

# Feel at home in The Hague

## The International Community Fair 2008

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### Feel at home in The Hague: International Day of Peace @ International Community Fair – part 1

As mentioned in part 1 of this series, international peace is dependent upon many factors. Not the least of which is providing individuals in developing countries with the opportunity, and dignity, of securing an income. The concept of Fair Trade is by now well known to many and requires little elaboration. There are numerous projects around the world supporting its principles and we at TheHagueOnLine are happy to provide a new initiative the opportunity of introducing itself to the public.

**Meleya** ([www.meleya.nl](http://www.meleya.nl)) introduces a new responsible product, a coffee brand, in the local market, born from a truly international core. Coached by an Ethiopian woman and a Frenchman living in Holland, students of the New Business School of Amsterdam and St Mary's College in Addis Abba conceived of the product, developed it (as it were) and are now marketing it in Europe. The Meleya concept was to introduce an authentic product which reflected its own African identity while simultaneously responding to the interests of a young western market. Meleya's coffee was first introduced to the Dutch market during the Ethiopian Millennium celebrations which took place on September 12<sup>th</sup> 2007 and the students are now working hard on officially introducing the products and promoting them further. The presence of Meleya at the Fair is but one of the events chosen at which to present the enticing and rich flavours of the coffee.

Coffee is the first product to bear the Meleya trademark. It is a biologic product originating from small producers in Southern Ethiopia and the proceeds from its sale will allow the Meleya Foundation to further invest in and develop other Ethiopian products, such as honey and gluten free grain.

So, for the coffee lovers among our Fair participants, a stop at the Coffee Corner will be a must. For those among us who prefer a cup of tea, and do not want to be left out of the fair trade feel of things, fear not. The entrepreneurial coaches behind this initiative have invited, from their own network, Dilmah teas to be present at the Fair ([www.dilmah.nl](http://www.dilmah.nl)). So, even the tea lovers can be part of a global trend in supporting fair trade.

Finally, as dressing to the initiative, MobiCcino ([www.mobiccino.com](http://www.mobiccino.com)) will be on hand to show us just how a cappuccino can be further enhanced. Flavour provided by Meleya, presentation by the baristas of MobiCcino . For those who do not know what this is – baristas work is design on cappuccino! An art if there ever was one, though I fear it cannot be transferred to a cuppa!

Even if you feel you have all the information you need to settle in The Hague – a Sunday morning coffee with a touch of art may be a good enough reason to attend the Fair on Sunday September 21st –though we are convinced that once you enter you will discover something you did not know. To save you some time at the door, and money, pre-purchase your discounted tickets via [www.FeelathomeinTheHague.com](http://www.FeelathomeinTheHague.com) , and do not worry about a newspaper – the goody bag you receive at the door will have plenty of reading material.

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