



World Export Development Forum (WEDF), 8 – 11 October 2008

PRESS RELEASE: MONTREUX

---

09.10.08

# CUT EXPORT RED TAPE TO HELP THIRD WORLD PRODUCERS: LEAKEY

---

Import and export restrictions must be streamlined to help developing country producers get their products to market, said Katy Leakey, founder of a Kenyan fair trade jewellery company.

"It is very expensive and there is a lot of red tape for people in developing economies," Ms Leakey said during a video interview at the World Export Development Forum (WEDF) in Montreux, Switzerland, today.

The fair trade environment is transforming countries such as Kenya, she said. "Every fair trade company we work with and know has seen a vast improvement in people's health, education and job opportunities. It has been translated even into political stability." Ms Leakey said. "The change is phenomenal."

Ms Leakey created the "Zulugrass" jewellery company in 2000 to provide Masai women in Kenya an income during a severe drought.

Since then, Ms Leakey has seen consumers become much more savvy about fairly produced products.

"They started out as passionate buyers and now they're smart buyers because they know the impact that their money can have," she said.

Ms Leakey's next project is to set up a business school to train local people in eco-sustainable practices.

WEDF – one of the most influential global forums on trade and export issues for developing countries – is organized every year by the Geneva-based International Trade Centre (ITC).

[www.intracen.org/wedf](http://www.intracen.org/wedf)

For more information:  
Contact: Natalie Domeisen  
Chief  
Communications and Events  
P: +41 22 730 0370  
M: +41 79 239 1825  
E: [domeisen@intracen.org](mailto:domeisen@intracen.org)

