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**WUWM E-NEWSLETTER 2011, Edition 8**

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### Upcoming Events

2011

**9-11 November** Lima, Peru  
**Eurofruit Congress Southern**

2012

**18-19 January** Bologna, Italy  
**So Fresh**

**8-10 February** Berlin, Germany  
**Fruitlogistica**

**8-10 February** Berlin, Germany  
**Freshconex**

**22-25 May** Berlin, Germany  
**WUWM Conference**

Please send your events  
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WUWM Conference Delegates in Shenzhen HiGreen Market

## The last WUWM conference for 2011 took place from 18-21 October in Shenzhen, China and was hosted by the Shenzhen Agricultural Products Co Ltd (SZAP)

Held under the theme: "Global Collaboration: The Future Market", some 260 delegates from 23 countries attended this event.

Speakers discussed issues related to cooperation between markets and wholesalers, including the changes needed to adapt to today's social and economic climate, strategies effective in handling challenges from competitors in the fresh produce distribution sector, and areas of key interest in international market cooperation.

The WUWM Declaration resulting from this conference is available for you to read on pages 3 and 4 of this newsletter. Copies of the presentations made during the conference are now uploaded to the member-only section of the WUWM website ([www.wuwmm.org](http://www.wuwmm.org)). Photos from the event have also been uploaded, along with copies of the WUWM

membership and regional meeting documentation. The minutes from those meetings will be included in the coming weeks.

Furthermore, Shenzhen was the venue for announcing the winners of the WUWM 2011 Market Awards. More information on the winning markets can be found on page 2 of this newsletter, with copies of those winning submissions available for downloading from the member-only pages of our website. In the coming days video clips from various parts of the conference will be uploaded to the WUWM website and also to YouTube, so be sure to keep a watch out for those memorable moments!

We extend thanks to SZAP for their kind hospitality and hosting of this event, and thank the many WUWM members that participated in this conference!

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This WUWM newsletter is kindly sponsored by the Maryland Food Center Authority (MFCA)



## WUWM 2011 Market Award Winners Decided

Wholesale market finalists from 9 countries competed for a WUWM gold, silver and bronze award during the recent Conference hosted by Shenzhen Agricultural Market Products Co Ltd (SZAP) in Shenzhen, China from 18-21 October.

Responding to the theme: **“Excellence in developing the link between the market and local producers”**, the winners were acknowledged in a ceremony held during the closing dinner of the conference on 21 October.

The wholesale market to win gold was the **Marché de Gros Lille** – the wholesale market of the city of Lille in France - a 40year old market with an annual turnover (2010) of 180,000 tonne and Euro 180 million. The 38ha market provides premises to 98 businesses selling fish, flowers, fruit & vegetables, and serves an average of 2,000 customers daily.

The WUWM Award judging panel included: Mr Christo Groenewald, formerly director of Tshwane Market in Pretoria, South Africa; Mr Steve Davies, Senior Vice-President of the Project for Public Spaces (PPS), in the USA; and Mr Jørgen Høeg Pedersen, formerly the CEO of Copenhagen Market in Denmark.

The Lille Market was awarded gold in recognition of its activities to create value for producers via an “ASHA” certification programme which demonstrably supports high quality while providing producers with fair returns and recognition, without impacting price.

Silver was awarded to the **Garak Market (SAMACO) in Seoul**, Korea for its efforts to link producers with

consumers, and connect cities with rural areas. The market offers financial support and incentives to local producers and operates/promotes a number of activities which pursue sustainable relations with farm villages. The Garak Market was established in 1985 and is 55 ha in size with an annual tonnage of some 2,400,000 (2009) of fish, fruit and vegetables.



The market of **New Covent Garden in London**, UK was awarded the bronze for its 2009-2011 local food project. In 2007 some 30% of the market’s wholesalers sold no local produce, however thanks to the food project that number was reduced to 6% by 2010. New Covent Garden Market is 22ha in size with an annual (2010) turnover of £580m. The market is home to over 200 businesses trading in

fresh fruit, vegetables and flowers.

Due to the difficult process of identifying just three award winning markets from the high-quality submissions received, a WUWM Certificate of Merit was also granted. This award was given to **Sydney Markets in Australia** for providing producers with an environment that supports competitive trade and effective distribution, maximising time efficiencies and minimising costs. Some 98% of produce distributed through the market is locally grown and over 20,000 national growers rely on the markets modern, efficient and technologically advanced facilities and services to conduct their business.

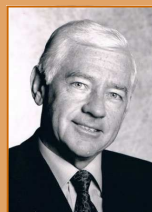
If you would like more information on these awards please download the winning market submissions from the member-only section of the WUWM website, or contact the WUWM Secretariat.

### We thank the following persons who judged the 2011 WUWM Market Awards...



**Christo Groenewald**  
During his market career spanning 33 years, Christo Groenewald served in different capacities. From 1993 until his

retirement on 31 March 2010 he was the Executive Director of the Pretoria Market (now Tshwane Market).



**Jørgen Høeg Pedersen**  
From 1995 until 2003, Jørgen Høeg Pedersen was CEO of Copenhagen Markets and maintains his interest in markets in

retirement. He was a WUWM member for 7 years, including as a member of the Board of Directors.



**Steve Davies**  
Steve Davies is the Senior Vice President of the Project for Public Spaces (PPS) in the USA. Experienced in urban design, he co-

teaches the PPS market training course, as well as having assisted in more than 100 PPS market projects.



## WUWM Conference Declaration

On the occasion of the World Union of Wholesale Markets (WUWM) Conference held in Shenzhen, China under the theme: **“Global Collaboration: the Future Market”**, delegates from 23 countries gathered to express their unanimous agreement of the following:

We note the immense progress and development that has been made in circulation and logistical processes within the Chinese agricultural product industry. On 8 October 2011, the Chinese Prime Minister, Mr Wen Jiabao, in a statement to the Executive Meeting of the State Council, encouraged further organisation and modernisation of Chinese agricultural product circulation, along with a strengthening of the link between production and marketing. The framework to support these goals included:

reduced handling, decreased costs, an individualised agricultural product information network, and a strengthened traceability system for quality and safety. This framework will result in more effective, fluent, safe and orderly circulation, matching the theme of this conference - *Global Collaboration: the Future Market*.



In supporting improved product circulation, the future will require an emphasis be given to environmental protection - especially through the lowering of carbon emissions, the promotion of green safety, and mutual collaboration. The host of this WUWM Conference, Shenzhen Agricultural Products Co. Ltd (SZAP), can be considered a leader in the ‘HiGreen’ idea. We consider SZAP a company representative of the responsible wholesale market mission, that being to guarantee food supply, stabilised prices, and food safety as well as to be of support to innovative developments within the agricultural industry.

SZAP provides 23 million tonnes of fresh produce to 200 million citizens in China annually, offering 150,000 employment positions as a result of its existence. It is representative of the current reform of the Chinese agricultural industry. At present there are two SZAP HiGreen markets in operation, with 7 more under construction. The new Shenzhen HiGreen market has achieved innovative excellence in construction, information technology systems, integrated environmental protection, food safety traceability systems, logistical processes, financial services, and B2B as well as B2C business operations, successfully combining the goals of security, environmental protection and efficient operation. In particular, we note their achievement of a modern food laboratory for third party testing on the market, and the development of an electronic trading system which supports the agricultural product food supply chain from farm to table.

Furthermore, WUWM notes the following important points as a result of the technical discussions held during this conference:

- ⇒ To ensure business effectiveness, market managers, wholesale and retail traders must collaborate by ensuring a common focus and approach is made to meeting the challenges of the future. To this end, new technologies and specialised IT systems are an important tool to improve B2B e-commerce as well as to share trade and product information with the main aim of ensuring flexibility in supply-demand, promoting transparency and supporting logistical efficiency, in combination with education of the producers, wholesalers and independent retailers.
- ⇒ Presentations made during the Conference highlighted the many positive and important contributions HiGreen markets are making to the Chinese food supply chain. Many interesting and successful developments are also taking place in other parts of the world, with growing relevance of environmental development aspects in which wholesale market managers play a key role. Furthermore, markets throughout the world are initiating important developments in food safety and hygiene. Certification, traceability and good practice are now providing a common basis for food crisis prevention and/or management.



## WUWM Conference Declaration (continued)

- ⇒ *The widening distance between production areas and expanding cities has prompted Asian governments to consider wholesale market planning, construction and modernisation in order to secure the quantity and diversity of products needed. In depth presentations of the trends and perspectives of wholesale markets in Japan, China and India showed three very different situations, each of them offering important opportunities and challenges as regards the future for improvements in development and networking.*
- ⇒ *The foundation of successful markets lies in collaborative relationships between the market authority and traders and the ensuing ability to quickly adapt to the global forces impacting the market and the customers the market serves.*

*In closing, we take this opportunity to thank the government of Shenzhen for its support, and the Shenzhen Agricultural Products Exchange Co (SZAP) for its hosting of this WUWM Conference. We offer our congratulations to SZAP on the success of their HiGreen concept. Although challenges may differ amongst countries of the world, wholesale markets share some common goals: those being to ensure safe, efficient, environmentally friendly markets which help promote the harmonious development of people, communities, business and nature. WUWM members unite with SZAP in the mission to ensure that enhanced communication, cooperation, service and beneficial commercial relations exists between the food wholesale markets of the world.*

### WUWM Asia-Pacific Regional Working Group Meeting



The WUWM Asia-Pacific Regional Working Group met during the recent WUWM Conference in

Shenzhen, China. Zengjun Ma, Chairman of this regional section, welcomed delegates from China, Korea, India and Australia to the meeting. They discussed a range of subjects including preparations for an Asia-Pacific wholesale market development report, and introduced the non-member markets participating in the conference to the WUWM.

During 2011 the regional section has investigated wholesale market policies and regulations of 11 countries within the Asia-Pacific Region. A proposal to develop an APRG website with information on regional members is underway. With the entry of four new Chinese wholesale markets to WUWM in 2011, the working group is committed to increasing the collaboration of member markets - both nationally within China, as well as regionally.

In 2012, the working group aims to focus on expanding the number of WUWM members in the Asia-Pacific regions, especially in Thailand and Malaysia, and to finalizing the development report begun in 2011. Business visits between member countries will also continue in an effort to promote international trade via the wholesale market platform. Establishing training for members and increasing information exchange are also two items on the future agenda.

### WUWM Conferences in 2012... Note the dates in your diaries now!



**The GREEN MARKET:**  
A Profitable Investment  
WUWM Conference 22-25 May 2012, Berlin, Germany

The first WUWM Conference for 2012 will be held from 22-25 May in the city of

Berlin, Germany and hosted by the Grossmarkt Berliner. Held under the theme: "The Green Market: A Profitable Investment" the event will include sessions on sustainable energy systems, green building on markets, disaster management, and market premise insurance needs. The conference website is due to be online by early December, and registration fees are as follows:

Early Bird Delegate (until 12-02-20)	550 EUR
Early Bird Partner (spouse)	275 EUR
Late Bird Delegate	700 EUR
Late Bird Partner (spouse)	375 EUR
One Day Ticket	100 EUR
Non WUWM Member Delegate	700 EUR



The second WUWM Conference in 2012 will be hosted by WGRO, the Wholesale Market of Poznań, Poland

from 12-14 September. It will be held under the theme: "Wholesale Markets: The Platform for Business Partnering". More information on this event will be made available to members in the new year.



## WUWM Member News

### Markets Strengthening Agricultural Ties



The Chairman of the Mexican Chamber of Commerce (MEXCHAM) in China Mr Efrén Calvo Adame and CAWA Chairman Mr Zengjun Ma met on 25 October to discuss opportunities for increased agricultural trade between the two countries. In follow-up, a Sino-Mexico Business Conference was launched in Beijing on 1 November when CAWA and MEXCHAM signed a Memorandum of Understanding with a view to promoting communication and trade in the agriculture and husbandry sectors.

### Wholesale Market in Antioquia, Colombia Awarded

A Gold Mercury Award has been gifted to the Central Mayorista (wholesale market) of Antioquia in recognition of its work and the "perseverance" of its 1,500 traders. The Award also recognises the market's Board of Directors, management, and employees - the 55,000 people who are part of the wholesale Market every day. This award is the highest recognition offered by Fenalco Antioquia a regional business association supporting business development in Colombia. More information is available from the member-only section of the WUWM website.



### Mercat de Mercats: The Fair of all Fairs



The high number of sales and attendance makes this fair in Barcelona one of the most unique gastronomic events held in the city! This year there was a 30 percent increase in the number of visitors to *Mercat de Mercats* with a 20 percent increase in food and drink sales. In total more than 230,000 visitors made over 200,000 purchases with 48,000

drinks served, alongside food. Over 5,000 people participated in both gastronomy and wine expert workshops. In 2011 *Mercat de Mercats* accomplished its goal of ensuring better consumer accessibility to the fair, as well as to Catalan cuisine!

#### *Mercat de Mercats; La Feria de toda las Ferias*

*El éxito de público y ventas consolida la feria como una cita gastronómica única en la ciudad. El resultado final muestra un incremento del 30 por ciento en el número de visitantes y del 20 por ciento en el de consumiciones de degustación. En total más de 230.000 visitantes realizaron 200.000 compras directas y 48.000 consumiciones de degustación. Además, 5.000 personas participaron en las ponencias del Aula gastronómica y el Celler dels Sumillers (la bodega de los sumilleres).*

Got a product, book, clip, movie, or joke to share with the rest of the food market world? Let us know if so...!

### Web-link of the Month

<http://www.lastwordonnothing.com/2011/10/04/local-food-appetite-for-infrastructure/>



### Fruit of the Month...



*Syzygium jambos*

*Also known as Rose Apple, Malabar Plum, Water Apple, Plum Rose and Malay Apple*

### Website of the Month

<http://www.wdm.org.uk/>



## Contribute Now!!!!

Do you want to promote your market or its activities in the WUWM E-newsletter?

Please send an email to: [info@wuwmm.org](mailto:info@wuwmm.org)

Deadline to send information for the next edition is 23 November 2011!