



WUWM Seasons Greetings



The offices of the WUWM Secretariat will be closed from 25 December until 2 January 2018.

We take this opportunity to thank WUWM members and friends for their participation and support in 2017 and look forward to being of service to you in 2018!

Responsible and Efficient Markets is the theme of the next WUWM Conference



Barcelona WUWM Conference will discuss the markets of the future and will look closely at social responsibility and efficiency as key factors in the management of wholesale markets.

With the aim of becoming a top-level forum of discussion about the challenges that markets must face in this era of innovation, the event will feature talks from guest speakers and a programme of additional activities that include visits to Mercabarna, the Alimentaria food trade show and one of Barcelona's flagship fresh food retail markets.

Conference Programme

Session 1: Socially responsible markets

- Employment creation spaces
- Training as core strategy
- Children's education as a pledge to the future
- The fight against food waste

Session 2: Efficient markets

- Environmental efficiency and efficient mobility
- The digitalization of markets

Session 3: New consumers, new channels and new partnerships

- Presentation of the main conclusions of the study titled "Keys to adapting markets to the demands of the new consumer of fresh products (Europe, USA, and Asia)"
- Strategic partnerships for surviving in a global world

Register before **15 January 2018** to receive a discount

IN THIS ISSUE...



Giannis Triantafyllis, Chair of the WUWM European Group met **EU Commissioner** of Internal Market, Industry, Entrepreneurship and SMEs, **Elzbieta Bienkowska**, in Brussels to discuss the contribution of wholesale and retail markets in the food supply chain. Detailed information will follow.

Mr Triantafyllis also represented WUWM at the **2017 EU Agricultural Outlook Conference** held in Brussels 18-19 December.

Visit WUWM at

Participate in the LYLM 2018 Campaign!



The global 'Love Your Local Market' (LYLM) campaign is an annual event celebrating wholesale & retail (street or covered) markets. It is held in the month of May, now known as the

Month of Markets! LYLM Global is supported & coordinated by the World Union of Wholesale Markets (WUWM) since 2014.

Please join with WUWM markets from all over the globe in the biggest markets event ever seen! In 2017 over 3,000 markets from 17 countries participated in the campaign during the month of May (both wholesale and retail)- and we hope to expand that number in 2018!

The theme for LYLM Global in 2018 is: "Markets: close to your heart" which focuses on the idea of proximity of the markets in terms of location, personal contact with traders, with products.... It also reinforces the logo of the campaign.

Why should wholesale markets participate?

Both retail and wholesale markets can participate in LYLM2018 for free (even non-member markets), and if you are a wholesale market please be aware that you can use LYLM to strengthen the relationship and business between wholesale traders and retail traders, thus ensuring the long term turnover of both kind of markets, as well as their ongoing competitiveness with supermarkets. LYLM can also be used as an in-house celebration of pride, celebrating common life together between our staff, our traders, etc.... If you're not familiar with the benefits wholesale markets have in participating in LYLM, please contact the WUWM Secretariat - and also visit the member-only section of the WUWM website to download a PPT presentation prepared by John Triantafyllis from Athens Central Market which successfully participated in LYLM2017 (along with 11 other wholesale markets in that country).

Last LYLM Committee meeting was held in London 30 November. Minutes from the meeting can be found in the member only section of the WUWM website.

MARL Supports Innovation



On 18th of November Rui Paulo Figueiredo, the CEO of the SIMAB Group, congratulated the winners of Loures Inova. Loures Inova is a MARL Business Center with an incubator of

innovative projects in the agrifood, logistics and transport sectors, and is now complete with Agro Up which is a flush program.

Rui Paulo Figueiredo spoke during this public award ceremony, he considers it's important that public equity companies "not only comply with their goals", but "are concerned about creating value in the municipal or regions where they are located", contributing to the development of new projects.

MARL, is a good laboratory for a interaction between public equity companies and startups: "We have about a thousand companies here, from large exporters and importers to small producers; we

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have those who make one-day or one-month contracts and those who have 25-year contracts; we have multiple synergies that can be created. "

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of the Dutch Ministry of Agriculture.

In the field of life sciences, agricultural and environmental science, the university is considered world-class. According to the Times Higher Education World University Rankings it is the best university in the Netherlands and No. 1 worldwide, in agriculture and forestry for 2016 on the QS World University Rankings charts.

Student research papers on different current issues in the field of agricultural and environmental science are published online by the university at: http://library.wur.nl/WebQuery/theses?q=*