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A so ... natural partnership !

Fairtrade certification mark in France (Max Havelaar) and Ecorismo are setting up a complementary partnership for their common objectives in terms of sustainability promotion.

This partnership will reinforce the possibility for Fairtrade-Max Havelaar accredited companies to propose a wider variety of sustainable products to the hospitality and tourism professionals.

It was dead obvious that Fairtrade certification mark in France (Max Havelaar) and Ecorismo had to sit down together and join their efforts to promote accredited sustainable products; as on the one hand, Fairtrade-Max Havelaar is to promote products from companies duly accredited with severe sustainable criteria, and on the other hand Ecorismo is focusing on finding more and more environmental and sustainable solutions to the hospitality and tourism professionals.

« This partnership with Ecorismo will enable us to get access to this large potential market of hospitality and tourism industries as Ecorismo is the leading entity in this field as far as environment and sustainability are concerned » asserts Adeline CŒUR, Development and Partnerships Manager for Max Havelaar France. « It is important for us to keep on proposing to professionals more products and solutions on line with environmental protection and sustainability. With Fairtrade certification mark as a partner, we are sure to master the production and selection channels. » is adding Fabrice LAMY, the Ecorismo Director.

No doubt that actions will concern not only the Ecorismo forum and trade-fair but also other actions of both Ecorismo and Fairtrade.

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