



## **Alex Corpus Hermoso**

### **Abridged Profile:**

Mr. ALEX HERMOSO is a Sociologist by profession. His engagement in Community Organizing and Social Movements can be characterize into 4 major thrusts namely: Human Rights Movement, Fair Trade Market Development, Environment Protection Advocacy and Campaign and Organic Agriculture. He helped to establish the People's Recovery, Empowerment and Development Assistance Foundation or PREDA Foundation in 1974.

Today his work with Preda with his colleague founder, Fr. Shay Cullen and the Preda personnel is recognized and an awardee of prestigious International recognition and awards and a three-time nominee to the Nobel Peace Prize in the year 2001,2003 and 2006. Preda received the Human Rights Awardee from the City of Ferrara, Italy and Germany, Caritas Switzerland Award and several other recognitions abroad. As the founding Programme and Executive Director he directly manages the Social Welfare and Development Programmes and Services of the PREDA Foundation as well as the Preda Fair Trade Program. Just this month, his organization was awarded with the 2<sup>nd</sup> International Solidarity Prize Award in Barcelona, Spain.

### **HIS WORK IN ADVOCATING FAIR TRADE PRODUCT AND MARKET DEVELOPMENT:**

He helped to organized the PHILIPPINE FAIR TRADE FORUM was elected as the founding Chairperson. For many years he was the Philippine Country representative until recently this month when the International Fair Trade Association of Asia IFAT-Asia Board was re-constituted. To date, he remains as the official delegate to the Global International Fair Trade Association (IFAT). He is the immediate past President of the Community Crafts Association of

the Philippines (CCAP). An association of community enterprises that export various furnishings and novelty products from the Philippines based in Manila where he also holds office.

Recently he organized the first Philippine Organic Mango Conference to further promote organic mango production and marketing through Fair Trade.

He helped organize the first International Fair Trade Association (IFAT) Conference that was held in a Third World country with participants from 55 countries across the continents of Asia, North and South America, Africa and Europe.

He was the founding President of the Canada Assisted Community Enterprise Development, Inc. - a network of more than 50 NGOs and POs all over the Philippine archipelago that were assisted by the Canadian Embassy and the Canadian International Development Assistance (CIDA). To date, many of the NGOs that his project assisted are now engaged in Fair Trade marketing and product development.

For further information, visit: [www.preda.org](http://www.preda.org) and [www.preda.net](http://www.preda.net)