><b>“Love &amp; Sense: Selling in the Japanese Market”</b></p> Communicating a Fairtrade story and delivering quality are both important in achieving success in the ethical market. Both aspects are important in achieving success in the ethical market. In Japan, where consumers are discerning, suppliers must ensure that product quality and message are utilized to gain consumer trust. Ms. Iwa relates the story of Love & Sense, a Japanese retailer of ethical products.
<b>Mr. Ronny Hermosa</b> Fairtrade Connection	<p style="text-align: center;"><b>“5 common marketing mistakes in Fairtrade”</b></p> Many Fairtrade organizations are possess great stories behind their products. However, attempts to promote these stories and visuals often lack a few key ingredients. In this age of connectivity and social media, Mr. Hermosa takes us through key aspects like visual identity, social media plans, and branding. Fairtrade organizations looking to leverage the digital space to their advantage will find this invaluable.
<b>Tea Break</b>	Participants are invited to return to the room to sit at a tables per county
<b>Mr. Senthil Nathan</b> Chief Markets Officer, Fairtrade Asia Pacific	<p style="text-align: center;"><b>“Fairtrade’s brand value in the ethical market space”</b></p> Fairtrade International’s space in the international ethical market space for food products is significant. The label’s success in developed markets teaches us a few things on branding, and yet there is potential for further growth in developing markets, especially in Asia. Mr.

	Nathan analyzes the core strengths of Fairtrade’s success in Europe, and looks at the potential of Fairtrade’s growth in the Asia Pacific.
<b>Mr. Wander Meijer</b> Director, Asia Pacific Globescan	<p style="text-align: center;"><b>“Trends in Ethical Consumerism”</b></p> <p>What does the modern consumer value? What age group should Fairtrade organizations be targeting? These questions help lead us to drive our marketing strategies more efficiently. Mr. Meijer explores trends in the ethical marketplace, backed up with market research, that will guide Fairtrade organizations towards a more practical approach towards the ethical marketplace.</p>

**Supporting documents:** what if any supporting documents will be needed in addition to this document (and what format)

<b>Documents name</b>	<b>Objective</b>
N/A	N/A