



IOC, Molenvaart 15, 2513 BH, The Hague, The Netherlands
T +31 70 361 1728 F +31 70 360 6908 E info@wuwm.org I www.wuwm.org I www.findamarket.org

International 'Love Your Local Market' Celebration 2016

Memorandum of Understanding

The following markets and organisations from 14 countries have agreed to enter into a Memorandum of Understanding with the **World Union of Wholesale Markets (WUWM)** to celebrate the importance of markets to communities, town and cities across Europe and the world:

The **National Association of British Market Authorities (NABMA)**; **Groupe Geraud**, UK and France; **RUNGIS**, Paris; the **Federation of French Wholesale Markets (FFMIN)**, France; **Lombard et Guerin**, France; **SEMACO – Groupe Bensidoun**, France; **ETS CHARVE**, Belgium; **MABRU** wholesale market, Brussels, Belgium; the Spanish national markets association **Mercasa**, Spain; the **City of Vigo and Galician Markets**, Spain; **Torvehallerne KBH**, Copenhagen, Denmark; the Dutch market traders association **CVAH**, the Netherlands; the **Real Estate Administration of the City of Stockholm**, Sweden.

(Collectively referred to as "Signatory Partners")

The following Partners, who are unable to be present for this MoU signing will nevertheless actively participate in the celebration of LYLM in 2016:

The German market association **GFI Deutsche Frischemaerkte**; the **Central Markets & Fisheries Organisation** of Athens, Greece; the **City of Brussels** Markets, Belgium; the **Institute of Barcelona Markets (IMMB)**; **Mercabarna** wholesale market, Spain; **Mercagranada** wholesale market, Spain; **City of Madrid** Markets, Spain; the **Hall and Market Management of the Municipality of Budapest**, Hungary; the Irish market traders association **MAST**, Ireland; the wholesale market of Rome **CAR Scpa**, Italy; the **SPRG** Polish Wholesale Market Association; the **Silesia Wholesale Flower Market**, Poland; the **Lublin Wholesale Market**, Poland; **The Link Management Limited**, Hong Kong; the **City Market**, Kansas City, Missouri, USA; the **Chicago French Market**, USA.

Recognizing the work already done:

The Partners to this Memorandum of Understanding are already working to promote retail and wholesale markets in different ways and are desirous of sharing experience and knowledge with the intention of increasing the profile of events for the benefit of the wider markets industry.

Taking into account:

The technical and organisational capacity of the above-mentioned signatories of the Memorandum of Understanding to contribute to an International Market Celebration that beneficially supports the growth and development of small and medium sized businesses;

Considering:

That the objectives of the signatories to this Memorandum of Understanding is to increase the retail market profile and presence at the global level; as well as to strengthen the wholesale and retail market position within the international local government agenda.

WUWM and the Partners hereby agree to:

Article 1

1. The liaison committee, which WUWM is responsible for managing, comprising the signatories to this Memorandum of Understanding, to promote dialogue and the free flow of information between the Partners for the promotion of this International Market Celebration, the committee meeting at minimum once per year.
2. Actively participate with associated markets in the International Market Celebration that has at its heart the following collaborative initiatives:
 - a) Further development of the annual international 'Love Your Local Market' celebration presence and marketing profile;
 - b) Promotion of the international website portal developed by WUWM, **findamarket.org**, linking the participating markets and their LYLM activities;
 - c) Development of joint communications for dissemination to media, as well as to local/national government, regional and international decision-makers;
 - d) Joint representation to funding bodies.
3. Promote the international LYLM 2016 theme of 'Markets: Your Healthy Choice'. This theme highlights the vital role that fresh food markets play in supporting the health and wellbeing not only of citizens everywhere – but also the health of communities, and their economies.

Article 2

The agreed campaign logo and the names of the Partners to this Memorandum of Understanding may be used on any publication, document or paper prepared in relation to this MoU and campaign initiative.

Article 3

This Memorandum of Understanding will enter into force on the date of 30 April 2016.

It will remain in force for one year with the possibility of extension when mutually agreed by WUWM and the Partners.

Markets interested in participating in LYLM as a Partner may register via the World Union of Wholesale Markets (WUWM) Secretariat.





The Signatory Partners present for the signing of this MoU in Paris on 30 April 2016 include:

For the World Union of Wholesale Markets (WUWM)

For Groupe Geraud (UK & France)

For the UK National Association of British Market Authorities (NABMA)

For Rungis Market, France

For MERCASA Spain

For the Federation of French Wholesale Markets (FFMIN)

For the Real Estate Administration of the City of Stockholm, Sweden

For Torvehallerne KBH, Denmark

For the City of Vigo and Galician Markets, Spain

For SEMACO – Groupe Bensidoun, France

For Lombard et Guerin, France

For CVAH, the Netherlands

For ETS Charve, Belgium

For MABRU Wholesale Market, Belgium
