



*Presentation to CVAH Meeting, The Netherlands, January 2007*

*Maria Cavit, WUWM Secretary General*



**WUWM**

**World Union of Wholesale Markets**

*Promoting wholesale and retail markets world-wide*

# **WUWM Mission**

**To promote the essential role that wholesale and retail markets play in ensuring the sustainable access, availability and distribution of a diverse variety of quality fresh food products, whilst maintaining competitive prices and the highest standards of service and food security, throughout the international community.**





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## **WUWM Goals**

- To develop and promote the international exchange of information on wholesale and retail markets so as to improve the construction, organisation and administration of member markets;
- To participate in the activities and issues of wholesale and retail markets, as well as production markets or markets at point of origin;
- To exchange experiences, skills, knowledge and expertise for the overall benefit of the membership.
- To develop and promote the important relationship existing between market authorities, operators, traders and businesses on the market.





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## **WUWM Vision**

1. To ensure that wholesale and retail markets are recognized for their important role in local, national and international food distribution chains.
2. That WUWM be internationally recognized as the premier international organisation to support wholesale and retail market promotion and development by excellence in:
  - a) Offering an efficient arena for information exchange, networking, and cross fertilization of wholesale/retail market knowledge.
  - b) Helping member development in new businesses through promoting mutual links, establishing contacts and helping members enlarge their respective client and supply bases.





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3. To confidently contribute to the representation of the interests of wholesale and retail markets with international institutions, national and local governments.

**We must convincingly demonstrate and emphasize the social, economic and environmental benefits arising through the operation of wholesale and retail markets....!**





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## Some of the ways we achieve our goals...

- Establishing links and developing collaboration with key-players in the international food distribution industry, promoting the wholesale and retail market role in ensuring effectiveness in the food distribution chain;
- Developing opportunities to increase communication and cooperation between wholesale/retail market authorities and traders/producers/wholesalers;
- Supporting markets through the ongoing challenges of modernisation and service provision by actively and collectively participating in problem solving;





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- By promoting the important social, economic and environmental role that markets play in cities and communities;
- By offering an efficient platform for international information exchange, networking, and cross fertilization of wholesale and retail market knowledge between members, as well as with other public or private bodies;
- By promoting and developing best practice within the wholesale and retail market sectors;
- By identifying, strengthening and mobilising the capabilities of member markets and national associations in key areas of common concern and action.





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## General WUWM Information

Legal Seat: - 1955 until mid 2003 WUWM operated under the legal umbrella of IULA  
- June 2003 WUWM established itself as an autonomous non-profit association domiciled in The Netherlands

Secretariat: - The WUWM Secretariat is based in The Hague, The Netherlands.  
- WUWM is managed by a Secretary General based there.

Board: - Chairman, vice-Chairman and 11 Directors situated in 13 countries  
Two-year mandates. Staggered, annual elections

Membership: - Currently about 180 members in more than 40 countries







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## **History of WUWM and Retail Markets**

1990's - 2003 WUWM in IULA (AMRM, etc)

2004 WUWM Retail Market Working Group  
Volendam, The Netherlands

2004 WUWM Retail Market Working Group Meeting  
Vienna, Austria

2005 WUWM opens to retail market membership

2005 WUWM Statutes amended to include retail

2005 WUWM Retail Market Working Group Meeting, Tarragona, Spain

2005 WUWM Retail Market Declaration adopted

2005 WUWM Definition of a Retail Market adopted

2006 WUWM Retail Market Meeting in Glasgow, Scotland

2006 WUWM Conference, Bremen, Germany. Theme: 'Markets in Partnership'

2006 WUWM Retail Market questionnaire distributed

2006 WUWM Preliminary Report on the Role and Importance of Retail Markets  
produced

2006 WUWM Retail Market Working Group Meeting in Hamburg, Germany





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## WUWM Membership

### 1. Direct full market members

#### ➤ **Wholesale:**

Individual markets or market organisations directly involved in the operation and management of local-authority owned, state-owned and/or private wholesale markets.

#### ➤ **Retail:**

An 'organisation' which has a core business of operating retail markets. An 'organisation' can be a public or private retail market operator or an association of cities and/or operators.

### 2. Collective full market members

- Entities, institutes or associations (stated-owned and/or private) that are shareholders, or representatives of wholesale/retail markets in their respective countries, both by their own initiative or competence and by delegation of competency, that are of their choosing, and according to their own local situation.





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# WUWM Membership

## 3. Associate Organisation Members

- **Wholesale:**  
Private companies, industry associations, institutes or organisations interested in, or working with, wholesale markets.
- **Retail:**  
Any other organisation that has an interest in retail markets.

## 4. Associate Individual Members

- **Wholesale:**  
Any individuals interested in, or working with, wholesale markets.
- **Retail:**  
Any individual with an interest in retail markets (i.e. academics, traders, consultants, etc).



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## Regional Working Groups

- Europe
- America's
- Asia and the Pacific
- Africa

## Technical Committees

- Retail Markets
- Food Safety and Hygiene (inc. Good practice guides, HACCP, etc)
- Markets and Environment
- Marketing
- Promoting Market Authority/Trader Relations





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## **WUWM Definition of a Retail Market...**

***“A Retail Market means those premises, usually covered buildings, which unite a variety of commercial establishments***



***and retail entrepreneurs that provide a wide commercial offer of food products of daily consumption complemented by other non-food products, and all this under a unity of management”.***



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## **Key objectives of the WUWM Retail Section**

1. Information and knowledge exchange  
- between members, as well as with other public or private bodies;
2. To offer a strategy and comprehensive knowledge of the global retail market industry;
3. Support members in the operation and promotion of their markets;
4. Lobbying - including public/private decision-making bodies, parliamentary groups, legislators, and other market related organisations;
5. To promote and develop best practice within the retail market sector.



*Members of WUWM Retail Market Work Team*



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## Current WUWM Retail Activities...

### 1. Researching the role and importance of retail markets to support WUWM lobbying, information exchange and promotion...

- How many retail markets operate in each country?
- How many market traders operate in each country?  
(Detailing the % of food and the % of non-food)
- How many people are employed in the market industry in each country?  
(Including market operators, traders, cleaning staff, security staff, contractors, etc)
- What is the total turnover of monies taken at every stall by market traders in each country?





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## **Current Retail Activities...**

2. Producing a WUWM Retail Market Report outlining the role and importance of our member retail markets/associations worldwide;
3. Redesigning WUWM communication vehicles (e.g. website, e-newsletter) and WUWM publications (e.g. strategic plan, generic brochures, etc) to reflect the growing involvement and importance of retail markets in WUWM;
4. Developing national and regional relations with local government associations interested in the social and economic benefits of markets;
5. Developing collaborative ties with other international associations interested in the food or market agenda and/or using markets to improving cities and public services;
6. Developing the idea to have a European-wide 'Market Festival' week.
7. Developing relations with the. European Commission and other European associations interested in the social, economic and/or environmental role and benefits of markets.





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## **WUWM Retail Lobbying Interests**

- **Including retail interests (as applicable) within the current wholesale market lobbying efforts with the European Commission:**
  - 1. DG Health and Consumer Protection**
    - ✓ Ongoing participation and input into discussions with SANCO (especially Unit 2, Hygiene & Control Measures)
    - ✓ Adoption of the *WUWM Guide to Good Practice for Wholesale Market Authorities in the EU* as the official European Community Guide for the sector
  - 2. DG Agriculture**
    - ✓ Input into the reform of the common organization of fruit and vegetable markets
  - 3. Future interest in working together with the Internal Market Commission**
- **Including retail interests during WUWM wholesale meetings with European Members of Parliament and/or other EC representatives and decision-making bodies.**



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## WUWM Retail Lobbying Interests continued...

- Including retail markets in WUWM wholesale collaboration with European Commission and other international agencies and associations involved in increasing the consumption of fruit and vegetables, and/or healthy eating programmes;
- To gain European recognition for the sector as a whole (including operators and traders) in the fields of training, economics, social, commercial, etc with a view to seeking political, technical and financial support;
- Seek to influence planning guidelines and to take a part in urban regeneration;
- To develop best practice guidance at a European level covering both traders and operators.





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## **WUWM Retail Events in 2007**

➤ **WUWM Member Conference, 18-20 April, Turin, Italy**

19 April, retail session: *Retail Market as tools for urban regeneration and investment...*

Retail speakers: Antonio Carta, President, Turin Retailers Association, Italy

George Nicholson, Chairman, London Borough Market, UK

Jean-Paul Auguste, President, Groupe Geraud, France

Fred Kent, Chairman, Project for Public Spaces (PPS), USA

Technical visits: Porto Palazzo Retail Market, and more...

**WUWM Conference**  
TURIN, Italy - April 18-20, 2007



Further information:

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

or

**[www.wuwmconference.it](http://www.wuwmconference.it)**



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## **WUWM Retail Events in 2007**

### ➤ **WUWM 2007 European Retail Conference**

**WUWM has an annual retail market conference. Discussions are currently underway regarding the 2007 venue, theme and programme...**

**Let us have your input today!**





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**Thank you for your attention. It was a pleasure to have the opportunity to present you with this overview of our association and its retail activities.**

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