



WUWM

World Union of Wholesale Markets

Promoting wholesale and retail markets world-wide

Promoting the global exchange of information
and expertise on fresh produce markets...

helping to improve construction, organisation
and management



This brochure details the
benefits of WUWM
membership.

If you would like more
information on becoming a
WUWM member, please
contact us or visit:

www.wuwm.org



WUWM 2007 Conference, Turin, Italy

The World Union of Wholesale Markets (WUWM) is global non-profit member association, established in 1955, that aims to promote the international exchange of information on wholesale and retail markets, with a view to improving their construction, organisation and management.

WUWM pursues its aims through: the organisation of conferences and specialised meetings; the global collection and registration of data on markets; the publication of reports, best practice guides and studies; and by exchanging experience, knowledge and expertise for the overall benefit of the membership. A further WUWM objective is to pool this expertise and provide the authorities responsible for the establishment and management of markets with the necessary professional advice.

WUWM is open to all wholesale and retail market management: whether that be local authorities which own or operate wholesale/retail markets, or private market management companies; as well as national market (also trader) associations, market related organisations, institutes, professionals, academics and other interested parties.

WUWM member benefits and services can be grouped into the following main areas:

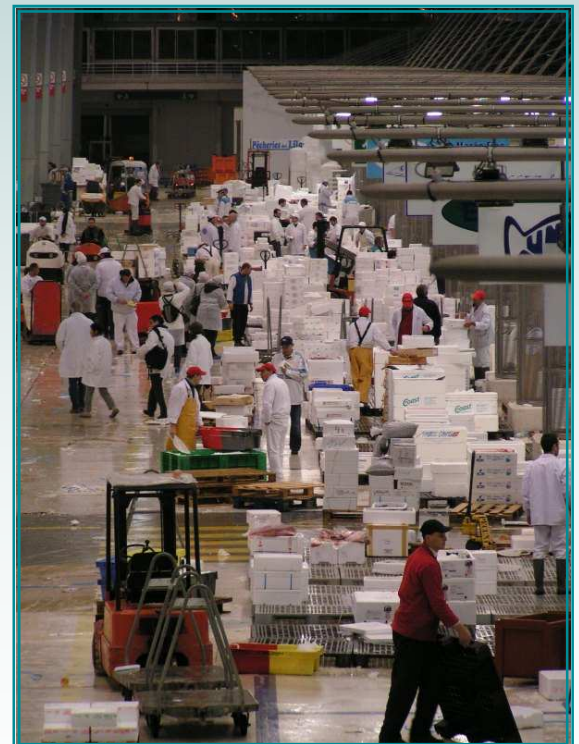
Profile

Access

Experience Exchange

Networking

Lobbying



Profile

- Enjoy an **international profile** in our Member Directory, website, monthly newsletter & communication materials;
- Your market/company **events and activities** will be promoted to the global WUWM membership, associated food industry contacts & media;
- Your voice will strengthen the sector's **collective representation and promotion** of markets (and their traders) as critical positive players in food chains globally;
- Your membership helps **promote the important role and scale of wholesale and retail market activity** to decision-makers at local, regional and international level;
- Your market, local authority or national association will be internationally profiled and recognised when **hosting a WUWM Conference**;
- Our annual **WUWM Market Awards** profile the professionalism and excellence found within member markets and the sector.

Access

- Access to **personal contacts**: market operators, trader associations, policy/decision-makers, and other market professionals - in both the public and private sectors;
- Access to an international **market database** with more than 5,000 market contacts and companies;
- Access to consultants or potential funding partners involved in wholesale/retail **market developments** and related programmes;
- Access to **market information, data, research materials and studies** in areas like: food hygiene, marketing, environment, logistics and other market management issues;
- Access to information on **best practice, legislation, certification and directives** impacting markets, e.g. European Commission.



2008 WUWM 26th Congress, Copenhagen, Denmark



Experience Exchange

- WUWM conferences provide an international platform for the exchange of market **information and expertise**, & the identification and resolution of common market issues;
- WUWM offers members a **professional ‘think tank’** to explore market issues on an individual as well as a collective basis;
- WUWM encourages members to participate in **regionalised & technical working groups** in areas of wholesale and retail market management and operation;
- WUWM offers **collective representation** towards the international and regional bodies determining market legislation, management support and direction;
- WUWM offers its members **technical exchange support**, including opportunities to be part of the development of our **good practice guides** for the sector.

Networking

- WUWM provides opportunities for **direct networking** via two annual member conferences and occasional regional/technical working group meetings;
- The WUWM Secretariat provides contacts, information & assistance including member **market visits and study tours, industry events**, etc;
- The WUWM platform provides members with opportunities to **build partnerships** through networking - within both the wholesale and the retail market industries;
- WUWM provides effective networking opportunities for **market operator and trader associations** at the regional/international level;
- WUWM provides opportunities for members to develop **strengthened trading links** between markets and countries;
- WUWM offers a **liaison between producers, distributors, suppliers and wholesalers**.



Lobbying

WUWM is involved in representation and lobbying activities on behalf of the markets sector. Meetings with institutional and governmental representatives provide us with the opportunity to show the scale and importance of food wholesale/retail markets to the global trade of fresh fruit, vegetables and flowers; as well as provide input on the legislation impacting them.

UNITED NATIONS

WUWM has been involved in supporting efforts to increase market visibility and representation within the United Nations (CSD), and has an active collaboration with the UN's **Food & Agriculture Organisation (FAO)** which includes supporting FAO efforts to identify expertise within the market sector.

EUROPEAN COMMISSION

- **DG ENTERPRISE & INDUSTRY:** This forum assists the Commission with its industrial policy in the agro-food sector. WUWM is a member of the **Sherpa Group** and is active in several expert platforms, recommending policy measures to the “High Level Forum for a Better Functioning Food Supply Chain”.
- **DG COMPETITION:** Pursuing the need to ensure fair returns for producers, WUWM has actively contributed to EC consultations on the (2009) paper: ‘Communication on Food Prices in Europe’.



- **DG HEALTH & CONSUMER PROTECTION:** Since 2002 WUWM has worked with SANCO, primarily in our development of a *Guide to Good Hygienic Practice for Wholesale Market Management in the EU*. This Guide was adopted by the Commission in 2009 as a European Community Guide for the sector.
- **DG AGRICULTURE:** WUWM has provided input into the consultation on the reform of the Common Market Organization (CMO) for fruit and vegetables, emphasizing the need for organizing the production of fresh fruit and vegetables in a way that provides consumers with quality product, and allows for better public nutrition through the increased consumption of fresh fruit and vegetables.
- **DG INTERNAL MARKET & SERVICES:** WUWM is active in consultation on the EC retail report: "Towards a fairer and more efficient retail sector in 2020".

COMMITTEE OF THE REGIONS

WUWM is in active consultation with the European Committee of the Regions in follow-up to its opinion paper: 'Local Food Systems'.



For more information on becoming a WUWM member please contact:

**World Union of Wholesale Markets
(WUWM)**

Molenstraat 15
2513 BH, The Hague
Netherlands

Tel: +31 70 361 1728

Fax: +31 70 360 6908

E-mail: info@wuwm.org

www.wuwm.org

