



WUWM is Welcome in Santiago de Chile...!



The next WUWM event will be held in Santiago de Chile in October 2013. This will be the 28th Congress of the WUWM, held under the theme "Managing Good Practice in Fresh Produce Markets". Registration is now open, with information on the speakers, market visits, and social programme available from the event website, as well as from future editions of this newsletter.

Dear Congress Delegates

On behalf of the Lo Valledor Wholesale Market I am pleased to welcome you to the 28th Congress of the World Union of Wholesale Markets (WUWM), which will be held 22 - 25 October 2013 in Santiago de Chile.

Our aim with this Congress is to disseminate, promote and increase our knowledge of the global fresh food market sector; fostering dialogue, collaboration and friendship among the many participants from all over the globe. We have chosen a variety of topics which we are sure will be of interest, in order that delegates may face the ongoing changes in food and consumer consumption occurring worldwide. The organization of this conference is the interest of our government agencies, and this is also an event of national interest.

We are confident that this congress will be unforgettable, and we hope our country will be inspiring for the friendliness of its people, culture, gastronomy and nature - leaving you desiring to visit time and time again in order to know more of our country.

Victor Cornejo S.
President, Market of Lo Valledor



Registration in Spanish and English is now possible via

www.wuwmcongress.org

In This Issue...

Pages 2: Mercasturias Gains Highest EFQM Recognition

Pages 3: New MABRU Warehouse C Project Inaugurated; and a Farewell from Michel Escoffier...

Page 4: New Joburg Market appointment and CAWA news...

Page 5: 6th WUWM Retail Conference – Rotterdam Declaration

Page 6: Register for Vegepolys in France

This newsletter is written, designed and distributed by the World Union of Wholesale Markets (WUWM). For any queries regarding reproduction, content or distribution, please contact the publication's editor and publisher:

Maria Cavit
WUWM Secretary General
Address: Molenstraat 15,
2513 BH, The Hague, the
Netherlands
Tel: +31703611728
Fax: +31703606908
E-mail: info@wuwm.org





Some Management Changes within Member Markets...

- There is now a new Managing Director in PIMA - Cenada, Costa Rica...



Mr Rodrigo Li



- There is now a new Managing Director in the Stuttgart Market in Germany...

Mr Axel Heger

Spanish Wholesale Market Receives Highest EFQM Recognition

The Spanish wholesale market **Mercasturias** has been awarded with the European Excellence Seal 500 +, the highest level of recognition in the EFQM management model. Only two organisations in the Asturias region and 43 in all of Spain have received this award.

EFQM (European Foundation for Quality Management) is a nonprofit organization created in 1988 by 14 major European companies to promote organisational excellence. Today, with more than 500 members (companies and institutions), the EFQM management model has become one of the most popular tools in Europe, used by more than 30,000 organisations to improve their performance.

The seal of European Excellence Award has four levels (200 +, 300 +, 400 + and 500 +) created to award those organizations that follow a strategy towards excellence and continuous improvement, having achieved their objectives.

Mercasturias adopted the EFQM management model in 2009 when obtaining the seal Commitment to Excellence (200 +). During 2012, the Leadership Team (consisting of four people) worked extensively on the development of Memory 500 +, which is mandatory in order to achieve evaluation by an authorized independent external entity to assess their ability to receive the EFQM label.

For **Mercasturias**, having obtained the seal 500 + provides the market and its 9 employees with the satisfaction of highlighting their excellent teamwork as well as recognition for their commitment to continuous improvement.

Calling all wholesale & retail market managers and other food and market professionals...
Not yet a WUWM member?

Interested in joining the international markets community in 2013?

Visit the *Become a Member* link at:
www.wuwm.org

Enter the WUWM 2013 Market Photo Competition!

The deadline to send your submissions to the 2013 WUWM Market Photo Competition is 15 July 2013. Download a copy of the photo submission form from the WUWM website or contact the WUWM Secretariat for more details.

Upcoming Events

2013	
7- 9 August Asia-Pacific Wholesale Market Conference	Urumqi, China
4 - 6 September Asiafruit Congress	Hong Kong, China
9 - 10 October Vegepolys	Angers, France
22- 25 October 28th WUWM Congress	Santiago, Chile

Please send your events to:
info@wuwm.org

A personal message to all WUWM members from Michel ESCOFFIER...

At this time of retirement from my activities at the head of the French Federation of Wholesale Markets (FFMIN), I would like to tell all my colleagues around the world that it has been a real pleasure for me to participate the past 15 years in WUWM activities.

After participating in 23 WUWM Conferences and over 20 WUWM Board meetings, I am also leaving as the WUWM French market representative, though I was very honored and pleased to be awarded an Honorary WUWM Membership this year in Helsinki.

Many thanks to Maria and Natalia, they are working hard for the international recognition and future development of wholesale markets worldwide.

My best wishes to all WUWM members.

Undoubtedly I'll be seeing you during upcoming WUWM events - wherever they may be in the world!

I may be retiring, but I'll continue my consulting activities in the field of wholesale market planning, development and organization.

My new details are:
michel.escoffier92@gmail.com
and telephone:
+33 6 12 83 45 99

Best regards to you all!
Michel ESCOFFIER



Mabru's Warehouse C Project Inaugurated

The inauguration of the Warehouse C development on the Brussels Wholesale Market (MABRU) took place on 18 June. MABRU Chairman Laurent Nys along with Marion Lemesre, City Councillor of Economic Affairs, Céline Fremault, Minister of Commerce and Evelyne Huytebroeck, Minister of Environment (Brussels Region) formally opened this new warehouse. The *Warehouse C* infrastructure project was 6 years in development and is an important step in the modernization of the MABRU wholesale market. Investments were made in sustainability and renewable energy - two important areas that form part of the market's long-term vision.

The investment of 6.6million Euro secures MABRU as Brussels largest market. It adds some 8000 m2 of space to the market (14 hectares) which is situated in the middle of the city. This new development includes 4,500m2 of extra rented premises housing 34 permanent companies. The project boasts 29 cool stores of 25 m2 each, 9 logistics areas, 4 loading bays, 730 m2 of new photovoltaic paneling and some 7,290 m2 of green coverage. Mabru now has a total of 5 market halls, with 130 companies situated in its premises. Between 500 and 700 employees work on the site, moving 8-10,000 tonnes of fresh produce each week. More than 17,00 registered visitors enter the market each month.

More information (in French and Dutch) is available on the MABRU *Warehouse C* project by visiting the member-only section of the WUWM website.



5th Asia-Pacific Wholesale Market Conference

The China Agricultural Wholesale Markets Association (CAWA) and the Municipal Government of Urumqi City will host the 5th Asia-Pacific Wholesale Market Conference in Urumqi, Xinjiang Uygur Autonomous Region from 7-9 August 2013. This event will be held under the guidance of the Ministry of Commerce of the People's Republic of China and co-hosted by the Asia-Pacific Regional Working Group (APRG) of the World Union of Wholesale Markets (WUWM).

This Asia-Pacific Wholesale Market Conference will be held to the theme: "Integration of the Asia-Europe Agro-Product Trade". Experts and scholars from the world over will come together to explore trends in industrial development. Conference attendees include wholesale market managers, government officials, industry organization delegates, as well as agricultural producers and distributors from Asian-Pacific countries.

The Xinjiang Special Agricultural Products Exhibition will be held at the same time as the conference with the aim to promote agricultural products and investment promotions from various countries. Business matchmaking meetings and specialised meetings will also be held as requested or need. This is the fifth Asia-Pacific Wholesale Market Conference and an important international fair promoting agro-product trading in Asia-Pacific region.

MOU Signed Between CAWA and Iceland

In late May, after attending the WUWM Helsinki Conference, CAWA delegates travelled to Iceland to sign an MOU with Promote Iceland CEO, Jón Ásbergsson. The MOU announces bilateral cooperation with Promote Iceland import and export enterprises in several areas.

The two parties will offer each other technical visits and trade activities and help to strengthen an exchange of experience in both administration and organization. Under the MOU, CAWA and Promote Iceland will also facilitate Chinese and Icelandic companies to enter into business relations and take an active part in hosted events.

Please visit the member-only section of the WUWM website to read other CAWA news, including an MOU signed with FECIC in Catalan, Spain, the Ceylon Tea Festival in Beijing, and another MOU signing with SAGARRA, in Mexico.

New Joburg Market CEO Appointed

WUWM welcomes Simangele Sekgobela as the new CEO of Joburg Market in South Africa.

Appointed in May 2013, she held previous positions as Head of Department of Agriculture and Rural Development in Gauteng, the Managing Director of Mugamusi Consulting, and CEO of Magalies Water. She has spent all her career in public service.



Ms Sekgobela has extensive experience in corporate governance, public finance, public policy development and implementation, programme management, strategy development and implementation, transformation in the financial sector and applied economic policy. In her career as a business professional and management consultant she has delivered a number of business performance improvement solutions in the public and private sectors. Some of her career highlights include the establishment of the Economic Policy unit at the Industrial Development Corporation (IDC), the transformation of Treasury in Mpumalanga, and turning around Magalies Water from an institution with disclaimers to clean audits.

During her tenure as chairman of the South African Savings Institute, she played a major role in advocacy in the Transformation of the banking sector which led to the introduction of the Mzansi account for the poor and unbanked sector of the economy. She also played a leading role in developing the BEE strategy for the Department of Trade and Industry.

What you need to know to contribute to the next WUWM newsletter...

Do you want to promote your market or its activities in this newsletter? Please send your news by email to: info@wuwm.org The deadline for sending information for the next edition is: 19 August



6th WUWM Retail Conference Declaration

The 6th WUWM Retail Conference was hosted by VGSA in Rotterdam, the Netherlands on 15 June. Held under the theme “The Future of Food Markets”, delegates discussed issues related to retail market management and ownership, and professionalizing market trading through increased client focus. Information on the conference and speaker presentations is available from the conference website link www.wuwmretail.org. The following is the official WUWM Declaration resulting from this conference.

On the occasion of the 6th World Union of Wholesale Markets (WUWM) Retail Conference held in Rotterdam, The Netherlands on 15 June 2013, under the theme: "The Future of Food Markets", delegates from 10 countries gathered to express unanimous agreement of the following:

- We urge European decision-makers to consider that the food retail sector employs more than 30% (over 15 million) of all people working in the food chain in Europe. We ask for recognition that shifts in consumer behaviour, changing values, and a more regional consumer orientation, means sectors in food retailing must be free to adapt also.
- To avoid a further decline of the current 80 000 people working in the Dutch food retail sector (i.e. food shops and markets, not supermarkets) a new positive format for food retail markets is needed. We urge local government, not only in the Netherlands, but throughout Europe, to rethink its current short-term vision that ultimately favours only the supermarkets and large discounters, contributing to lost jobs, lost inner-city vitality and life. We urge decision-makers to act in the long-term interests of consumers and local/small food businesses by ensuring fresh food retail markets are prominent considerations in urban planning. We ask for decision-maker understanding and acknowledgement of the importance of markets to: real entrepreneurship and jobs; the defense of food product diversity, taste and quality; education and thereby protection of public health; and their promotion of a true business environment that complements city life and authentic human values.
- To be effective, public retail markets (whether open-air or covered) require efficient public space, excellent market management, investment, and attention to best practice. We note the many achievements seen in these areas in recent public-private partnerships and clearly a shift towards more cooperation and awareness is needed. We believe the key four areas that will attract and bind future consumers are: availability, choice, service and convenience. To support markets in offering those, local governments are urged to be more open minded, and to increase their flexibility and support for concrete initiatives as may be presented by the private sector.
- Sometimes to achieve these ambitions a scale of operation is also needed... a variety of food retailers teaming together to offer place, scale and variety. And while combining ‘focus on the client’ with scale is one step, ‘convenience’ must also be added.
- As sector professionals we believe that with the above elements of better recognition, better urban planning, long-term investment in public markets, improved market management, alongside teaming up and ensuring a renewed focus on the consumer, the negative trend of the declining number of visitors on markets and the high numbers of closures of small food retail shops can be stopped. The revival (and survival) of food specialists is vital for vast and well-documented socio-economic reasons - not only in The Netherlands, but in cities and towns all over the world.

In closing, we take this opportunity to thank VGSA for hosting this event, and to wish both the new Markthal (currently under construction) and the Binnenrotte Retail Market in the City of Rotterdam, bright and successful futures.

VEGEPOLYS INTERNATIONAL BUSINESS EVENT

VIBE 2013 – VEGEPOLYS International Business Event
to take place in October 9th and 10th in Angers (Loire Valley, FRANCE)
by the international plant cluster VEGEPOLYS

You are

- ✓ a company from the plant sector (production company, wholesaler, retailer, supplier, distributor, logistician)
- ✓ interested in developing your activity or seeking new business opportunities in France
- ✓ curious to know how the plant sector is evolving in the Loire Valley

What to expect if you attend

- To discover the assets of the Loire Valley, an area with the perfect conditions for the growth of the plant industry
- To share best practices with various professionals of the sector, strengthen your international network and materialize business relationships or partnerships (with customers or suppliers)
- To get all the information you need on our cluster on a 2-day tailored program including conferences, BtoB meetings and on-site visits

Contact VEGEPOLYS to register by email - vibe@vegepolys.eu
or phone - 00 33 2 41 72 17 37

For more information on the program : www.vegepolys-vibe.eu



Add on vegetal value

VEGEPOLYS is the leading European cluster for plants

Our network includes firms, laboratories, universities and professional organizations all working together to create synergies and produce environmentally-friendly and health-friendly plants on a larger scale.

4,000 Companies	450 Researchers
30,000 Jobs	2,500 Students

Registration fee : 150 € All expenses during your stay in Angers taken care of by VEGEPOLYS