

Fantasia
판타지마 부천

Fair Trade City Bucheon

공정무역도시 부천



SUCCESSFUL FAIRTRADE TOWN CAMPAIGN OF BUCHEON IN KOREA

전 세계 30개국 1,855개 도시가 공정무역에 참여하고 있습니다.
(FTTI, 2016년 11월 기준)

글로벌 시민운동인 공정무역, 부천시도 함께 갑니다.



FAIRTRADE
KOREA

Fairtrade Korea
www.fairtradekorea.org

CERTIFICATE AWARD & PLAQUE UNVEILING



BUCHEON CITY TO BECOME THE FIRST FAIRTRADE TOWN IN KOREA

On December 5th, the city of Bucheon (pop. 870,000) has been celebrating the finalization of its campaign to become the first Fairtrade Town in Korea, joining a huge international family of more than 1,850 Fairtrade towns all over the world. The official ceremony took place at the “Fantastic Cube” theater at Bucheon City Hall. Around 300 guests participated in this event, including Mrs. Magdalena Streijffert, global project manager specialized in advocacy work at Fairtrade International, Mr. Jee Dong Hoon, Fairtrade Korea Representative, Ambassadors of Fairtrade prod-

uct’s producers and consumers countries, a representative of UNDP Korea and local citizens. Also 29 major and local media, including KBS, OBS, CJ, ChosunMedia, the Dong-A Ilbo, the Hangyoreh dealt with this event.



Certificate Award to **Bucheon University** from Ambassador of Brazil, H.E. Luis Serra



Certificate Award to the **Full Gospel Jungdong Church** from Mrs. Magdalena Streijffert



Certificate Award to **Hyundai Department Store Jungdong** from Representative of Fairtrade Korea Mr. Jee Dong Hoon



Certificate Award to **Bucheon City Supermarket Association** from Mr. Bradley Jones, head of International Trade in the British Embassy



Certificate Award to **Bucheon Market Merchants Association** from Mr. Luis Quintero, councillor of economic section in Colombian Embassy.

At the occasion of this ceremony, five different organizations were awarded. First of all, Bucheon University was awarded a “Fair-trade campus” certificate and the Full Gospel Jungdong church was also awarded with the first “Fairtrade church” certificate. University and church, two critical actors of community, their role to raise awareness and educate Fairtrade will be a valuable asset for Bucheon. Hyundai Department Store Jungdong, Bucheon City Supermarket Association, and Bucheon Market Merchants Association were also awarded with certificates for their commitment in promoting Fairtrade products to their customers. Because of their active participation, Bucheon citizens have better access to Fairtrade products in their daily life.



PARTNERS



After official ceremony, guests visited stores, cafes, church, and university, which were awarded, and participated in short ceremonies by unveiling certification plaques and delivering congratulatory remarks.

01



02



03



04

01 Bucheon City Supermarket Association(KOSA Mart)
02-03 Bucheon Market Merchants Association
04 Hyundai Department Store Jungdong

CHURCH



We are honored to contribute and play a role in making a brighter and better society through Fairtrade.

- Full Gospel Jungdong Church

UNIVERSITY



Bucheon University has mission to nurture students who can make contribution to nation and community, and there is strong connetion with Fairtrade spirit. We feel proud to become the first Fairtrade campus in Korea and even in Asia, we promise that we will actively participate in Fairtrade movement.

- Bucheon University



CONGRATULATIONS



Mayor Mansu Kim expressed delight of launching successful Fairtrade Town campaign to become a Fairtrade City in Korea. Particularly, he emphasized "Bucheon respects global value and

creates unique model which is suitable for Bucheon. I believe we will play important role in international network as Fairtrade City."



Mrs. Magdalena Streijffert, global project manager specialized in advocacy work at Fairtrade International welcomed Bucheon to join Fairtrade City family and emphasized that Bucheon City should "be proud of what you have achieved so far and continue

working to support small businesses, provide safe and healthy food to citizens and give millions of farmers and workers tools to get better working- and living conditions."



Council Chairman of Bucheon city, Mr. Donggu Kang said that "It is great honor that Bucheon launches Fairtrade Town campaign. My special thanks go to Mrs. Magdalena who makes bridge between Swedish and Bucheon Council so that we can learn each other."



Dr. Sarwat Chowdhury from UNDP Korea highlighted that "SDGs (Sustainable Development Goals) and Fairtrade have several common aims. We should make cooperation and synergy effect by closely working together."



"We, Bucheon City, will go together in this global movement, Fairtrade." **Vice-mayor Han Gyu Lee** declared Bucheon's vision for undertaking Fairtrade movement.

EVENTS



Special performance by **Jirani Chorus from Kenya**

A three days **Fairtrade market** at this occasion for Bucheon citizens to get familiarized with Fairtrade certified products



Opening ceremony of **Fairtrade café&store** in Bucheon City Hall



Fairtrade information session to middle school students

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