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Contact: Nora Mara
Global Fairness Initiative
+1 202-898-9022

PABLO MUÑOZ JOINS GLOBAL FAIRNESS INITIATIVE

Leader on women's entrepreneurship joins team of international leaders on the GFI Board

Washington, DC – The Global Fairness Initiative (GFI), a leading NGO dedicated to improving livelihoods for the working poor, has announced that Pablo Muñoz will join the GFI Board of Directors. At GFI's annual Board Meeting last week, Mr. Muñoz was honored for his extensive international work in women's economic empowerment and formally welcomed to the GFI Board.

"I'm delighted to be part of an organization that shares my commitment to making a difference in the lives of women entrepreneurs around the world," said Mr. Muñoz.

Mr. Muñoz is currently Group President, Latin America, for Tupperware Brands Corporation. Tupperware Brands Corporation is a portfolio of global direct selling companies, selling innovative, premium products across multiple brands and categories through an independent sales force of 2.7 million. Tupperware Brands global headquarters is located in Orlando, Florida. Since joining Tupperware Brands 18 years ago, Mr. Muñoz has held multiple positions of increasing responsibility: Area Vice President Latin America, Vice President Global Strategy, and Vice President Global Product Development. He is an Officer of the company and a member of its Executive Management Committee.

Over the years Mr. Muñoz has been active in the NGO community through his participation on local boards. He is a past member of the Beta Center Board of Orlando, an institution that helps teenage girls cope with motherhood. He is also a past board member of the Infant Welfare Society of Chicago, IL.

"We are honored and consider ourselves very lucky to have Pablo joining our team," said Karen Tramontano, founder of the Global Fairness Initiative. "His work with Tupperware Brands to bring meaningful livelihood and economic opportunity to women exemplifies the people and passion that lie at the heart of our work at GFI."

The Global Fairness Initiative is a non-profit organization that works toward a more equitable, sustainable approach to globalization by creating and nurturing innovations in economic development for the global South. GFI has implemented programs that improve wages and generate opportunity for the working poor in Latin America, Southeast Asia, Africa, and Eastern Europe.

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Global Fairness Initiative Priorities

Engaging Governments

GFI is a leading innovator in the development of public policy interventions that support small producers and create economic opportunity for the working poor. Leveraging the GFI Women's Trade and Finance Council and a partnership with the Brookings Institution, GFI engages governments on strategic initiatives that incentivize participation and create lasting links between constituent worker groups and the governments that serve them.

Investing in Woman Producers

Seventy percent of the world's poor are women. Women and adolescent girls provide over 60% of all subsistence agricultural labor worldwide and make up more than 50% of the informal sector workforce. GFI believes that women represent the greatest potential for putting an end to the cycle of poverty that undermines development around the globe. GFI programs work with women agricultural and textile producers to remove the economic, technical and public policy barriers that prevent women from bringing their goods to sustainable markets at a fair price.

Building Workforce Capacity

Sustainable economic development that reaches genuine scale requires the engagement of a well-trained and productive workforce. Organized labor and engaged workforce communities have always been a cornerstone of civil society and leaders in social equity and human rights movements. By engaging unions and other organized formal and informal worker groups, GFI seeks to expand the reach of economic development initiatives and broaden the impact of social services in the countries where GFI works. Whether in post-conflict Guatemala, or in the challenging political environment of Nicaragua, GFI creates the common linkages that bring Government, Private Sector and Workforce communities together to solve economic challenges and broadly impact poverty reduction goals.

Improving Access to Markets

Access to stable, high-value markets for the working poor is one of the most important poverty alleviation priorities in the developing world today. Building on a unique multi-stakeholder process, GFI is working with private sector leaders to identify market opportunities and remove the obstacles that prevent quality products from reaching markets and producers from earning a fair price. With partnerships built around innovative market data technology, efficient storage and transportation processes and proven agricultural input technologies, GFI offers an efficient and highly strategic model for eliminating market access barriers for the working poor.

Bringing Fairness to Free Trade

In the modern global economy the greatest challenge developing countries face is to create fair opportunities for their people to access the benefits that globalization brings. As nations struggle to define fairness, GFI has led the way to broaden inclusion in the free trade process by bringing traditionally-excluded workforce stakeholders to the bargaining table. Engaging governments and large private interest holders, GFI has successfully created opportunities for worker communities to represent the interests of the working poor who have the most to gain and lose in a free trade environment.