

# Company Introduction

## About Ethical Trade Alliance



The Ethical Trade Alliance has been established to simply leverage innovative technology to enable consumers to make informed choices about the products they purchase.

Our global organisation, provides an independent, third-party platform which supports industry associations in up skill their manufacturers which in-turn increases their export success by improving their operations across the four key pillars of corporate ethics and sustainability, along with complete end-to-end product trace-ability.

## About ImportExport TV



ImportExport TV is the world's only channel dedicated to international trade and global supply chain. A huge range of industry and market-specific shows streaming 24/7 on [importexporttv.com](http://importexporttv.com). Now everyone can stay up-to-date with every industry, every country and the latest in global supply chain innovations, whenever and wherever they want!!