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GEPA: Change in Management

GEPA manager Robin Roth leaving

Wuppertal. On March 31st, 2016, after seven and a half very successful and intensive years as GEPA manager, Robin Roth will be leaving for personal reasons.

“I would like to thank all trading partners in the South very much. I admire their constant commitment to make their organisations permanently strong and sustainable. I thank all customers and supporters here in Germany for their incredible loyalty shown to GEPA’s Fair Trade. I thank the staff for their great efforts to bring together the reality of the trading partners in the South and that of the customers here”, Robin Roth said. “GEPA is a strong brand, it has overcome crises, achieved a great deal and strengthened its market position. I wish GEPA with all my heart that it may continue this successful way”, the 50-year-old declared.

“We have taken note of this decision with deep regret and thank Mr Roth for his great commitment and special merits with regard to the development and positioning of the GEPA brand”, said Thomas Antkowiak of the GEPA shareholder Misereor in his function as chairman of the shareholders’ meeting. “As to GEPA’s trading partners in the South and the movement of committed people here, he has also been working passionately towards their strengthening and development. During his time with GEPA, the enterprise has grown in a strong and solid way and has now a financially sound basis. The pursued strategy will be continued without restrictions.”

Since November 1st, 2008, GEPA manager Robin Roth has been responsible for partners, products, marketing and, later, for distribution and e-commerce as well.

One highlight in the development of the GEPA brand was and still is, the award “Deutschlands nachhaltigste Marke” (winner of German sustainability award: most sustainable brand) in late 2014, which he had a significant share in.

Since 2012, Robin Roth has been chairman of Forum Fairer Handel, the German Fair Trade network. Since 2011 he has been president of EFTA (European Fair Trade Association), the European federation of Fair Trade organisations.

The commercial manager, Matthias Kroth, will run the business alone until the vacancy of the second GEPA manager will be filled.

GEPA The Fair Trade Company

GEPA-Weg 1

42327 Wuppertal

Fon: 02 02 / 2 66 83-0

Fax: 02 02 / 2 66 83-10

www.gepa.de

Pressestelle:

Barbara Schimmelpfennig

Fon: 02 02 / 2 66 83-60

Fax: 02 02 / 2 66 83-10

E-Mail: presse@gepa.de

Presse-Information