# Fair trade

## Of celebrities, charity and trade

It is not every day that US finance ministers spend time in African slums discussing development economics with rock stars. Politicians may not always do what voters want but the trip to Uganda by US Treasury Secretary Paul O'Neill shows they certainly listen to public opinion. So if charities want politicians to be nice to Africa, they must persuade voters to demand this. And to attract voters' attention, it helps to have a few celebrities. Page 103.