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Global Envision takes the global free market system as a starting point for reducing world poverty. Providing the poor with opportunities to improve their own lives is the catalyst for creating a more fair, hopeful, and stable future. We support economic development and responsible free markets as the most reliable and sustainable strategies for global poverty alleviation.

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The conference was hosted by the Fair Trade Federation and the Fair Trade Resource Network, whose main goals were to bring together people committed to "Living a Fair Trade Life". One of the most prominent advocates of fair trade, former President Jimmy Carter, summarized the goals of fair trade in his letter to the attendees when he described fair trade as a "movement which uplifts the basic principles of human rights and human dignity and takes positive, concrete steps towards poverty reduction." Among the attendees there were many different interpretations on how those

"concrete steps" should be taken. They generally agreed upon the definition of "Fair Trade" as helping poor farmers receive a 'fair' price for their product, decent living and working conditions, and the ability to organize themselves democratically in unions or cooperatives.

Many of the attendees were like Poonam Singhal, who had first-hand experience as a wholesaler. She started her craft business in 1996, when fair trade was a relatively new concept. She displayed her beautiful, hand-crafted ornaments and jewelry at the conference, each made by women in India who work for her company, Rupalee Exclusifs. Rupalee Exclusifs advertises itself to retailers internationally as "fair trade with style". At the conference Poonam Singhal marketed her ornaments as a "Christmas tree of women's

