

SHOP FOR CHANGE

Every time we spend our cash on ethical goods,
we are actively changing the world for the better.



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樂施會
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無窮世界
World
Without
Poverty

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USING CONSUMER POWER TO CHANGE THE WORLD



Fair Trade aims to mobilise the power of consumers in developed countries to counterbalance the domination of trade by multinational corporations.

Unfair trade hinders farmer development

International trade is important to any economy in the world. The robust growth in trade has brought an unprecedented growth in wealth to some people, yet, by and large, poor people are not benefiting.

Why not? The rules of trade are mostly controlled by wealthy countries and by large multinational corporations. Unfair trade is keeping about 600 million smallholder farmers in poverty. For example, one-fifth of Ethiopia's population engage in coffee planting or processing for a living, accounting for 65 per cent of total national exports. However, most of these farmers are struggling to make ends meet.

Coffee is not just a drink. It's a global commodity. As one of the world's most traded products second in value only to oil, the coffee industry employs tens of millions of people around the world through its growing, processing and trading. The industry's pricing and futures are decided in conference rooms of a few multinational corporations and on stock exchange floors in some of the world's wealthiest cities. Around the world though, more than 4 million smallholder coffee farming families live below the poverty line. Coffee farmers have no bargaining power, are constantly exploited by middlemen, and face countless trade barriers.

Oxfam's development programmes target to support these poor smallholder farmers. Community-driven livelihoods projects help improve their skills and confidence, thus paving the way for sustainable development. Advocacy and campaigns for changes in policies at national and international levels can help tackle the root causes of poverty. Over the years, Oxfam has been promoting Fair Trade and other development models through policy research, advocacy and public education.

What is Fair Trade?

According to a survey conducted by Fair Trade Hong Kong, 62 per cent of the people they interviewed said that they have heard about Fair Trade, but less than 30 per cent of them really knew much about it and nearly half of the respondents could not identify Fair Trade products, as compared to the 80 per cent who could in the Netherlands, Britain and Finland.

Fair Trade is an alternative approach to conventional trade and is a partnership based on negotiation, transparency and respect. It also guarantees justice – fair wages, safe working environments, environmental protection, gender equality and no child labour.

Examples of Fair Trade models:

- Farmers set up cooperatives and sell their produce to NGOs or corporations for fair prices
- Farmers contact overseas buyers directly so as to have more control over the price of their produce
- Buyers prepay a certain amount and sign a longer-term purchase agreement to protect the livelihoods of farmers
- Farmers adopt environmentally-friendly farming practices
- Farmers return a portion of their profits to the community to build schools, safe drinking water systems and community health centres to help foster sustainable community development

Oxfam and Fair Trade

Fair Trade was introduced in Hong Kong in 2002 when Oxfam promoted Fair Trade coffee beans in the city. We were the first NGO in Hong Kong to do so. During the Sixth Ministerial Conference of the World Trade Organization, which was held in Hong Kong in December 2005, Oxfam co-organised the first international Fair Trade fair and introduced about 100 Fair Trade producer groups to the city. In 2008, we co-founded Fair Trade Hong Kong with 11 other organisations. We devoted resources to build up a market for Fair Trade products in Hong Kong and Macau by building brand awareness, providing assistance directly to Fair Trade producers and groups, and supporting them to display their products at exhibitions and fairs.

Fair Trade today has become a global movement. It is not only about changing the unfair trade relations between developed and developing countries, but is also about consumer behaviour. By supporting Fair Trade, we are supporting ethical consumption and ensuring ethical sourcing throughout the entire supply chain.

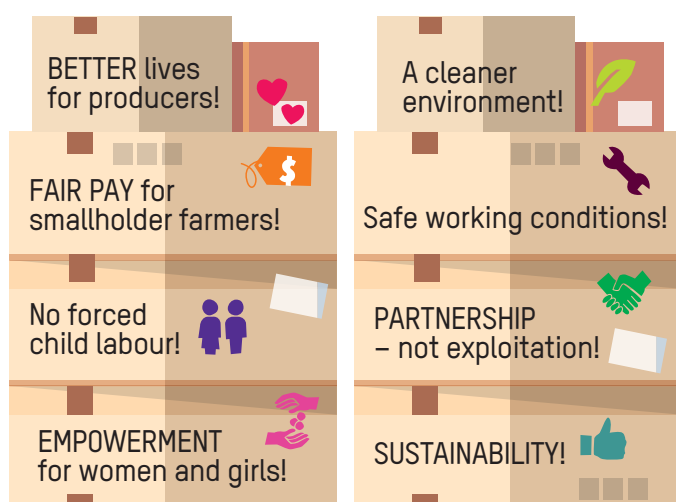
Hong Kong plays an increasingly important role in global trade. In recent years, Fair Trade has continued to gain popularity in the city, and more international chain stores are selling Fair Trade products. In 2014, the sales revenue of Fair Trade products reached HK\$24 million, proving that just and sustainable consumption models are becoming increasingly popular locally. With the growing number of Fair Trade stores, increased variety of Fair Trade goods, and greater public awareness about sustainable consumption, Oxfam's efforts to promote Fair Trade in Hong Kong have yielded some success.

Oxfam has been a leader in the global Fair Trade movement. For example, in 2002, we launched the intensive and global Make Trade Fair campaign to promote trade justice and fair trade among governments, institutions, and multinational corporations. We also launched the worldwide Big Noise petition to call on governments to help end unfair trade practices. By the end of 2005, some 17.8 million signatures were received. We are also working with organisations around the world to shift global trade rules so that millions of poor farmers and workers in developing countries can work their way out of poverty.

Why do we need **FAIR TRADE?**

Because Fair Trade benefits everyone. Consumers have access to safe, healthy and high-quality products, while farmers and workers earn a liveable and sustainable income in a safe work setting. There are now more than 1 million farmers and workers living a fair and sustainable life because of Fair Trade. Not only do intermediaries and retailers practise corporate social responsibility, pollution is minimised and natural resources are not exploited.

FAIR TRADE MEANS:



Fair Trade in Hong Kong and Macau

Hong Kong

- There are around 2,914 Fair Trade points of sale in Hong Kong selling various Fair Trade products
- There are new Fair Trade brands specifically for the Hong Kong market

Macau

- There are more than seven stores, supermarkets and bookstores selling a variety of Fair Trade products
- It is estimated that there are more than 100 types of Fair Trade products being sold in the city

These producers from all over the world have a name and are part of a cooperative, a community with a story. Enter their world and find out how Fair Trade gives them a voice, and really makes a difference in their lives.

Read my story

'We have been Fair Trade producers since 2000.'

Hola! I am Eduardo. Can you guess which seven fruits are in our tropical juice? It contains a healthy blend of orange, mango, passion fruit, pineapple, beetroot, apple and pear. It has no added sugars, flavourings or artificial colourings! We in Cuba supply the oranges; our cooperative, which has 70 farmer members, grows oranges on land which we own as a group. We work together to prepare the land for planting, give each other technical tips and coordinate the harvest. We also build and renovate our members' homes and make sure that our members' families have enough to eat. We are a strong family! We have been Fair Trade producers since 2000.



'We are proud to grow quality coffee and Fair Trade has made me financially independent. Try it!'

Hi, I am Josephine from Congo. Life hasn't been easy for us since all these years of war and conflict, but we are taking action to improve our lives. For example, I work for Sopacdi, one of the few cooperatives in the area around Lake Kivu. We grow excellent coffee, and Fair Trade helps us in this. In the past we had to smuggle the coffee across Lake Kivu at night to Rwanda where it was processed. Dozens of people drowned doing this every year. The prices we got for our coffee were very low, and we didn't have any good washing plants or drying tables.

Fair Trade supports our cooperative, so that now we can export our coffee directly and get a better price. We have bought some drying tables and a new washing plant. And Sopacdi now has 3,000 members. The soil and climate in the Kivu Region are ideal for the production of Arabica coffee varieties. Women now also have a voice: one of the recent projects aimed to involve women in the management of the cooperative and giving more help to widows so that they are not isolated.

'Thanks to Fair Trade I get a good price for my pineapples.'

Bonjour! I'm Jamar from Cameroon. Like more than 100 other producers, I am a member of the cooperative GIC (Groupe d'Initiative Communautaire) TerrEspoir. On my small piece of land I mainly grow pineapples. And those are all natural! I do not use pesticides or other chemicals. Thanks to Fair Trade I get a good price for my pineapples. We use the income of the cooperative for the education of our children, to buy more land, to try new crops, and to build a workshop. By buying our pineapples at Oxfam Fair Trade shops, you are helping us to build a better life for ourselves. Taste the African sun in our dried pineapples!



Did you know?

Coffee is the most popular beverage worldwide with about half a trillion cups consumed per year. Second only to oil, coffee is the world's second most traded commodity, with a total economic value of HK\$400 billion per year.

In recent years, coffee prices have dropped sharply, leaving millions of smallholder farmers who are dependent on the coffee trade to bear the burden of collapsed world coffee prices. In Hong Kong, a cup of coffee costs more than HK\$30, but only one per cent of it goes to coffee farmers.

How can consumers make a change in the world?

Nearly all commodities we buy in our everyday life, including food and clothes, are produced by smallholder farmers, workers and producers. It is therefore important to know whether our consumption of these goods is contributing to exploitation. Today, smart consumption is not only about buying high quality goods. Buying is giving. Every time we spend our cash on ethical goods, we are actively changing the world for the better.

Are you willing to learn more about global inequality and supporting Fair Trade through your buying choices?

Are you willing to be a smart and ethical consumer?

Everyone can *make a difference!*

May Leung is a freelancer. She enjoys travelling and experiencing different cultures. She is also a keen supporter of Fair Trade in Hong Kong. May believes that everybody can help positively change the world, so she set up an online store selling earrings called Drop Earrings Not Bombs.

‘Each pair of earrings is handmade by Syrian women and men who have fled their country during the Syrian war. Each pair is a unique display of creativity and design, a story told through the eyes of a person who has been through extremely hard times. With the support of an NGO called Small Projects Istanbul, these Syrian men and women joined a cooperative called The Olive Tree Craft and developed skills in handicrafts to earn a living in Istanbul, Turkey, a country where those with refugee status don't have the legal right to employment. The project creates a space for colour therapy, community building and artistic expression. I am so touched by it,’ she explained.



May thinks that consumption can have positive impacts—consumers get what they want, and farmers get a better deal and improved terms of trade. This is a win-win solution; consumers should learn more about the products they buy to make shopping choices that benefit everyone.

May is also a volunteer editor at My Fair Lady – a local NGO formed by a group of earth and animal lovers to promote the ethical consumption of beauty products. My Fair Lady organises events to promote cruelty-free products, veganism and Fair Trade.

Although there are more and more people like May who support Fair Trade in Hong Kong, it is still not common. May believes that consumers, retailers and the government can do more to promote Fair Trade: ‘For example, retailers have the responsibility to explain each Fair Trade product in detail. They can provide trial sets and organise workshops to let consumers get a taste of Fair Trade products. Government departments should consider buying Fair Trade products to set an example too. Consumers can also use social media to tell their families and friends about Fair Trade.

‘Fair Trade is not charity; it is a responsible and sensible attitude towards producers and the environment. It is about safe and quality products for consumers. Every simple buying choice is an action to change the world for the better.’



May sells Drop Earrings Not Bombs in Hong Kong. She believes that consumers who buy the earrings are supporting people's livelihoods, and paving the way for a better future for Syrians in Turkey.



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OXFAM Shopper:
Sammy Leung, Vanessa Yeung, Terence Chui

BUYING IS GIVING. BUY FAIR AT OXFAM SHOP

HOW CAN YOU SUPPORT FAIR TRADE?

Everyone can contribute to a sustainable future. Fair Trade offers consumers a powerful way to build a better world through their everyday shopping decisions. At Oxfam, we advocate for Fair Trade as a means of poverty reduction. You can be part of this campaign! What might this look like practically? You could:

- 1 Buy Fair Trade: use your consumer power to make a difference
- 2 Stay up to date on Fair Trade news and information
- 3 Tell the people around you about Fair Trade
- 4 Ask your employer to stock Fair Trade coffee or tea in the canteen / pantry
- 5 Encourage shops and restaurants to sell and use Fair Trade products

The new OXFAM SHOP

The Oxfam Shop, which has established its reputation in Central, has been revamped! The new Oxfam Shop comes back as a concept store and we are offering quality Fair Trade products which are made or packed locally by underprivileged communities. Through your shopping choices, you can help farmers get a better deal. What's more? We offer a wide range of organic products produced by local social enterprises, which can be wholesaled and ordered in bulk by corporate partners.

The new Oxfam Shop is also a platform and a bridge linking producers, farmers cooperatives, NGOs and ethical consumers striving for a quality life.

Have a taste of fairness and quality

Welcome to the Oxfam Shop. We are proud to bring you a world of quality products through Oxfam's branded Fair Trade products. We offer everything from mouthwatering chocolates that melt on your tongue to the perfect cup of coffee to wake you up again.

THE OXFAM SHOP

LG 8, Jardine House, 1 Connaught Place, Central (Tel: 2522 1765)



Oxfam Fair Trade Organic Gold Coffee 250g

- Organic arabica coffee from Ethiopia, the cradle of all coffees. Ethiopian Yirgacheffe is the world's famous specialty coffee. Soft coffee with a fruity aftertaste.
- Suitable for vegetarians
- EU organic-guarantee label
- Producer: OROMIA Coffee Farmers Cooperative Union



Oxfam Fair Trade Organic Dark Chocolate (72%) with Cocoa Nibs 100g

- Ingredients: cocoa mass*, cane sugar*, cocoa butter*, cocoa nibs*(2%), vanilla*. Cocoa solids: minimum 72%. *Ingredient from organic agriculture.
- Allergen information: May contain traces of soy, milk and nuts
- Suitable for vegetarians
- EU organic label
- Producer: CONACADO (The National Confederation of Dominican Cocoa Producers)



Oxfam Fair Trade Organic Mint 100g

- Organic sweets with mint flavouring, made with fair trade cane sugar from Paraguay
- Ingredients: cane sugar, glucose syrup, natural mint flavouring.
- EU organic-guarantee label
- Producer: montillo, Paraguay



Oxfam Fair Trade Organic Tea 36g

- Originally from Sri Lanka. Organic black tea made from the top two young leaves of the tea plants and packed in string and tag tea bags.
- Suitable for vegetarians
- EU organic-guarantee label
- Producer: BIO FOODS (Pvt) Ltd (Fair Trade tea)



Oxfam Fair Trade Muesli 375g

- Can be mixed with cold milk or yoghurt, honey or sugar
- Ingredients: quinoa breath, rolled oats, raisins, chocolate chips, banana chips, barley flakes, dried mango, vanilla. may contain traces of: nuts and milk.
- Suitable for vegetarians
- Producer: Anapqui



Oxfam Fair Trade Hazelnut Chocolate Spread 400g

- Hazelnut Chocolate sandwich spread
- Ingredients: cane sugar, vegetable oil, hazelnuts 12%, low fat cocoa powder, skimmed powder milk, whey powder
- Suitable for vegetarians, contains milk
- Producer: Enterprise Cooperative Kimbe (ecookim) Cocoa



Photos: Ricky Wong/Oxfam

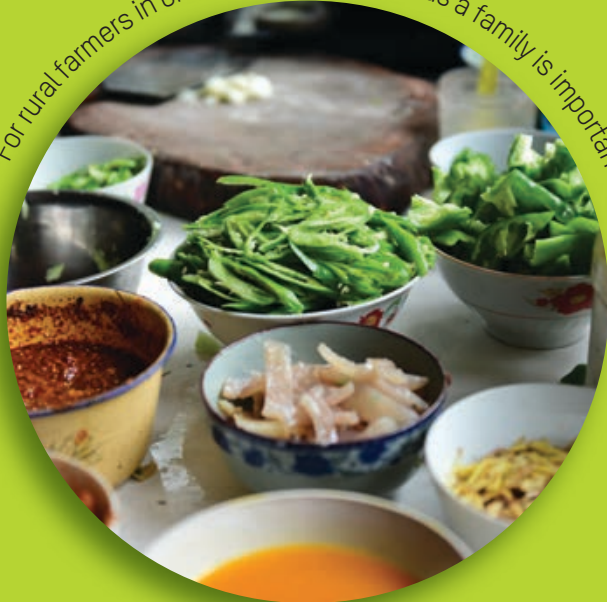
Huang Xingming proudly shows us the organic cucumber he grew.

AN ORGANIC FARMER'S STORY

Ma Cao Township, located in Beichuan County, Sichuan Province, is a remote and disaster-prone area; villagers there live difficult lives.



For rural farmers in China, eating together as a family is important.



It was rainy season in mid-August, the weather was hot and humid. Homes in Qiang villages, an ethnic minority in Beichuan, Sichuan, are built in high mountains and deep valleys. Recent landslides and mudslides due to heavy rains, however, have made it difficult and dangerous to access the villages.



Huang Xingming is determined to grow the best organic vegetables despite the challenges he faces.

The Qiang ethnic minority is known as ‘the people on the clouds’ because they have been living in high mountains for generations. Beichuan was one of the hardest hit areas during the Wenchuan Earthquake in 2008; the old Beichuan county was completely destroyed. Since then, the soil has become loose and unstable, and young trees with slender trunks can be easily washed away during heavy rains, leading to soil erosion. In recent years, many villagers have moved to the cities for work. One villager, however, decided to stay in this remote and disaster-prone area, and is determined to grow the best quality vegetables.

This man is Huang Xingming. Every poor village needs a villager like Huang Xingming — someone who is willing to face challenges head on and make changes to improve their livelihoods.

Things are not easy for Huang though. The 41-year-old farmer is the breadwinner of his family — he has a mother to take care of and children to look after. That said, he does not envy his fellow villagers who have moved to the cities and earn a better income; he understands that migrant workers face a whole slew of challenges. He is an experienced farmer and is confident that if he works hard, he can create a better future for his family.

Converting to organic farming

Huang Xingming has 30 acres of agricultural land; he grows green beans, cucumber, eggplant, konjac and maize. It took him quite some time to fully adopt organic farming practices. He had a lot to learn in the beginning. For example, he had to learn how to make organic fertiliser using pig and chicken manure, clear weeds without damaging the soil, control pests, and manage the impact of a smaller harvest on his livelihood.

‘Oxfam supported our visit to Chongqing and Chengdu to see how other farmers are doing after they switched to organic farming methods. They also invited agricultural experts to our village to teach us how to make organic fertiliser. You know, by using chemical fertiliser, the crop yields are better but the quality is poorer and it is harmful to the environment. So, eventually, I decided to just use organic fertiliser,’ explained Huang.

Huang’s hard work and tenacity has paid off. His vegetables are of great quality and his annual family income has increased from 10,000 yuan to up to 30,000 yuan.

Diversifying his income streams

Besides growing vegetables, Huang is planning to generate more income by keeping bees, and planting Huanglian, a type of herbal medicine. He is also planning to raise more pigs and chickens.

Huang is open-minded and willing to learn new things. He is a role model in the village. His success has inspired 70 per cent of the farmers to switch to organic farming methods. He recently spent more than 1,000 yuan to buy a small lawn mower; other farmers have planned to follow suit.

Huang is also a skilled climber and a ‘super Trailwalker’. Villagers call him a monkey. After the Wenchuan Earthquake hit his village, he carried his 3-year-old daughter on his back, and climbed and walked more than 100 km through the high mountains for safety. It took him less than 20 hours! He has heard of the Oxfam Trailwalker in Hong Kong and hopes to walk it one day. He said confidently, ‘I think I can finish within 20 hours!’



Name: Lokakala Bharattiarai

Age: Over 80

Occupation: Smallholder farmer

Country: Arghakhanchi District, Nepal

Family members:

15 children but only four are still alive

Daily routine: Wakes up at 4 am to prepare fodder for livestock, fetches water and works in the farm, then grounds maize and makes dinner; she goes to bed at around 10 pm

What she enjoys most in life:

Enjoying a cup of milk after a tiring day of work

Most upsetting thing in life: Having to work all the time but still not having much food

Motto: 'Everyone should work to be self-reliant. Work can keep us healthy.'

Hello, Ethiopia!

By Ng, Ka Ian (Jo)

Many people think that Ethiopia, a country in northeastern Africa, is a country of devastating poverty. When I was still in school, I was told that people in this country were suffering from a severe famine. Before visiting the country, photos of emaciated children still lingered in my mind although I was thousands of miles away from them. Last year, I had a chance to visit the country with Oxfam. I felt overwhelmed with excitement.

During the trip, we visited drought-affected communities in Jijiga, Dire Dawa, and poor households in the capital city, Addis Ababa. These visits deepened my understanding of Oxfam's humanitarian and development work. Project participants told us that Oxfam employed them to build toilets and maintain roads so that they could both earn some money to buy food for their families and contribute to their communities.

The wide gap between the rich and the poor in Ethiopia shocked me. On the one hand, we saw beautiful and luxurious houses high up the hills. On the other hand, there were poor households in Addis Ababa taking shelter in an urban slum, which we visited. Residents in the slums have to carry plastic buckets to collect water every day, and their living conditions are poor – they lack health and sanitation facilities. Appalling inequality exists everywhere in the world. I felt upset to witness all this.

Seeing the people there fetch water reminded me of the poem, 'Blessing,' by Imtiaz Dharker –

*The skin cracks like a pod.
There never is enough water.*



... From the huts,
a congregation: every man woman
child for streets around
butts in, with pots,
brass, copper, aluminium,
plastic buckets,
frantic hands ...

▲ Jo (second row, first from the left) visited drought-affected communities in Ethiopia with other Oxfam supporters.

City people like us can easily get running water for cooking and washing. It is hard to imagine how precious water is to drought-affected people, like the Ethiopians I met; let us not take it for granted.

Last but not least, I would like to thank Oxfam for organising this meaningful and rewarding field trip for us.

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Macau University of Science and Technology
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Sun Star City
Sun Star Plaza
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Café Voyage
Chakra Café
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The joy of living café
The Perfect Moment
Toff
TOM N TOMS COFFEE
Triangle Coffee Roaster

Companies/organisations that organised beneficiary events to support Oxfam's work

Accounting Development Foundation Ltd.
CLP Power Hong Kong Limited
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Highwood International Limited



Christmas and the Lunar New Year are happy times when families and friends come together to celebrate, as well as exchange gifts and festive greetings. 🎅

Why let it stop there though? Oxfam Unwrapped has feature gifts you can choose from this festive season. Through each gift, you can extend your good wishes to both your beloved ones as well as people in need.

Upon checkout, you can also select a Christmas card and write a personalised message. Let us support the cause of giving and share our blessings with the rest of the world!

GREETING CARDS



Card A



Card B



JOYFUL GIFT SET

\$2,140

FEATURE GIFTS



ORDER FORM

	Gift	Price (HK\$)	Quantity	Choose your card (A / B)	Sub-total (HK\$)
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17IT1032	Education for girls	\$480			
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17IT1038	Rice lover	\$780			
17IT1040	Joyful gift set	\$2,140			
17IT1046	Pure donation				
Total:			Total (HK\$):		

☐ I don't need a card

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The personal data collected will be treated as strictly confidential and will be used by Oxfam and its service providers for the purposes of donation administration, receipt issuance and related communications. To connect closely with you and to keep you informed of Oxfam's work against poverty as well as advocacy, development and fundraising progress, Oxfam Hong Kong and its service providers may use your contact information (name, telephone, email and address) for the purpose of communications, fundraising, volunteer recruitment and survey administration. If you would not like to receive such materials or communications, please tick the box. ☐

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Hand drip coffee workshop

For coffee lovers, enjoying coffee is more than just a matter of liquid meeting the tongue – it is a matter of taste! A nice cup of hand drip coffee is irresistible for coffee lovers. It is also a good way to make great coffee.

The hand drip method requires constant attention, but yields a flavourful, bright coffee.

In this workshop, Leung Pui Fung, Fundraising Director of Oxfam Hong Kong, will share her knowledge and skills of making hand drip coffee. Pui Fung is also a Fair Trade pioneer in Hong Kong. She will share with us some interesting Fair Trade coffee stories and the future development of Fair Trade in Hong Kong and around the globe.

Come and enjoy a cup of Fair Trade coffee!

Date : 17 December, 2017 (Sunday)
Time : 3:00 pm – 5:00 pm
Venue : 17/F, China United Centre, 28 Marble Road, North Point
Activities : Making hand drip coffee in small groups, tasting Oxfam Fair Trade coffee, introduction of Fair Trade coffee and its development
Speaker : Leung Pui Fung, Fundraising Director, Oxfam Hong Kong
Fee : HK\$80/person (non-refundable)
Quota : 20 people
You and your friends are invited!



Parent-child activity – Scratching beneath the surface: Understanding South Asian communities in Sham Shui Po

Through a series of interactive activities, dialoguing with South Asian communities, and visiting their shops, you will get to learn a little bit about their life, cultures, the challenges they face living in Hong Kong and how they cope with these difficulties. You will have the opportunity to taste snacks made by South Asian communities too!

Date : 3 March, 2018 (Saturday)
Time : 2:30 pm – 5:00 pm
Meeting point: Sham Shui Po area
Fee : HK\$200/unit (We count a parent and a child as one unit. The fee is non-refundable)
Quota : 9 units



Meet our local partner organisation: Green Future 'Food waste recovery' parent-child workshop

At present, there are 800 million people in the world living in hunger, however, one-third of the food produced in the world every year is wasted; as this food breaks down, it emits greenhouse gases, which further fuels climate change. There is growing evidence that climate change significantly impacts the poor.

Green Future was established in 2012 and first worked with Oxfam in Macau in 2016. The objective of this workshop is to help participants understand the relationship between climate change and poverty through the production of fruit jam and enzyme cleaners using surplus food and food waste.

Date : 24 March, 2018 (Saturday)
Time : 2:30 pm – 5:00 pm
Venue : 17/F, China United Centre, 28 Marble Road, North Point
Target group: Children aged 6 or above and their parents
Fee : HK\$200/unit
(We count a parent and a child as one unit. The fee is non-refundable.)
Quota : 10 units

You and your friends are invited!

Oxfam Donor Activities – Reply Form

Please fill in and send the form to Oxfam Hong Kong, 17/F China United Centre, 28 Marble Road, North Point, Hong Kong.
Please write 'Donor Activities' on the envelope.
For enquiries, please contact us by phone:
HK: (852) 3120 5000 Fax: (852) 2590 6880 MACAU TOLL FREE HOTLINE: 0800 809 Fax: (853) 2875 7667

Full Name: _____ Age: _____ Occupation: _____ Donor No. (if any): _____

Telephone (Day): _____ (Night): _____ Email: _____

Please tick ✓

- ☐ Hand drip coffee workshop (17 December, 2017, Sunday) No. of participant(s): _____
☐ Scratching beneath the surface: Understanding South Asian communities in Sham Shui Po (3 March, 2018, Saturday)

Name of Participant: _____ Age: _____ Name of Participant: _____ Age: _____

- ☐ 'Food waste recovery' parent-child workshop (24 March, 2018, Saturday)

Name of Participant: _____ Age: _____ Name of Participant: _____ Age: _____