



We invite you to participate in international **Food Tourism Exchange (FTE)**, as a regional ***Marketing Partner** or ***Marketing Agent**.

About Food Tourism

In recent years, **FOOD TOURISM** has grown considerably and has become one of the most dynamic and creative segments of tourism. Both destinations and tourism companies are aware of the importance of gastronomy in order to diversify tourism and stimulate local, regional and national economic growth. Furthermore, Food Tourism includes in its discourse ethical and sustainable values based on the territory, the landscape, the sea, local culture, local products, authenticity, which is something it has in common with current trends of cultural consumption. World Tourism Organization, WTO.

Who We Are

The FTE grew out of a partnership between [Eco Commerce Exchange \(ECE\)](#), [TraveAction](#), [International Eco Commerce Partnership \(IECP\)](#), [Chamber of Eco Commerce \(CEC\)](#), and [Organization Supporting Business Owners \(OSBO\)](#). FTE is NOT a membership organization, and does NOT accept donations. Instead, we encourage you to participate in our [Co-Marketing Program](#), [Partner Projects and Initiatives](#), [International Speaker Series](#) and [Events](#), and join our partner organizations, and make donations to our non-profit partners. Learn more: www.EcoCommerceExchange.com

What We Do

We bring together individuals and organizations through the EcoCommerceExchange.org platform and [CO-MARKETING PROGRAM](#), to drive more awareness, sales and investment in **Food Tourism**. We believe that a viral community of experts, leaders, and learners working together will provide balanced and effective solutions for Business, Environment, and Society. We maximize local impact through FTE's fast growing global network of regional Food Tourism Marketing partners.

How You Can Participate

- ▶ [*Regional Marketing Partner](#) ▶ [*Marketing Agent HERE](#) ▶ [Co-Marketing Program HERE](#) ▶ [Sponsor HERE](#)
- ▶ [Online Trade Show HERE](#) ▶ [Learn and Connect HERE](#) ▶ [Professional Advisor HERE](#)
- ▶ [Share Your Expertise HERE](#) ▶ [WTCAtl Events HERE](#) ▶ [Lease a Showroom HERE](#)
- ▶ [Adopt-A-Classroom HERE](#) ▶ [Executive Boot Camps HERE](#) ▶ [Trade Missions HERE](#)

Who Can Participate

The ECE is open to Individuals, Enterprises and Organizations from all sectors and regions worldwide. Participation requires the endorsement of a company's Chief Executive Officer (CEO), or equivalent. FTE's [*Regional Marketing Partners](#) and Regional Marketing Agents may share the [Co-Marketing](#) program, and co-host [Travel & Tourism](#), [Food Security](#), [Innovation](#), and [Investment](#) events, and [Trade Missions](#), Media/Film crews in their region.

Why We Do This

Even though many Business Executives, Entrepreneurs and Investors, express intent and interest in entering the international market, the complexity of the issues and lack of resources, may seem overwhelming especially for Small and Medium Business (SMB) and Destination Marketing Organizations/Agencies, often resulting in neglect for them to participate in the global market.

As a response, ECE created International Food Tourism Marketing partnership; [Co-Marketing Program](#), [Co-Working Platform](#), and [Regional Marketing Partner \(RMP\) network](#).

To run the program efficiently, ECE organizes SMBs and Destination Marketing Organizations (DMO), into a group. This is very beneficial for all participants. The participants can join the program anytime, in their own place of business and/or region.

In order to secure the program's continuity and success for each participant, ECE can provide an International Marketing Advisor, with a commercial interest and incentive, to develop and expand your regional Food Tourism offering in the international market.

Contact: FTMP@EcoCommerceExchange.com