

PRESS RELEASE

8 December 2016



FTA
Foreign Trade Association

FTA Appoints New US & Canada Representative To Support Members and Boost Sustainability Presence.

Brussels, 8 December 2016 – The Foreign Trade Association (FTA) announced today the appointment of a new country representative in the United States (US) to provide its members located in Canada and the US direct support and guidance on the implementation of its two flagship sustainability programmes – the Business Social Compliance Initiative (BSCI) and the Business Environmental Performance Initiative (BEPI).

The new FTA US & Canada representative, Kelli Hoggle, will also assist FTA members sourcing from the region and actively engage with producers on the ground to support their sustainability efforts.

Christian Ewert, FTA Director General, said: *“I’m delighted to announce this logical next step in expanding FTA’s global network. Our presence in the US will broaden the outreach of FTA activities to a market that has become increasingly important to our members. This move will mean more efficient and tailored services for our members and reinforced relations with key local stakeholders.”*

FTA brings daily support and in-depth expertise on sustainability matters to +1,900 retailers, importers, brand companies and national associations through its powerful global network. Based in Brussels, FTA has offices in China, Bangladesh, India and Turkey, as well as 8 national contact groups across Europe providing additional tailored support to members and offering a platform for informal discussions and best practice sharing.

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About the association: The Foreign Trade Association (FTA) is the leading business association for global commerce that promotes the values of international trade and sustainable supply chains. FTA represents 1,900+ retailers, importers, brands and national associations to promote and defend international trade and supports their business by providing information and practical solutions towards sustainability in the global supply chain. The association provides the Business Social Compliance Initiative (BSCI) to support participants to improve working conditions in factories and farms worldwide. It also provides the Business Environmental Performance Initiative (BEPI) to facilitate improved environmental performance in global supply chains.

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For further information, please contact:

Kelli Hoggle
FTA US & Canada Representative
Kelli.Hoggle@fta-intl.org
Tel: + 001 (205) 613-2083

Ana María Martín
FTA Media Relations and Editorial Planning Coordinator
ana.maria.martin@fta-intl.org
Tel: +32 (0)2 739 48 22



c/o FTA - Foreign Trade Association
Avenue de Cortenbergh 172 - 1000 Brussels - Belgium
Tel. +32 2 762 0551 - Fax. +32 2 762 7506
e-mail: info@fta-intl.org - Internet: www.fta-intl.org

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