

## Shaping a future of sustainable trade: The Foreign Trade Association becomes amfori

The Foreign Trade Association is now amfori, the organisation for trade with purpose.

As the world continues to change faster and more fundamentally than ever before, expectations toward businesses are increasing. It's no longer enough to deliver high-quality products at low prices with good availability. They need to be delivered in a way that does no harm – either to people or the environment.

Building on 40 years of experience, and with this understanding of the current landscape and the UN Agenda for Sustainable Development, the organisation developed a bold long-term strategy to be future-fit, Vision 2030, and evolved into amfori to support it.

As well as providing everyday support, amfori enables businesses to monitor performance across their supply chain; empower them and their suppliers with a range of educational tools to improve; and engage globally and locally to shape a policy environment where sustainable trade can flourish.

Being the association for open and sustainable trade, amfori believes in a world where all trade delivers social, environmental and economic benefits. Its mission is to enable businesses to enhance human prosperity, use natural resources responsibly and drive open trade globally. This is what it calls 'trade with purpose'.

Among amfori's strategic priorities for the year ahead are:

- Open and sustainable trade: to demonstrate its benefits and working against the global rise in protectionist tendencies
- Vulnerable workers: to continue our work on responsible recruitment and address key issues such as forced labour, human trafficking and women's empowerment
- United Nations Sustainable Development Goals: to continue offering services and tools which enable businesses to improve social and environmental aspects in their supply chains and contribute to the SDGs

amfori will offer an exciting platform to discuss these issues in depth at its Unleash Opportunity Conference on 13-14 June in Amsterdam.

More information can be found at [www.amfori.org](http://www.amfori.org)

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About amfori: As the leading global business association for open and sustainable trade, we bring together over 2,000 retailers, importers, brands and national associations representing a combined turnover of more than one trillion euros.

We offer our members a practical framework and world-class tools that enable them to manage the social and environmental performance of their supply chains and anticipate trends. We also advocate for progressive policy and collaborate with high-level stakeholders to achieve common aims.

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