



**WUWM**  
World Union of Wholesale Markets  
Promoting wholesale and retail markets world-wide

World Union of Wholesale Markets (WUWM)  
Molenstraat 15  
2513 BH The Hague

Tel: +31 70 361 1728  
Fax: +31 70 360 6908  
E-mail: [info@wuwm.org](mailto:info@wuwm.org)



VISIT [www.wuwm.org](http://www.wuwm.org)

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### Upcoming Events

2012	
22-25 May <b>WUWM Conference</b>	Berlin, Germany
23-24 May <b>Fresh 2012</b>	Copenhagen Denmark
23 May - 24 May <b>HALSER Fresh Fruit and Vegetable Fair</b>	Istanbul, Turkey
2-3 July <b>WUWM Retail Conference</b>	Madrid, Spain
12-14 Sept <b>WUWM Conference</b>	Poznan, Poland

Please send your events to:  
[info@wuwm.org](mailto:info@wuwm.org)

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contact the publication's editor  
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Maria Cavit  
WUWM Secretary General  
Address: Molenstraat 15, 2513  
BH, The Hague, the  
Netherlands  
Tel: +31703611728  
Fax: +31703606908  
E-mail: [info@wuwm.org](mailto:info@wuwm.org)  
Twitter: WUWMarkets

**WUWM  
RETAIL  
CONFERENCE  
2-3 JULY 2012  
MADRID (SPAIN)**

### 5th WUWM Retail Conference

Mercasa is proud to host the 5th WUWM Retail Conference which  
is to take place in Madrid, Spain from 2 to 3 July 2012.  
Programme information (in English and Spanish) as well as  
registration and hotel information is now available by visiting the  
conference website at:

[www.wuwmretailconferencemadrid.es](http://www.wuwmretailconferencemadrid.es)

## Last Chance to Be in Berlin...



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

A finalised overview of the WUWM Berlin programme and  
speaker profiles was sent to all WUWM members in English,  
German, French and Spanish last week. If you did not receive  
your copy please visit the WUWM website [www.wuwm.org](http://www.wuwm.org); or  
visit the latest news section of the Berlin conference website and  
download a copy from there. It is still possible to register for this event at:

[www.wuwmconference.org](http://www.wuwmconference.org)

**FRUCHTHANDEL**  
MAGAZIN

Two further sponsors of the Berlin Conference are  
Fruchthandel Magazin and Fruit Logistica.

Fruchthandel Magazine is the leading independent German language magazine for  
international fresh produce business. Published weekly, it reports on international  
fresh fruit and vegetable news with special emphasis on the German speaking  
countries of Europe and eastern Europe, covering production and the entire supply  
chain to the point of sale, including fresh convenience, trends in distribution and the  
retail food trade, food safety, quality assurance, packaging, cold storage, transport,  
logistics and technical systems, marketing, presentation at point of sale, consumer  
and consumption trends. Fruchthandel Magazine is the official cooperation partner  
and the exclusive official media partner of Fruit Logistica. Every year more  
than 56,000 decision-makers from over 130 countries meet together in  
Berlin in February for this event which hosts over 2,400 exhibitors from 84  
countries. The exhibition covers the whole value-chain so participants can  
experience the entire international fresh produce business, discovering  
current industry concerns and understanding future trends.



**Do you want the news from your market to reach over 2,500 professionals  
within the markets sector globally?**

Promote your market and its activities by contributing to the next WUWM E-newsletter!

The deadline for sending information for the next edition is: **15 June 2012!**

Email us today at: [info@wuwm.org](mailto:info@wuwm.org)



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



## 5th WUWM Retail Conference - Programme Overview

The 5th WUWM Retail Conference will promote debate on future trends and opportunities for innovation in the management of retail markets and the activities taking place within those facilities, allowing professionals a view of the realities currently facing retail markets.

Conference delegates will also receive an overview of Spanish retail market activities, including Madrid – an outstanding example of commercial structures and services, good management and efficiency.

"With a total of 1,305 markets in Spain we face many challenges. Consequently we will support this knowledge and information exchange in order that we may find solutions together" says Mercasa President, Mr Eduardo Ameijide.

"I believe this conference provides an excellent opportunity for networking professionals to learn more about some of the most important retail markets today".

Programme details are available below. Please visit the conference website for more information on registration and logistics.



### Monday 2 July 2012

- 08.00 – 09.00 Registration of delegates at Hotel
- 09.00 – 09.30 Welcome and Opening
- 09.30 – 10.55 **Session 1: New Competitive Innovations for European Retail Markets**
- 10.55 – 11.15 Coffee Break
- 11.15 – 13.00 **Session 2: Promotion and Management of Retail Market Networks**
- 13.30 – 15.00 Lunch
- 15.00 – 17.00 **Session 3: EU Retail Market Operations: Challenges and Opportunities**
- 15.00 – 15.45 **Session 4: Overview of European Retail Activities**  
Discussion
- 15.45 – 16.45 **European Commission Directives and Legislation**  
Round Table Discussion
- 16.45 – 17.00 **Conference Conclusions and Closing**
- 20.30 – 22.30 Dinner



San Miguel Market



Maravillas Market

### Tuesday 3 July 2012

- 06.00 – 08.30 **Optional technical visit to Mercamadrid Wholesale Market**  
Breakfast



- 09.15 – 13.00 **Technical visits to four Madrid retail markets**

Chamartín Market



San Antón Market





## WUWM Member News

### Note from Marc Spielrein, WUWM Honorary Chairman & Chairman/CEO of Rungis Market

Dear WUWM Colleagues

On May 30<sup>th</sup> I will leave my position as Chairman and CEO of Rungis International Market. I have been very happy to work during 18 years in the wholesale market business. It was an extraordinary and rewarding experience. It gave me the great opportunity to work with WUWM as member, board member, Honorary Chairman and Chairman of the European Working Group. I constantly enjoyed the fruitful and friendly relationship established with all WUWM members and I want to thank all of you for your support and your kindness.

I want to pay a special tribute to Maria Cavit, our Secretary General, whose contribution to WUWM is exceptional.

I will start a consultancy business in the field of food distribution and food markets and I would be happy to help you with any issue you may have. You can join me either by phone (+33 6 07 91 10 52) or by mail ([marc.sp.consulting@gmail.com](mailto:marc.sp.consulting@gmail.com)).

Kind regards, Marc Spielrein



## Meet the Judging Panel of the WUWM 2012 Market Awards...

The WUWM 2012 Market Awards have been launched, the brochure and entry forms are available from the WUWM website and Secretariat! The theme for this year's awards is: *Excellence in New Market Infrastructure*. The deadline for submissions is 3 August 2012. Your submission should include a main summary of why your market deserves a WUWM Award for excellence in the development of new market infrastructure: the infrastructure featured should be in current use and not older than 4-5 years. Meet this year's judging panel below.



#### Dr Michael Lendle, Germany

Dr Michael Lendle is the Managing Director of AFC Consulting Group in Bonn, Germany. He worked in the promotion of agricultural sciences from 1995 to 2000 in the area of quality assurance for the Ministry for Rural Areas of Baden Wuerttemberg. From 2000 to 2002 he was project manager at a company for market research, consulting and communications. From 2002-2009 Senior Consultant and team manager at AFC Consultants International, responsible for the services in risk and crisis management, food and consumer goods industries, and since this time is responsible for advising companies, manufacturers, retail companies, state and federal agencies/authorities in the field of risk prevention, crisis management operations, public relations and communications. He has participated in several international project activities as key expert for food safety management, communications and marketing and is the initiator and founding member of the Institute for Sustainability Management in Bonn, Germany.



#### Keith B. Atkins, South Africa

From 2001 to 2004 Keith Atkins worked as CEO of the Metropolitan Trading Company (Pty) Ltd in South Africa. For 11 years prior to that he was the Director of Commercial Services in Birmingham City Council and responsible for policy development, service improvements and effective management of street

trading, retail markets, wholesale markets (horticultural, Meat, fish and poultry), cold store, civic and hospitality catering, welfare catering and domestic services, cook-freeze production unit, building and other cleaning contracts, security and the City Supplies Organisation (the Purchasing Agency of the Council). He has held numerous other UK market related positions in his career, including being the past President of the UK Institute of Market Officers, and a WUWM Board Member. He was also advisor to the Greater Johannesburg Metropolitan Council on the Johannesburg Inner City Informal Trade Management Programme (establishment of eight retail markets).



#### George Nicholson, UK

George Nicholson is a consultant, specialising in retail markets. He has worked on a number of major market projects in the UK including Titheburn Preston Market, Whitecross St Market, Huddersfield Market and Bradford Markets; the Whitechapel High Street 2012 project that included the remodelling and refurbishment of Whitechapel Market, and the Bristol City market review. He also acts as consultant on markets for Westfield on Stratford City, the Co-op in the re-development of their historic estate in Manchester, and Groupe Geraud on their UK market portfolio. He was a Trustee of the Borough Market for over 30 years and one of the key figures in that market's development - being the Chairman of Trustees for 5 years, prior to that chairman of the development committee. He is founder and company secretary of the National Retail Planning Forum.



## WUWM Member News

### CAWA continues work to develop strong market ties in the Asian region...

On 5 March Mr Zengjun Ma, Chairman of CAWA and the WUWM Asia-Pacific Regional Working Group (APRG) attended celebrations with Mr Miao Wei, the Minister of Industrial and Information Technology in China; Ms. Fu Ying, the Vice Minister of the Ministry of Foreign Affairs of China; Ms Yang Xiuping, Ambassador of the People's Republic of China to Sri Lanka and Mr Gotabaya Rajapaksa, Secretary of the Ministry of Defence and Urban Development of Sri Lanka.

Ambassador Ranjith Uyangoda, Minister Miao and Secretary Gotabaya Rajapaksa addressed the celebration respectively, expressing their commitment to further deepen relations between China and Sri Lanka.

CAWA has maintained good relations with Sri Lankan industry contacts since 2007, and these ties will be further strengthened when CAWA and the Embassy of Sri Lanka in China will co-host a Ceylon Tea Festival in Beijing during the 2nd China International Tea and Tea Ceremony Exhibition later this year.

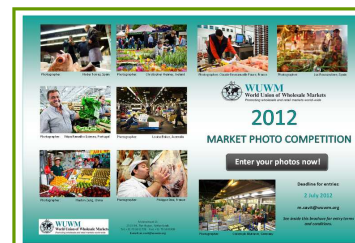
CAWA Chairman Zengjun Ma also recently met with Mr Gita Wirjawan, Minister of Trade in Indonesia in efforts to deepen Sino-Indonesian cooperation in the trade of agro-products.

Mr Wirjawan introduced discussions on the structure of economic development and basic consumption in Indonesia, expressing his wish to promote business collaboration with China in the sector. After briefing him on China's agro-product industry Mr Ma introduced CAWA as a powerful platform for communication and collaboration on agro-products trade between the two countries. Further to that, Mr Ma posed to the Indonesian government that Indonesian markets join WUWM in order to strengthen their exchange with enterprises from other countries.

The two parties arrived at an agreement on promoting collaboration and exchange between their countries and the Minister has expressed his hope to sign a framework cooperation agreement with CAWA and to strengthen ties with the other Asia-Pacific countries in agro-product wholesale market sector.

### WUWM Photo Competition Launched

The 2012 WUWM market photo competition is now open to submission! Please send your entries prior to 2 July 2012. Submitted photos may be from any wholesale, retail, street or open-air market in the world. Your picture may be of people, fresh produce, the market place or market facilities. The only condition is that it be a photo taken on a market with food! The 13 winning photographers will be acknowledged during the WUWM Conference to be held in Poznan, Poland, 12-14 September 2012. Winning pictures will be featured in the WUWM 2013 Market Calendar which will be distributed at that event.



### Nuevo presidente de Mercasa

Eduardo Ameijide y Montenegro, presidente de Mercasa desde el pasado 30 de enero, es licenciado en Derecho. Ha sido profesor de derecho laboral, así como socio y letrado de bufetes de abogados especializados en derecho mercantil, laboral, administrativo y fiscal. Entre las responsabilidades que ha asumido en su actividad pública destacan los de gobernador civil de Ciudad Real, Navarra, Huesca y Guipúzcoa, delegado del Gobierno en Aragón y director general del Instituto Español de Emigración. En el ámbito profesional ha ocupado diversos puestos de máxima responsabilidad en distintas empresas privadas, algunas de las cuales formaban parte del Grupo Banesto. Hasta su nombramiento como presidente de Mercasa era consejero técnico de MUFACE.



### Mercasa Welcomes New President

Eduardo Ameijide y Montenegro was recently appointed Mercasa President. He holds a law degree and has been a labour law professor, as well as partner for law firms specialised in commercial, labour, administrative and fiscal law. Among his responsibilities in public activities he was Civil Governor of Ciudad Real, Navarra, Huesca and Guipuzcoa; Government Delegate in Aragon, and CEO of the Spanish Institute of Emigration. Professionally he has held several positions of high responsibility in different private companies, some of them part of Grupo Banesto. Before his appointment as the Mercasa President he was Technical Consultant to MUFACE.



**Calling all  
wholesale & retail  
managers and other  
market  
professionals...**  
**Not yet a WUWM  
member?**  
**Interested in joining  
the international  
market community  
in 2012?**

**Visit the *Become a  
Member* link at  
[www.wuwm.org](http://www.wuwm.org)**

### Upcoming WUWM events for your diary!

WUWM Conference - Berlin, Germany	22-25 May 2012
WUWM 5th Retail Conference - Madrid, Spain	2-3 July 2012
WUWM Conference - Poznan, Poland	12-14 Sept 2012
WUWM Conference - Helsinki, Finland	23-25 May 2013