

Rafik Riad

Founder, The Buy Good. Feel Good. Expo

Rafik Riad has more than 17 years of experience in international development having studied and worked in Canada, Egypt, England, Germany, and Tanzania on issues related to poverty, the environment, climate change and tourism policies in developing countries. He holds a Bachelor's degree in Economics from the American University in Cairo and a Master's degree in International Development and Environment from King's College in London, England. Throughout his career, Rafik has helped promote and redefine fair trade with his efforts to make the cultural dimension an integral part of all trading activities. He has worked with several bilateral organizations such as the UK Department for International Development (UK DfID), the Danish International Development Agency (DANIDA) and the Canadian International Development Agency (CIDA). Rafik has also worked with central and local governments on policy design and project implementation.

When Rafik moved to Canada he co-founded SALT, partnering with organizations that have social missions to provide workers with a path out of poverty. They consult with North American businesses to develop Corporate Social Responsibility Programs and work with several communities in Africa and Latin America to produce high-quality, handmade items for the global consumer.

Rafik soon discovered that opportunities to create awareness for fair trade businesses were lacking in North America. His goal to help develop and elevate the profile of fair trade businesses stems from his firm belief that the products represent human lives, great stories and the positive impact that can be made from the choices people make. Rafik founded The Fair Trade Show in 2014 (now the Buy Good. Feel Good. Expo) as a way for social enterprises to more easily connect with buyers and consumers.



Saturday and Sunday
MAY 13-14, 2017

Heritage Court-Exhibition Place

10 AM to 6 PM

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