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Khumon, P.
Microtrade and the fair trade movement

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University of the Thai Chamber of Commerce, Thailand

Abstract
The present paper aims to illustrate an alternative trading regulation currently assumed by The Fair Trade Movement and a newly established concept of Microtrade in curving global poverty. The fair trade movement reflects microtrade activities by asserting voluntary initiatives to create mutual benefits between customers from the North and producers from the South. It has established a form of microtrading networks between impoverished producers and Northern importers/retailers oversaw by FLO (The Fair Trade Organization). While claiming to have achieved a certain level of poverty reduction, debate arises whether such appraisal renders a real impact. Both positive and negative feedbacks of the fair trade movement will be explored as well as its future proposal which aligns with microtrade activities. © 2012 The Law and Development Review.

Author Keywords
Fair trade; International trade; Microtrade

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