



# UNITED NATIONS NATIONS UNIES

## UN IN ACTION

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### **GUATEMALA: WEAVERS FIND INTERNATIONAL MARKETS**

#### **VIDEO**

WS VILLAGE/PAN

CU LOOM

AIDA FERNANDEZ ON-CAMERA  
EXECUTIVE COORDINATOR,  
AGEXPORT

CU HANDS WEAVING

#### **AUDIO**

#### **NARRATION**

In a remote village in the Altavera Paz region of Guatemala, Maria Ana Gonzalez weaves as her Mayan ancestors have done for generations. (9.5)

Her work uses traditional colours with a modern touch, bound for specialty shops in the United States...markets that most poor weavers here only dream of says Executive Coordinator of Agexport, Aida Fernandez. (15)

AIDA FERNANDEZ: (SPANISH) F

*"Maria Ana is a national success story. Her vision and her experience are what helped her to attract buyers."* (8)

#### **NARRATION**

Few may possess Maria Ana's talents but Guatemala's poorest rural regions are filled with weavers...nearly one million of them and most are

WOMAN COUNTS MONEY

women. (9.5)

#### NARRATION

When they're not farming, they produce textiles for local markets, earning little for their efforts.

Programme Manager at the International Fund for Agricultural Development, IFAD, Enrique Murquia, explains. (12)

MURQUIA ON-CAMERA

ENRIQUE MURQUIA: (SPANISH) M

*"We saw there was potential to strengthen these groups of weavers and to improve the production of textiles. But to improve means innovate and to innovate means to introduce new designs."* (11.5)

DESIGNER WORKS WITH WOMEN

#### NARRATION

That's where Gaby Gomez uses her talent. An industrial designer with Agexport – a private institution helping local weavers like Maria Ana – Gaby augments local designs suited to foreign tastes. (13)

LOOMS/FABRIC

With support from IFAD, weavers receive business training and loans to upgrade looms. (5.5)

FABRIC

So far, the creative collaboration is paying off. (3.5)

LABEL

Maria Ana and her group of 11 weavers have created their own line of fabrics with their own label. (6.5)

GONZALEZ ON-CAMERA

MARIA ANA GONZALEZ: (SPANISH) F

*"This is one of our designs. People like it a lot. It*

*has 20 colours. It sells well here and also abroad.” (8)*

### NARRATION

WEAVING

Each weaver works independently at home but when all their production comes together, it must pass a rigorous quality control inspection before it's packed and shipped. (10)

PACKING

After a long journey to Guatemala City, Maria Ana delivers the group's latest order to the exporter, Mayan Hands, for sale in the United States. (9)

BARGAINING

Negotiating the final price is crucial...before Maria Ana learned to calculate the cost of materials and labour, she was losing money. (6.5)

CHECK

Now members of her team earn about 90 percent more than they had when selling in the local market. (6)

CHILDREN

But her passion for weaving is about more than money. Maria Anna wants to preserve weaving traditions and to create opportunities for future generations.

(11.5)

UN LOGO

This report was produced by James Heer for the United Nations. (4.5)