



CANCUN, MEXICO
WUWM
CONFERENCE
2023



2023 Cancun Conference Report





The future of Food Markets: modernizing wholesale and retail markets to meet customer expectations by 2030”

2

Cancun, Mexico

25th – 27th October 2023



Executive Summary

3

From October 25th to 27th, 2023, Cancun, Mexico, hosted the 2023 WUWM conference on the theme “The Future of Food Markets: Modernizing Wholesale and Retail Markets to Meet Customer Expectations by 2030.” The event brought together around 420 delegates representing 64 countries across five continents. This diverse gathering reflected the global importance of food markets and the urgent need for innovation in wholesale markets. The choice of Mexico as the host nation held significant meaning: ranking 4th in global biodiversity, 11th in agricultural production, and 10th in agrifood exports, Mexico stands as a prominent player in the world’s food system.

A central theme that emerged from the conference was the vital role of wholesale markets in ensuring food security, particularly in the face of global challenges. With a growing population and the permanent threat of external shocks, the conference emphasized the need for efficient and resilient food distribution systems. Wholesale markets were identified as a cornerstone in this regard, playing a crucial role in reducing food waste and ensuring access to affordable food for all.

The conference also recognized the evolving demands of consumers. The growing desire for sustainable food options was a key driver of the discussions. This necessitates adaptation on the part of wholesalers and retailers, with a strong emphasis on decarbonization of supply chains and infrastructure improvements. By embracing sustainable practices, food markets can not only cater to consumer preferences but also contribute to environmental well-being.

The conference went beyond the purely commercial aspects of food markets, underscoring their critical public role. The discussions highlighted the contribution of wholesale markets to hunger reduction, supply chain facilitation, and the implementation of food safety standards. This public service function was particularly recognized by the Food and Agriculture Organization (FAO) for its vital role

during the pandemic. Additionally, the conference explored how wholesale markets can contribute significantly to achieving the UN Sustainable Development Goals (SDG), for instance through the adoption of digital tools and circular economy practices.

Recognizing the need for continuous improvement, the conference addressed the importance of modernizing food market infrastructure and governance. Discussions focused on promoting local products through efficient marketing channels, supporting family farms, and implementing innovative solutions to minimize food waste. The importance of fostering strong customer relationships for wholesalers was also emphasized. Notably, the conference acknowledged the emerging role of food banks in providing valuable perishable products, a trend that presents both challenges and opportunities for the future of wholesale markets.

The conference did not shy away from acknowledging the challenges facing today's food markets. Aging infrastructure, operational inefficiencies, and environmental concerns were identified as key areas requiring actions. To address these issues, the conference urged a focus on digitalization, infrastructure upgrades, and prioritizing social responsibility. This involves not only decarbonization efforts but also promoting local trade and supporting sustainable practices throughout the food supply chain.

The Cancun conference served as a potent call to action. By fostering collaboration, innovation, and adaptation, the stakeholders involved in food markets can navigate the evolving landscape of customer demands and market challenges. The conference underscored the critical role of food markets not just in Latin America but on a global scale, paving the way for a more sustainable and secure food future for all.



Table of Contents

3 Executive Summary

6 Morning sessions

7 Welcome address by **Arturo Salvador Fernandez Martinez**, CONACCA chairman and WUWM America Director

8 Welcome address by **Stéphane Layani**, WUWM Chairman

9 How to build strategies of sustainable development and food security in Latin America?

10 **Keynote:** "The Importance of collaboration and knowledge-sharing in overcoming supply chain challenges: insights from Fruit Logistica 2024" of **Kai Mangelberger**, Fruit Logistica director, Germany

10 **Keynote:** "Outlook of Wholesale Markets and their customers by 2030: customer relationship, infrastructures & consumer offerings" by **Carlos Quinoa Álvares**, Bucaramanga wholesale market, Colombia

11 Plenary sessions

12 **Panel 1:** Advancing customer relationships in Wholesale Markets

14 **Panel 2:** Infrastructure: paving the path for Wholesale Market modernization

17 Round Tables sessions

18 **Round Table A:** Modernization for consumer needs: Rethinking Wholesale Market Offerings

21 **Round Table B:** Future of Markets in Latin America: Challenges and Needs to Serve Customer Expectations

24 Presentations

25 Africa looks ahead with the greatest growth potential, **Steva Bawa**, Fruits & Veggies Nigeria

25 Market rehabilitation: hybrid solutions in Mozambique, **Dr. Ann Trevenen-Jones**, GAIN

25 Short and innovative supply-chains, responsive and competitive, **Joao Intini**, FAO Latin America

26 Principles of Wholesale Flower Markets with **Michal Kostelecki**, CEO of Silesia Flower Market, Poland

27 Mexico City market: sustainability and innovation, **Dr Marcela Villegas**, Mexico City wholesale market

27 Lo Valledor market (Chile) engaged with multiple values, **Marcelo Araya Escotorin**, Lo Valledor market

29 Conclusion

31 Book Speakers

Morning sessions



7 WUWM chairman Stéphane Layani, engineer Artemio Santos Santos, head of cabinet of the regional government of Quintanar, Arturo Salvador Hernandez Martinez, CONACCA chairman and director of WUWM America, CAWA chairman Zengjun Ma, previous WUWM chairman, welcome all the 416 congress delegates and special guests coming from 64 countries and 5 continents.

Welcome address by Arturo Salvador Fernandez Martinez, CONACCA chairman and WUWM America Director

In his address, Arturo Fernandez highlighted Mexico's global agricultural significance, ranking 4th in biodiversity, 11th in agricultural production, and 10th in agrifood exports. As chair of CONACCA, overseeing 65 wholesale market members and 60,000 operators, he emphasized the important role of wholesale markets in shaping the food chain across Mexico and Latin America. Hosting this conference in Mexico underscores the importance of wholesale markets in the region's food ecosystem, inviting attendees to engage in discussions and foster collaboration within the agricultural and food network across Latin America.

“ The role of wholesale markets is fundamental, highlighting their significance in shaping the food chain across Latin America”

**Arturo Salvador Fernandez Martinez,
CONACCA chairman and WUWM America Director**

Welcome address by Stéphane Layani, WUWM Chairman

Mr. Layani, WUWM Chairman, expressed gratitude to Mr. Fernandez, for the organization of this conference. The conference's theme emphasizes the need for aligning the food sector with evolving consumer needs. Mr. Layani highlighted that with a growing population and external shocks to the food chain, global food insecurity and waste are on the rise. Consumers are increasingly seeking sustainable food options, driving wholesalers and retailers to address these challenges. Wholesale and retail markets are crucial in structuring the supply chain and meeting consumer expectations, particularly regarding decarbonization and infrastructure.

WUWM Chairman recalled that WUWM acts as a strategic platform for collaboration, addressing consumer demands for health-conscious and environmentally friendly food choices. Modernizing wholesale markets is imperative in reducing food waste and meeting consumer expectations for sustainable practices. Discussions on sector modernization and consumers expectations are urgent in addressing global food security concerns.

“ Wholesale and retail markets are at the heart of the food system, they have a major role to play both structuring supply and meeting the expectations of their users regarding decarbonization, infrastructures, services.”

Stéphane Layani, WUWM Chairman





How to build strategies of sustainable development and food security in Latin America?

Keynote by Francisco Javier Salcedo, Federación Latinoamericana de Mercados de Abastecimiento (FLAMA) Chairman and CEO of Bogotá wholesale market

9

Mr. Salcedo (FLAMA Chairman and CEO of Bogotá wholesale market) underscored Latin America's significance as the holder of the world's largest agricultural and natural reserves, boasting unparalleled food diversity. He emphasized the strategic role of wholesale markets in ensuring a healthy and sustainable food supply to the 662 million people in Latin America and the Caribbean (LAC), representing 8.2% of the global population. Despite this, hunger still afflicts 20% or 133.4 million people in the region, with an additional 39% experiencing moderate food insecurity. Mr. Salcedo highlighted the public role of wholesale markets in reducing hunger, facilitating supply chains, and implementing food standards such as packaging regulations. Notably, during the pandemic, the FAO recognized these markets as "heroes" for their uninterrupted operations, ensuring continuous food distribution across the 33 countries of the LAC region, serving approximately 70% of the region's fresh food consumption.

Moreover, wholesale markets contribute to the achievement of UN Sustainable Development Goals (SDG) by supporting Zero hunger, sustainable supply chains, and responsible consumption. Currently, 16 countries have implemented price monitoring systems for fruits and vegetables, while 73% of markets have adopted digital tools and invested in circular economy practices since the pandemic. Additionally, 58 markets host food banks and 33% of them run public supply programs. Mr. Salcedo emphasized the need for greater efforts to modernize infrastructures in collaboration with public authorities and enhance public governance to implement long-term strategies aimed at promoting local product marketing, supporting family agriculture, and reducing food waste.

“ Wholesale markets distribute 70% of the fresh food consumed in Latin America region, they help to ensure the UN goals 2030 of Zero hunger, sustainable supply and responsible consumption.”

Francisco Javier Salcedo, FLAMA Chairman

The importance of collaboration and knowledge-sharing in overcoming supply chain challenges: insights from Fruit Logistica 2024

Keynote by Kai Mangelberger, Fruit Logistica director, Germany

Mr. Mangelberger highlighted the participation of the World Union of Wholesale Markets as an exhibitor at Fruit Logistica 2024. As the largest trade show for fresh produce, boasting over 6,000 exhibitors and 63,000 trade visitors, Fruit Logistica showcases a comprehensive array of products, services, and technical solutions spanning every aspect of the supply chain.

He pointed out that amid significant challenges such as climate change and supply chain disruptions, the importance of having a diverse mix of suppliers and a stable network becomes evident. He emphasized the necessity of collaboration and knowledge-sharing among industry stakeholders to overcome these challenges and ensure the availability of fresh produce worldwide.

Outlook of Wholesale Markets and their customers by 2030: customer relationship, infrastructures & consumer offerings

Keynote by Carlos Quinoa Álvarez, Bucaramanga wholesale market, Colombia

10

Bucaramanga Wholesale Market, located in northern Colombia, stands as Latin America's most secure middle-sized distribution center. Since its establishment in 1989, it has played an important role in consolidating the regional agrifood sector and supporting local communities. Recognized for its modern surveillance system and collaboration with authorities, it has earned a reputation as the country's safest marketplace.

The market has made significant strides in sustainability, boasting renewable energy sources like a cogeneration plant and a photovoltaic farm covering 30% of its energy needs. It also operates a processing plant for wastewater and organic residue, contributing to environmental conservation. Additionally, through its foundation "Semillas de Illusion," the market supports vulnerable children in the local community, showcasing its commitment to social responsibility alongside its economic role.



Plenary sessions

Panel 1 - Advancing customer relationships in Wholesale Markets

This panel explored the role of wholesale markets in building strong customer relationships and improving the lives of the communities they serve. The Mexico City Market (CEDA) was a shining example of the commitment of wholesale markets to customer loyalty through a variety of environmental and social programs. From running a biodiesel plant and solar farm to offering a food bank and promoting animal welfare, CEDA demonstrates a well-rounded approach to supporting their customers and the wider community. Similarly, organizations like Secours Populaire in France highlighted the mutually beneficial relationship between wholesale markets and social welfare by working together to distribute leftover produce to those in need.

12 Additionally, the Rungis Wholesale Market in France showcased innovative solutions to modern business challenges, like staffing shortages in restaurants. By offering prepared meals as value-added products, they not only address changing consumer needs but also lend a helping hand to struggling parts of the community. In short, these examples show how wholesale markets can go beyond traditional business models and become cornerstones of social responsibility and community development. This panel was moderated by **Laurent Nys**, WUWM Board Member & CEO of Mabru Belgium. The participants were **Dr Marcela Villegas Silva**, general coordinator of the Central Supply of Mexico City (CEDA), **David Ermacora**, from Secours Populaire (Paris), **Javier España**, previous CEO of Compagnie Fruitière, Spain. **Mr. Nys** reminded, that in today's competitive market, it is more important than ever for wholesale suppliers to build and maintain strong relationships with their customers. By understanding their needs and behaviors, the suppliers can create more tailored offerings and experiences.

“ Knowing better the customer helps adapt our strategy, create synergies and develop loyalty”

Laurent Nys, Mabru Belgium

Dr Marcela Villegas detailed the multiple innovations of the Mexico City market (CEDA) to better serve the customers and the environment.

She explained the role of the biodiesel plant which processes used frying oil from the kitchen into biofuel (capacity of 1350 liters per day) for the city buses and vehicles of the governorate. The oil was creating severe environmental problems, in particular during heavy rains and floods. It is now collected from restaurants, schools and housing. Another relevant program is the food bank called Acopitacata located in the market. It distributes unsold produce to the 325 community canteens in Mexico City who provide free food to people in need, as well as the housing centers to protect women victims of familial abuse. They help to reduce a lot of unsold food and play a social role in the market.

“ Markets are today sustainable, friendly, even touristic, generating exports and sales growth again since pandemia”

**Dr Marcela Villegas Silva,
Mexico City Market**

The solar farm of the market is the largest one in the city, with a capacity of 1,8 Mega Watts. It will help to reduce 35 million pesos in electricity spending as well as lower gas emissions. BioDigestor is another investment towards circular economy: a cogeneration plant that helps to produce biogas from about 30 tons of organic residue processed per day. This project was made with the support of FAO Mexico.

Animal welfare is also part of the program, due to the large-scale presence of abandoned pets on the market related to the +500,000 people working or visiting daily the market. CEDA launched a vaccination and sterilization program, also educational and adoption campaigns to reduce animal abuse.

David Ermacora from Rungis wholesale market explains how markets can respond to the specific needs of a community in need through food banks such as Secours Catholique or Secours Populaire. The EU Rome treaty of 1957 engages each country to provide its population with quality and affordable food, and ready to help every citizen who loses their jobs. Food banks are allowed to collect products in the Rungis market since 2012 when **Stéphane Layani** became chairman. Secours Populaire is one of the 4 major French food bank associations, with 80,000 volunteers, 1,200 distribution points and help of about 2 million people. **Mr Ermacora** gave the example of Halles Mandar, a dedicated wholesaler who started helping a provincial food bank with weekly deliveries, *“the most important thing, is to redistribute products and place humans at the heart of your values”* said his co-founder, **Jacques Abramczyk**.

Javier España highlighted the exceptional service of a wholesale company from Rungis that operates, five days a week. They provide all types of added-value perishable products that restaurants or premium stores may require, including ready-to-eat meals, ready-to-cook fish and meat, as well as flowers and delicatessen items. Paris establishments face difficulties in finding qualified workers, and they find in Rungis the added services they need.

“ Bananas are a strategic product from Latin America, they are affordable and help fight hunger; they also generate economic growth, with more than 20 million tons exported from the continent, which represents 80% the world banana trade”

**Javier España, Former CEO
Compagnie Fruitière**

“ Food banks became other economic actor on the wholesale markets of the entire country”

**David Ermacora,
Secours Populaire, France**



Panel 2 - Infrastructure: paving the path for Wholesale Market modernization

The panel discussion centered on the imperative for wholesale markets to modernize their infrastructure to maintain a competitive edge. Across the board, panelists emphasized the critical role of public and private cooperation, the efficiency gains from night operations, and the necessity of digitalizing services to meet modern demands.

The TalaadThai market in Bangkok exemplifies this by investing in new buildings, cold storage, packing facilities, and a laboratory, alongside integrating digital tools to streamline payments and sales. The Mexico City Wholesale Market is enhancing its competitiveness by constructing sanitary and secure warehouses and incorporating solar energy to cut costs. The Hamburg Wholesale Market in Germany ensures strict sanitary measures with automatic doors, regular cleaning, and pest control. The China Agricultural Wholesale Markets Association (CAWA) is advocating for multi-story buildings to optimize space and efficiency. Meanwhile, the San Francisco Wholesale Market in the US is contending with high land and modernization costs, recently upgrading its buildings and roads to stay relevant.

The second panel was moderated by **Michal Kostelecki**, CEO of Silesia Flower Market, Poland. Participated **Michael Janis**, CEO of the San Francisco Wholesale Market (US); **Zengjun Ma**, chairman of China Agricultural Wholesale Markets Association (CAWA) and chairman of WUWM Asia Pacific working group; **José de Jesús Rodríguez Cárdenas**, President of the Chamber of Commerce, Services, and Tourism of Mexico City; **Eliane Steinemeyer**, WUWM board member and managing director of Hamburg Wholesale Market in Germany; **Chokchai Kolsrichai**, President of TalaadThai market in Bangkok.

Mr. Kostelecki recalled us that wholesale markets play a vital role in the global food supply chain, but many of them are facing challenges such as aging infrastructure, inefficient operations and environmental concerns. To remain competitive, they need to improve land use practices and modernize operations like digitalization, multi-storey pavilions, warehouses with standard compliance and response to the needs of wholesalers.

Mr. Kolsrichai introduced innovative ideas that have been successfully implemented at TalaadThai,

aiming to propel the market into the future by leveraging digitalization and e-commerce. Established 30 years ago, TalaadThai stands as one of the largest markets in Southeast Asia, spanning an expansive 87-hectare facility that operates 24 hours a day. With a community of 3,500 operators and a population of 100,000 people, the market serves as a vital hub connecting approximately 250,000 farmers and distributing over 12,000 tons of fresh food daily. Annually, the market generates a total revenue of \$6 billion, with fruit accounting for half of this figure. The overarching objective is to evolve into a comprehensive “one-stop-shopping food hub platform” accessible to all. To achieve this goal, the market’s development is anchored on three strategic pillars: investment in infrastructure, enhancement of added services, and the integration of digitalization. \$20 million is being invested over the next 18 months to build 7 new buildings and renovate 4 others. Among the added-value services offered in the market are a cold storage facility spanning approximately 2000m², a packing house with a capacity of about 50 tons per day, and a laboratory providing analysis for food safety, processing around 35,000 samples annually.

“ We make the supply chain easier and more convenient via digitalization, because our buyers, workers and farmers have changed with the new generation”

**Chokchai Kolsrichai,
TalaadThai, Bangkok**

Digitalization represents the final pillar of TalaadThai strategy. Myket Pro, TalaadThai’s application, serves as a tool for the 3,500 wholesalers,

streamlining payments for market rentals, providing real-time checks, and enabling access to additional services without the necessity of visiting the central office. The second digital tool, TalaadThai Online, was introduced in 2022, empowering wholesalers to sell their products online. Additionally, Loop Thailand serves as another digital tool, facilitating logistics and home deliveries for goods sold online.

Mr. Cárdenas, chairman of Mexico City Chamber of Commerce, explains how new warehouses can be designed to better serve the wholesalers and comply with the sanitary standards. Free and secure ways of communication and facilities who comply sanitary requirements are the two necessary conditions to ensure healthy and affordable food supply to the populations, also make possible exports. Security is an issue in Mexico, with criminal organisations making pressure on some food sources, a situation that causes an increase of costs.

“ Solidarity and resilience are also strong values of the food operators when adversities happen, wholesalers and retailers were indeed exemplar during pandemic and ensure full operations despite the loss of dear relatives”

**José de Jesús Rodríguez Cárdenas,
Chairman of Mexico City Chamber
of Commerce**

Food storage is also strategic for the world largest wholesale market, with 327 ha area where more than 90,000 workers operate. Solar energy also became essential, as it is both sustainable and helps reduce the operational costs, and therefore product prices. Digitalization is another priority of the Chamber of Commerce, including for small retailers, to reduce paper use and turn operations more efficient and sustainable. Training is also essential to ensure good management, a lot of efforts goes into education.

Eliane Steinemeyer, Director of the Hamburg market, emphasizes that it holds the distinction of being the largest fresh produce and flower market in Germany. It is also the oldest one, great efforts were made to modernise it and comply with the strict sanitary standards of the EU. The market runs its own laboratory for residue analysis and only allows electric forklifts to avoid emissions and contaminations. All the entries of the market are equipped with automatic doors, to avoid animals including birds to enter the main hall. Internal and external floors are swept daily, market workers also clean their boots daily to avoid contamination. Building and chamber roofs are also cleaned regularly, to comply with the standards. Ventilation systems are also cleaned every 3 years. A pest's control system also monitors on real time what is happening. Vitamin D3 is used instead of poison if a detection is made (more efficient and non-toxic).



// Sanitary measures are important for the authorities and certification”

Eliane Steinemeyer,
CEO Hamburg wholesale Market

Mr. Ma, CAWA chairman, explained that multilayer buildings are a mature model in China, also quite common in America. The high population and limited land in the cities explain the expansion of this business model. **Mr. Ma** presented old and new markets, including a recent three-storey one in Xian city. Beijing market also built a new multilayer market, with 2 upper floors and 2 underground floors. **Mr. Ma** sees innovations on this model, like Xianqiao center located in the port and fully made of steel (30,000 tons used to build it). It is a 4-layer building over 55 acres of covered area, total construction of 120,000 m². 500,000 tons are traded annually, 1200 new stalls operating. First floor is for products from other provinces, 2nd floor is for local vegetables, 3rd floor is for wholesale area and parking, 4th floor is for e-commerce where 80 distributors operate. China authorities launched a national program of modernisation of wholesale markets after the 3 pandemics. Multilevel facilities also have other uses, like training, events, tasting, manufacturing etc. The functional levels are easy to use, and large trucks can park at the same time. Nanjing logistics center is the most modern one with 90,000m² in 5 floors, connected by corridor bridge to the highway. It hosts 1000 merchants, who handled 9,83 million tons in 2022 for a 32,2-billion-yuan turnover.

// Multilayer pavilions have a future as multi-channel “one-stop” distribution platform for all kinds of goods and customers”

Zengjun Ma, Chairman
of CAWA, China

Mr. Janis, CEO of San Francisco wholesale market explained how land management and modernisation costs are at the roots of US market challenges, for a future proof with providing food infrastructure, in a country where markets rapidly go away. San Francisco’ wholesale market celebrated its 60th anniversary on its new

location at the edge of the city, after a move from downtown for better land use like housing and offices. It has a ground lease for 25 acres site. It had a cost of \$30 to 40 million in today’s value. Land cost since multiplied, as example a neighbouring property was sold above \$20 million per acre. In the year 2000, construction cost was about \$4,4 million for 55,000 square feet building. In 2015 a new building of 84,000 sq. ft. cost \$20 million. San Francisco market recently upgraded its buildings and access roads for a total investment of approx. \$200 million. Countless building code and regulatory changes, and tremendous increase in costs of infrastructure are the main challenges for today and future merchants of the market.

// Land and modernisation costs are a fundamental threat to our sustainability”

Michael Janis, CEO of SF Market,
San Francisco, USA

During the panel discussion, **Mr. Rodriguez** proposed the creation of smaller wholesale markets in different quarters of the city to alleviate traffic congestion at the central market. **Mr. Janis** emphasized the need for stronger support from the US administration for decentralized markets, urging continued engagement with local, state, and federal authorities to elevate food infrastructure protocols. **Ms. Steinemeyer** voiced concerns over new regulations impacting carbon emissions and labor shortages, advocating for streamlined processes across industries. **Mr. Ma** discussed the challenge of land scarcity in China’s market infrastructure, suggesting vertical integration as a solution.

Mr. Kolsrichai highlighted the importance of understanding customer needs and improving logistics efficiency, particularly in digitalizing daily price updates for farmers. An audience member from Argentina queried the significance of cooperation between public and private authorities, with **Mr. Rodriguez** stressing its importance for food security. Chairman **Hernandez Aragon** raised concerns about efficiency and costs of decentralized centers, prompting **Mr. Rodriguez** to underscore the need for thorough studies before implementation. He also advocated for night operations to address traffic and distance challenges, offering benefits such as closer supply centers for retailers.

Round tables sessions



Round table A - Modernization for consumer needs: rethinking Wholesale Market offerings

18

The panel's primary focus is on modernizing wholesale market offerings to align with consumer needs, emphasizing social responsibility, decarbonization, support for local trade, promotion of citizen health, provision of premium offerings, and recognizing the essential role of retail markets.

The discussion was chaired by **Valérie Vion**, WUWM Secretary-General. The participants included **Frédérique Wagon**, director of the CSR department of Rungis Wholesale Market (France), **Salima Djidel**, chairman of Grenoble Wholesale Market (France), **Andrew Marshall**, wholesaler-distributor relations at IFPA (USA), **Sébastien Bensidoun**, DG groupe Bensidoun Group (Semaco, France), **José Luis Miguel Rentería Arias**, vice president of the Central Zone and coordinator of the tax issues cabinet of CONACCA.

During this roundtable discussion, the focus was on exploring ways in which wholesale markets can enhance their social responsibility efforts and decarbonize their offerings. Participants also deliberated on leveraging wholesale markets to promote local trade within agricultural sectors

and prioritize citizen health. The discussion also touched upon the integration of premium offerings alongside efforts to combat inflation. Additionally, the indispensable role of retail markets as crucial links between consumers and wholesale markets was emphasized.

Ms. Wagon presented Rungis market's proactive program launched in 2021, focusing on decarbonization and social responsibility. The strategy revolves around three pillars: ensuring a sustainable food supply, preserving resources effectively, and striving for carbon neutrality by 2050. Rungis has already achieved its interim target of reducing carbon emissions by 30% by 2030. The program encompasses 9 commitments and 80 actions, audited independently and overseen by the Semmaris board. Rungis is committed to facilitating the food transition,

evidenced by initiatives like food compost creation in partnership with the City of Paris and establishing donation collection centers for surplus products to benefit charities. Innovation is a priority, with the “Rungis & Co” startup incubator center yielding successful startups. In 2024, Rungis plans to introduce a sustainability label with an environmental auditing protocol for companies. Decarbonization efforts include installing 240 electric charging stations, solar panels, adhering to ecological construction standards, promoting biofuel usage, and implementing hydrogen stations.

Ms. Djidel, chairman of Grenoble wholesale market explains how the platform cooperates with the local producers and promotes sustainable supply. “Food” is the first inter-territorial program Grenoble market launched in cooperation with the regional authorities and under label of the French Ministry of Agriculture. The UN also rewarded the program for its urban-rural engagement on social, economic and environmental issues. An audit was made of the local offering of agri-food as well as the food needs of the populations. The program concerns about 300 municipalities and 750,000 inhabitants. It will help generate about 31,800 employments, including 3200 in agriculture. The preservation of productive land and restauration of farmers is a strong objective, knowing the general trend of decreasing rural population. The program will finance the modernisation of farm equipment and the support of infrastructures dedicated to short circuits of food distribution, including wholesale. The market also studies future issues of food security, like the conventionalisation of the farmers to better ensure them with a revenue and the supply of the inhabitants with local products.

“ Public authorities are more and more engaged with food policies, while on the other side consumers uses the food spending as first leverage when they have budget problems”.

Salima Djidel, Chairman of Grenoble wholesale market

Mr. Marshall from IFPA discussed the collaboration between wholesalers and produce members. He introduced the International Fresh Produce Association (IFPA) as a newly formed umbrella entity resulting from the merger of the two main US produce associations, PMA and United Fresh. IFPA's primary role is to advocate for, connect, and engage with all companies involved in the fresh produce industry, including those at the wholesale, food service, and retail levels. He explained the wholesale sector in the US is much smaller than other countries due to the lack of public policy. It could be playing a greater role on food security and food supply, especially with smaller and independent farmers and retailers. Fresh produce is the main category where they can differentiate against the large retail chains. Some state agricultural departments promote local produce with specific programs like “New York produced” or “Preferred Pennsylvania”, in cooperation with wholesale markets who help to distribute them. With health and nutrition, wholesale markets also cooperate with some institutions who try to influence the food choices of the populations.

Multiple initiatives were taken under Obama administration, like new nutrition laws at school and other public institutions. The federal government also invests in nutrition related actions, like “WIC” (Women, Infants and Children) program targeting pregnant women and young children by giving them food checks to buy specifically fruits and vegetables. The role of IFPA is also to make sure those programs are sustained over time. Healthy food “prescription” of fresh produce like medicine, to keep healthy, is also a concept under discussion at federal level: how to help population with low income to get more access to healthy fresh food?

Mr. Bensidoun, specialized on the retail municipality markets, explained how they help link consumers and wholesalers. In the case of Paris markets, Rungis Market is their main supplier. Public markets are also vibrant places where communities exchange, also where consumers can directly connect with the origins of the products they eat. Public markets of Paris are of particularly important, they are also sharing the true essence of French gastronomy and support local businesses. They rely on centralized hubs like Rungis to ensure a wide sourcing of fresh food (fruit vegetables, seafood, meat, dairy, flowers and delicatessen), local and seasonal, including organic. There is strong symbiosis between wholesale and retail markets, they rely strongly on each other to source and distribute fresh produce. They also contribute to reduce food mileage.

Mr. Rentería from CONACCA highlighted the enduring relevance of premium products despite the challenges posed by inflation, which can impact consumers' purchasing power. He noted that over the past 30 years, there have been various periods of higher inflation, yet premium products have continued to maintain their place in the market. During periods of economic stability, consumption tends to increase, which positively impacts the entire supply chain. According to him, the fight against inflation begins at the field, where technological advancements have enhanced productivity and helped prevent increases in production costs. These technological advancements also contribute to creating a more sustainable supply chain. Furthermore, enhancing the value within the supply chain can have broader economic implications. By hiring more qualified workers, the average income and consumption levels can rise. Both the wholesale and retail sectors play strategic roles in ensuring fair prices for growers while maintaining a consistent and affordable supply for consumers. Even during the pandemic, the food chain continued to function effectively, averting shortages and mitigating higher inflation. Improved logistics and infrastructure within markets also contribute to increased competitiveness within the sector.

In conclusion **Valérie Vion** highlighted the multiple challenges of the markets to improve customer service, competitiveness to avoid inflation, modernisation to be more sustainable and reduce climate impact. Each panellist summarized in a few words his view on how to better meet expectations of customers or consumers:

- **Frédérique Wagon** concluded all the actors at wholesale retail and local levels must raise their levels of cooperation to meet the coming economic and environmental challenges.
- For **Salima Djidel**, the main challenge is to convert food into a constitutional right in today's context.
- For **Andrew Marshall**, increased value and partnership are the two key words that characterise wholesale distributors and the essential role they place in the food supply-chain.
- For **Sébastien Bensidoun** wholesale shall also become retail markets and better link producers and consumers.
- For **Jose Luis Miguel Rentería** knowing better our products, our customers and their need is the key.





Round Table B - Future of markets in Latin America: challenges and needs to serve customer expectations

21

The panel discussed how markets in Latin America can meet the key challenges they are facing and the changing expectations of their customers.

The discussion was chaired by **Timothée Witkowski**, deputy head of the international business unit of SEMMARIS, the managing company of Rungis International Market (Paris). The participants included **Javier Esquillor**, CAPILLAR IT in Spain; **Raul Giboudot**, WUWM board member and vice-president of FLAMA; **Mateo Rattagan**, founder of TIBÓ IT, Argentina; **Altivo R. A. de Almeida Cunha** consultant at FAO/UN Latam for wholesale markets and agro-food systems. Markets in Latin America are indeed facing a number of challenges, including economic, social, and environmental. In addition, the needs of customers in Latin America are changing, as they are demanding more fresh, healthy food, convenience, and affordability.

Mr. Witkowski first stated as a French citizen he also feels partly from Latin America since it is with Brazil that France shares the largest borders, via the French Guiana territory. He

also emphasized that Latin American countries continued to ensure food diversity and supply during the pandemic, sustaining the equivalent of 1.3 billion people, which is approximately double the size of their own population.

Mr. Esquillor, an IT provider, asserted that wholesale markets also require digital infrastructure for modernization. Capillar, a startup company, offers IT solutions to assist them in adapting to market trends and providing value-added services.

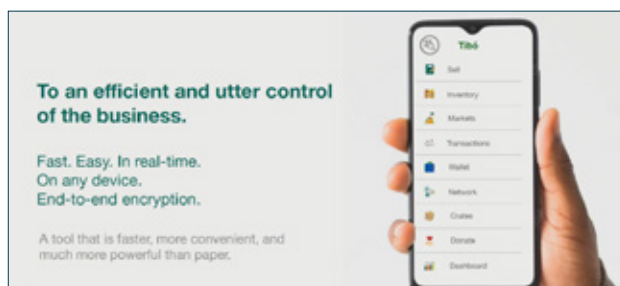
Mr. Giboudot presented an official video of the Argentinean government representatives from the Ministry of Agriculture. He highlighted the cooperation programs handled with the provincial market committee between the wholesale markets and the authorities, in convention with FLAMA and FAO Latam. Among them are the Bonarense food week conducted in Monte Video, the creation of regional markets of origins in

production areas which did not have wholesale infrastructures. He mentioned the policy of the regional governor Axel Kicillof with the empowerment of the markets. **Raul Giboudot** also emphasized that inflation is not caused by a shortage of products but rather by misguided public monetary policies, where governments resort to printing more currency to cover their public spending deficits and conceal corruption. There is no sense a country like Argentina to rank third in the world for inflation, with 17% monthly and 160% annually in 2023. He reminded that currency and cash-flow are essential to maintain food supply to the populations.

“ People, family and supply are the main assets and values of the wholesale sector who makes it strong during adversities”

Raul Giboudot, FLAMA, Argentina

Mr. Rattagan emphasized the importance of digitalization in reducing food waste and streamlining daily sales and logistics operations. The reliance on paper-based operations exacerbates the complexities of the perishable supply chain. “all-in-one” solution for fresh food market operators, simplifying their daily tasks in a transparent and efficient manner.



This innovative tool utilizes a phone app to replace traditional paper-based operations such as sales, preparation, delivery, stock management, and packaging. **Mateo Rattagan** clarified that Tibó is not an online selling platform; rather, its purpose is to digitize daily vendor operations while retaining the physical sales aspect of the market. He highlighted that 7 out of 10 Argentinean children suffer from food insecurity, according to UNICEF, while 30 tons of fresh food per minute are wasted in the country. Meanwhile, wholesale markets have operated in the same manner for decades, but with the integration of technology, significant changes are possible. Tibó Solutions proposes to replace the traditional use of paper

and pencil in daily wholesaler operations such as sales, stock management, logistics, payments, and accounting.

Mr. Altivo R. A. de Almeida Cunha, consultant at FAO LATAM on food security informed the release of an excellent report made in cooperation with FLAMA about the characteristics and operations of the wholesale markets in the region. He stated that governments and society still need better understanding of their role. The objective is first to demonstrate the role of the markets with the sustainable development of the agri-food sector, 5 major impacts were identified. FAO LATAM also contributed to the reflexion on the strategic role of wholesale markets, particularly highlighted during the pandemia and essential to food security. The international organisations like World Bank, FAO investment center, development banks highlighted that markets help generate sustainable development opportunities around them like with local retail, to facilitate the sourcing of fresh and natural products. They also help with the integration of small and family farmers. Wholesale markets able to generate an extensive offering of at least 400 varieties, while the online offering of a supermarket chain is about 40 varieties. Markets, thus, contribute to a large healthy choice, including specific regional products. FAO survey towards 106 LATAM wholesale markets also demonstrated their active role of economic development around them, not only with warehousing and logistics: like accounting, IT, automotive, food processing, training etc. Public authorities must be aware of it in order to increase support to modernise their infrastructures, still too low in many cases.

Mr. Esquillor from Capillar IT highlighted the need of data, with the help to technology, in order to demonstrate the evident needs of investments to improve infrastructure, their role with the local ecosystem and the connection between producers and consumers. For him, a unique approach for a large city would be to reduce traffic congestion and pollution by improving and electrifying the last mile logistics between the wholesale and public markets. Capillar IT has helped to demonstrate it with Madrid city. It also showed that food sales via Amazon are unsustainable (sold with loss and excessive milage) or the use of electric bicycles to carry 200kg merchandise (too small quantities). Capillar IT provides digital payment solutions for wholesalers and retailers to develop themselves online sales and last mile deliveries. The specialized home delivery companies started indeed to become a competitor to the traditional wholesaler and retailer. “It is essential to help maintain an efficient logistics at wholesale level to remain competitive” he said. Capillar IT also helps

as a bridge between Europe and Latin America to share IT solutions for the same needs.

“ Data is needed, with the help of technology, to highlight the needs of modernisation of the market infrastructures”

Javier Esquillor, Capillar IT, Spain

Mr. Rattagan highlighted the need of practical IT tool for the wholesalers to help better managing their operations like stocks and profits, facts that they are not able to do it efficiently by working the traditional way. He also pointed the failure to introduce e-commerce platforms at wholesale, since they cannot replace the physical sales and personal relations inherent to a market. For him the need of IT tool at wholesale is to facilitate his daily operations an easier and more accurate way then his paper operations.

As Vice President of FLAMA, **Mr. Giboudot** shared his experience of customer relations in the wholesale market. He highlighted the stress resistance and willingness to keep active despite adversities like major sanitary or economic crisis. Knowing suppliers and customers throughout the chain is fundamental to commercial success and innovation. Argentine has been investing on

expanding wholesale infrastructures on provincial areas where it was needed, to foster local and circular economy. **Mr. Giboudot** also thanked the opportunity given by CONACCA and WUWM to organize this world congress in Latin America, to exchange between markets of different continents and show the importance of the continent in the world food chain. Governments cannot ignore neither the reality of the producers at origin nor the needs of final consumers, as it happened during pandemia in Argentina which was confined for almost 7 months.

Mr. Witkowski asked each panellist his vision of future at wholesale:

- For **Mr. Esquillor** more cooperation and mutualisation of resources is needed, like sharing payment systems and transportation, as it is already happening on Rungis, Madrid and Barcelona fish markets.
- **Mr. Giboudot** said the new generation needs to be prepared understanding today markets and the IT solutions of tomorrow. For him the market of tomorrow is both a market place, service center, technology platform, also with an International business unit. It is the way to be prepared for its new competitors like Amazon and the large retail chains.
- For **Mr. Altivo R. A. de Almeida Cunha** the future of wholesale is also smaller regional markets who help foster regional ecosystems and insert local actors on a circular food chain, using technology and with social focus.



Presentations

Africa looks ahead with the greatest growth potential

Steva Bawa, Fruits & Veggies Nigeria

Steva Bawa, from Fruits & Veggies Nigeria, recalled that Africa emerges as a region with immense growth potential in its food market. The World Bank projects Africa's food market to reach \$1 trillion by 2030, buoyed by a population of 1.7 billion. Despite this promising outlook, African daily consumption averages 1.48kg per person, approximately 25% lower than the global average of 1.85kg. Remarkably, Africa possesses nearly 50% of the world's uncultivated land yet utilizes less than 2% of renewable water resources, significantly lower than the global average of 5%. However, the continent faces challenges with food losses estimated at around 20% at post-harvest and wholesale levels, exceeding the world average of 13%.

crucial for success, with Portugal's wholesale institution SIMAB contributing valuable insights.

Informal markets play a significant role in meeting population needs, operating with their own systems and garnering consumer trust. Rural towns and secondary cities are becoming integral parts of the wider food system, necessitating numerous interconnected markets at both retail and wholesale levels.

With nearly 50% of the global population residing in peri-urban and rural areas, infrastructure investments are essential for driving economic growth and increasing access to healthy, sustainably sourced diets. Dr. Trevenen-Jones estimates that low-middle-income countries require investments ranging from \$300 to \$400 million to make significant improvements to their food systems.

25

Market rehabilitation: hybrid solutions in Mozambique

Dr. Ann Trevenen-Jones, GAIN

Following the devastation caused by major hurricane Idai, the urgent need for new food markets emerged in Mozambique. The chosen model integrates both wholesale and retail sales of fresh fruits, vegetables, fish, and meat. Additionally, new roads were constructed to enhance connectivity between communities.

Despite efforts, GAIN reports that in 2021, 92.5% of Mozambique's population still couldn't afford healthy diets, contrasting sharply with 99% in Portugal and 59% globally. Involving communities and local authorities is deemed

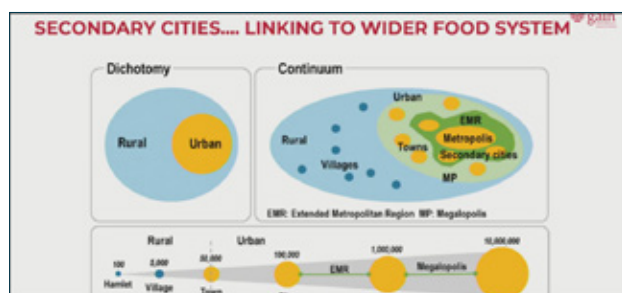


Dr. Joao Intini

Short and innovative supply-chains, responsive and competitive

Dr. Joao Intini, FAO Latin America

Currently, 735 million people, accounting for 9.2% of the global population, suffer from undernourishment, a figure on the rise since 2017. Concurrently, the FAO estimates that 1,029 million people are overweight, partially attributed



to poverty and lack of access to healthy food, what is known as the double burden. Food loss at the storage or wholesale level reaches 12%, resulting in a total loss equivalent to 1.4 billion hectares or 30% of the world's cultivating area. This loss generates 7% of global gas emissions and utilizes 6% of extracted water. To mitigate this, third-class fruits and vegetables should be redistributed or processed in a convenient and attractive manner.

"Mesa Brasil" exemplifies an effective program against food loss, boasting a network of over 15,000 collaborative sales points aimed at giving better value to imperfect fresh produce. IT tools such as apps are utilized to inform consumers of their availability. Another program, "Food Rescue," involves donating fresh produce that has reached the end of its shelf-life but is still suitable for consumption.

Institutional innovation is crucial for data-driven decision-making. The Latin-American Federation of Wholesale Markets (FLAMA) has spearheaded the modernization of wholesale markets, characterizing and geo-referencing 134 markets across 16 countries. Furthermore, six regional studies on socioeconomic impacts have been conducted, along with the training of 1,039 individuals on management, sanitary standards, and circularity. Eight countries, including Colombia, Argentina, Peru, and Mexico, have implemented modernization programs inspired by FLAMA's initiatives, with numerous reports and videos published by FAO and FLAMA. FLAMA's programs serve as a reference for other regional federations striving to achieve the 30 UN sustainable goals.

26

Principles of Wholesale flower Markets

Michal Kostelecki, CEO of Silesia Flower Market, Poland

Mr. Kostelecki, CEO of Silesia Flower Market, Poland, elaborated on the "Principles of Wholesale Flower Markets." His discussion covered several critical aspects of the global flower market, emphasizing both its current state and future prospects.

Mr. Kostelecki began by highlighting the steady growth of the global ornamental plant market, which has seen a compound annual growth rate (CAGR) of 3.9% over the past five years.



He detailed the major exporting and importing countries as of 2020, shedding light on the role these nations play in the global trade of cut flowers. He also examined the trends in sea container trade, illustrating the logistics and transportation dynamics that impact the flower industry.

A significant portion of the presentation focused on expenditure trends in key markets. **Mr. Kostelecki** shared data on U.S. expenditures on flowers, seeds, and potted plants from 2005 to 2021, noting the effects of the Covid-19 pandemic on consumer spending. Regional insights were provided with a detailed analysis of ornamental exports from Central America from 2010 to 2020 and a comparison of per capita floriculture expenditures in various countries for the year 2020.

Mr. Kostelecki then delved into the diverse market participants, which include B2C seasonal buyers, B2B stakeholders such as hotels, restaurants, and event planners, as well as e-commerce platforms. He stressed the importance of understanding the competitive landscape and the varied customer segments within the flower market. Promotional strategies were also discussed, with **Mr. Kostelecki** emphasizing the role of workshops, educational initiatives, and cooperation with international partners like the Netherlands in fostering market growth. He highlighted the significance of digital marketing, particularly for engaging younger consumers through social media and targeted online campaigns.

Looking forward, **Mr. Kostelecki** underscored the increasing competitiveness of the market, advocating for specialization and the strengthening of distribution centers. He pointed out the unique strengths of independent companies,

such as streamlined administration and political independence, which contribute to their stability and long-term success.

However, he also addressed the challenges ahead, including the aging demographic of producers, global tensions affecting energy costs, and the evolving nature of the market towards a distribution model where commodities reach customers directly. The rise of e-commerce was noted as a critical factor that necessitates innovative approaches to market participation.

In conclusion, **Mr. Kostelecki's** presentation provided a comprehensive overview of the wholesale flower market, combining data-driven insights with strategic recommendations for future growth and adaptation. His final call to action, "Buy Flowers," resonated as a simple yet powerful reminder of the collective effort required to sustain and nurture the flower industry.



5-year modernization program (2019-2024) with a \$104 million investment to address various challenges and enhance public investments, focusing on security, sustainability, reducing food waste, and improving mobility.

With support from FAO México, a new circular economy model has been implemented, featuring programs such as Itacate food donations, a Biogas station, a Bioadaptive recycling plant, food processing lines, and a large photovoltaic station. Additional projects include constructing new access bridges, installing a video surveillance system with over 600 cameras and 100 emergency points, establishing a free health-care center for uninsured workers, and rebuilding the drainage network. The market's commercial modernization has begun with initiatives such as digitalizing selling processes, price quotations, administration and finance systems, enabling home deliveries, and enhancing information systems. Future challenges include logistics automation, e-commerce, further integration of circular economy principles, and adopting more sustainable technologies.

Mexico City market: sustainability and innovation

Dr. Marcela Villegas, Mexico City Wholesale Market

Dr. Villegas asserted that changes and transformations are possible. She highlighted the market's role as "a city inside the city," spanning 327 hectares and serving over 21.8 million people in the Metropolitan Area of Mexico and beyond. It distributes approximately one-third of the country's fruit and vegetable production to 24 states, with a daily traffic of 350 to 500,000 people and 55,000 vehicles. Employing about 90,000 workers, it operates continuously, 24/7. The Mexico City government has embraced a

Lo Valledor market (Chile) engaged with multiple values

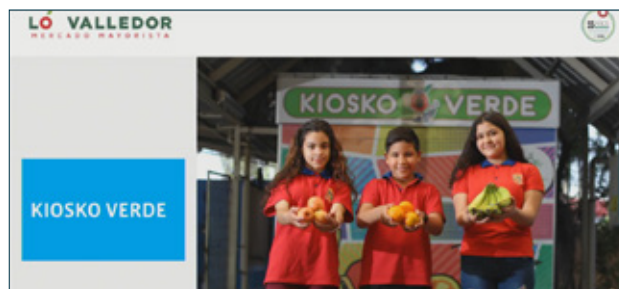
Marcelo Araya Escotorin, Lo Valledor market

It is the major Chilean wholesale market for fruit & vegetables, located in Santiago de Chile in the middle of the country. It is a private market which operates other 32ha of site. Service quality, human development, diversity and sustainability are its core values. Like every market, Covid-19 pandemic was a challenge to keep running the operations every day.



Small farmers are the market priority and are essentials to provide product quality and services. Within its digitalisation program, the market conducts information and training sessions directly at origin with the farmers, since they generally supply the market via intermediaries. Street market vendors are the main customers of Lo Valledor. Public markets represent about 60% of the fruit & vegetables distribution in the country. Communication is essential to show transparency and share values of sustainability with the public. Unsold products are shared with about 100 food-bank associations and benefit about 25,000 consumers in needs.

Energy investments were made to reduce 50% of water consumption and 38% of electricity. 0 waste if the objective of the market by 2030.



The market supports "Kiosko Verde" children program, which offers a fruit per day at school, to fight against obesity. Sports, robotics are among other support programs of the market towards the young generation.



Conclusion



The 2023 WUWM Conference in Cancun stands as a turning point for the global food market. By uniting a diverse range of stakeholders, the conference not only emphasized the essential role of wholesale markets in achieving food security and sustainability, but also ignited a call to action.

30

The key takeaways for meeting customer expectations? Modernization, digitalization, and collaborative partnerships across the entire food supply chain are paramount. Embracing these advancements will empower markets to navigate upcoming hurdles and build a resilient, equitable, and sustainable food system for all, extending well beyond 2030.

For instance, implementing online ordering systems can streamline the buying process for customers, saving them time and money. Additionally, digital traceability tools can provide consumers with greater transparency about the origin and quality of their food.

The conference served as a powerful testament to the achievability of change. Throughout the event, success stories from across the globe – China, Europe, Africa, and Latin America – provided concrete examples. As Mr. Layani aptly pointed out, in his conclusion, wholesale markets are not relics of the past; they are in fact hubs of innovation, leveraging technology and fostering social progress.

The path forward is clear. The WUWM Conference has equipped the wholesale market network with the knowledge and collaborative spirit necessary to transform food markets into forces for a more secure and sustainable future.

Book speakers



Mr. Arturo Fernandez

Chairman of CONACCA and WUWM Americas director, Mexico

Born on August 7, 1970; merchant entrepreneur since 1987, generating successful family businesses since his inception. This is how it achieves the leadership of wholesale trade in the State of Mexico, which has allowed it to develop transcendental construction and logistics modernization projects in the Supply Centers of Ecatepec, Chicoloapan and Tecámac, in the State of Mexico, of the most important and modern at the national level, built according to the needs of food supply and distribution for the localities and the entity, as well as the creation of new projects that complement the commercial activity of the sector in other states of the Republic such as Oaxaca, Hidalgo, Nayarit, Tabasco and Chiapas. He has also been a strong promoter of the Modernization Program of the Mexican Food Supply System, since 2007 through CONACCA. Sensitive to this challenge, he has ensured that the existing Supply Centers in the State of Mexico and the projects that have been promoted in other entities are based on:

- Conserve and generate jobs
- Guarantee food in the entities

- Support social programs to benefit the population that has the least
- Promote the strengthening of the Internal Market and Traditional Trade

He has participated in Forums, Congresses and Assemblies, in Mexico and in different countries around the world, promoting the importance of Wholesale Markets and Traditional Commerce, as well as their rescue and modernization. At the same time, generating alliances that allow commercial exchange, experiences, business models and technologies. That is why he has been elected President of the Board of Directors of the Latin American Federation of Supply Markets (FLAMA) in two periods (2011-2014 and 2018-2022).

He currently holds the position of Director and Leader of the Americas Regional Group at the World Union of Wholesale Markets (WUWM). Said Organization, thanks to the efforts carried out by **Arturo Fernández** and the group of business leaders that supports him, has decided to bring the World Congress to Mexico in October 2023.



Mr. Stéphane Layani

Chairman of the WUWM, France

Born in 1960 in Algiers, **Stéphane Layani** is a graduate of the ENA (National School of Administration) who began his career as Commissioner at the DGCCRF (General Directorate for Competition Policy, Consumer Affairs, and Fraud Control). He later moved on to become the first Secretary General of the Economic Committee for Medicinal Products, an interministerial commission responsible for setting prices for reimbursed medicines in France. Subsequently, **Stéphane Layani** was appointed National Expert Detached to the Directorate General for Health and Consumers within the European

Commission, a position in which he notably facilitated the first protocol between traders and consumers regarding the transition to the euro.

In 1999, he joined the Ministry of Economy and Finance. He worked alongside two ministers for SMEs, trade, craftsmanship, and consumer affairs, overseeing various issues including the transition to the euro, food crises, administrative simplification, and support for traders.

Mr. Layani was also appointed Director of the National Agency for the Guarantees of the Rights of Minors, overseeing the personnel management

of the French coal mines and the social aspect related to the end of mining operations in France, after serving at the Inspectorate General of Finances.

Stéphane Layani took the helm of SEMMARIS in June 2012, becoming the CEO of the company managing the International Market of Rungis. Since 2021, he has also been the President of the WUWM – World Union of Wholesale Markets. For over a decade, **Stéphane Layani** has been

leading the world's largest fresh produce market: the Rungis Market. He is credited with strengthening the market's role in the supply and diversification of high-quality fresh products.

To ensure the market's future and contribute to its transformation, **Stéphane Layani** has implemented an ambitious investment plan to make it a benchmark for sustainability and international anchoring.



Mr. Qu Dongyu

FAO Director-General

Qu Dongyu, the 9th Director-General of the Food and Agriculture Organization of the United Nations (FAO), is a distinguished agricultural scientist and leader with over 40 years of experience.

Prior to his election as FAO Director-General, **Mr. Qu** held senior positions in government, academia, and the private sector, both in China and internationally. He is a passionate advocate for food security and nutrition, and has a deep understanding of the challenges facing the

global food system. Under his leadership, FAO has launched a number of new initiatives to address the challenges of hunger, malnutrition, and climate change. He is also a strong advocate for science and technology as key drivers of agricultural innovation and transformation.

Mr. Qu is a native of Hunan Province, China. He holds a bachelor's degree, a master's degree, and a doctorate in agricultural and environmental sciences.

33



Mr. Kai Mangelberger

Director Fruit Logistica, Switzerland

Kai Mangelberger is the Director of Fruit Logistica, the world's leading trade fair for the fresh fruit and vegetable industry. He has over 20 years of experience in the trade fair and event industry, and has held senior positions at Messe Berlin, the organizer of Fruit Logistica, since 2012.

Mr. Mangelberger is a passionate advocate for the fresh fruit and vegetable industry. He is committed to providing a platform for industry leaders and stakeholders to come together to

network, learn, and do business. He is also a strong supporter of innovation and sustainability in the industry.

Under **Mr. Mangelberger's** leadership, Fruit Logistica has grown to become the most important event for the fresh fruit and vegetable industry worldwide. The trade fair attracts over 70,000 visitors from over 130 countries each year, and features over 3,000 exhibitors from all over the world.



Mr. Mario Lubetkin

ADG and Regional Representative for Latin America and the Caribbean – Uruguay

A national of Uruguay, is a journalist with over 40 years of experience in international communications and cooperation for development issues. He started his professional career with the Inter Press Service (IPS) news agency in 1979, holding different positions of increasing managerial responsibility. He served as IPS Director-General from 2002 to 2014. During his career, **Mr. Lubetkin** has coordinated projects with the governments of Finland, Italy, Spain, Uruguay and Brazil, along with the United Nations Development Programme (UNDP) and the United Nations Environmental Programme (UNEP). In 2012, he was nominated a member of the United Nations Advisory Group for the International Year for Cooperatives (IYC).

Mr. Lubetkin has also collaborated extensively with civil society and media in Italy, Brazil, Argentina, Uruguay and Ecuador. He has acted

as a high-level communication consultant for various organizations in Latin America and the European Union, and for private sector entities in the United States. Prior to joining FAO, **Mr. Lubetkin** was a Professor for a Master's Degree course on Communication for International Relations at IULM University in Milan (Italy), and was the Director of Seminars on Communication for Development at the Universidad Menéndez Pelayo (UIMP) in Santander (Spain). In April 2016 he was appointed "Commendatore Ordine al Merito della Repubblica Italiana" by the President of the Italian Republic.

Mr. Lubetkin joined FAO in February 2014 as Director, Office of Corporate Communication and, from August 2015 to February 2020 he served as Directeur de Cabinet. He is Assistant Director-General supporting the Director General in different external and internal strategic matters.

34



Mr. David Ermacora

Livingstone SAS

David Ermacora embarked on his journey in the world of meat products from 1973 to 1978 through formal training in France. He pursued a degree of french cuisine at the renowned Ferrandi school in Paris. In 1980, he established his own company in Luxembourg, focusing on the trade of meat products.

From 1990 to 1992, **Mr. Ermacora** continued to expand his expertise in the field. In 1992, he joined a subsidiary of the Dreyfus group located in Rungis, specializing in Commodity products and meat items. In the year 2000, he accomplished significant milestones. He became the General Manager of the company Ovimpex / Dhumeaux Mvs from the Dreyfus

Group. Under his leadership, the group achieved an impressive turnover of 350 million euros. **Mr. Ermacora** also spearheaded the establishment of the Food Aid department in Europe. In 2018, **Mr. Ermacora** took a new stride by founding and becoming the President of Livingstone SAS. Here, he initiated various philanthropic ventures through corporate sponsorships. Additionally, he served as an advisor to the President of Rungis and orchestrated philanthropic efforts for the International Rungis Market. He generously devoted his time to volunteering with the French Popular relief organization: Secours Populaire Français.



Mr. Laurent Nys

WUWM Board Member & CEO of MABRU Market, Belgium

Born in Brussels, Belgium in 1975. After studying in a Brussels Business school he began his career in the world of catering and restaurant. He became lobbyist to represent and defend interests of Hotel's and restaurant's owners to negotiate with Belgian authorities. He was also during 3 years special advisor to the Deputy-mayor of Brussels.

In 2014, he's designated General Manager of Mabru (Brussels Wholesalemarket) and elected at the World Union of Wholesalemarket Board of Directors in 2016 during the Lublin Conference. He's board members of associations (Brussels Chamber of Commerce, Port Community Association). Since 2020 he's designated Judge at the Commercial Court of Justice in Brussels.



Mr. Francisco Javier Salcedo Caycedo

CEO of Bogota Wholesale Market, Colombia

35

Francisco Javier Salcedo Caycedo is a lawyer specializing in administrative law. He is also an expert in state law with an emphasis on public law. He has experience in various positions, including President of the Board of Directors of

Corabastos S.A. and General Manager of the Bogotá Supply Corporation. He has also served on the boards of directors of cultural and tourism organizations, as well as councils for science, technology, and cultural heritage.



Mr. Javier España

Former co-Founder and CEO of Agrudrim, Spain

Javier España is a Spanish and French businessman who dedicated his life to the food industry. He began his career in the Compagnie Fruitière. In 1972, he was appointed CEO of the Compagnie Fruitière, a position he held until 1978.

In 1978, he co-founded Agrudrim, a fruit and vegetable trading company based in Rungis, France. He was president of Agrudrim from 1978 to 2019, and under his leadership, the company became one of the leading importers and exporters of Spanish fruits and vegetables in France. In addition to his professional activities, **Javier España** was also a strong advocate

for commercial relations between Spain and France. In 1995, he was elected president of the Official Chamber of Commerce of Spain in France, a position he held for 10 years. He was also President of the chambers of commerce of Spain in Europe from 2000 to 2002.

Javier España is a passionate and dedicated man who had a profound impact on the food industry. He was a pioneer in the trade of fruits and vegetables between Spain and France, and he helped to strengthen trade relations between the two countries.



Mr. Michal Kostecki

CEO Silesia Flower Market, Poland

Michal Kostecki is the CEO of Silesia Flower Market and VP of Polish Association of Wholesale Markets. He was a Board Member Director at World Union of Wholesale Markets for several years. He has been running the largest flower market in Poland for over a decade. He holds Degree in International Economics and Management from Bocconi University, Milan, Italy and MLitt. from University of St. Andrews, St.

Andrews, United Kingdom. The presentation will start with the Global Flower Industry overview with implications for Wholesale markets. Topics covered will include infrastructure, examples of good practices, competition and marketing of flower markets. Conclusions will be drawn as how to face challenges ahead so as to place markets in a path of sustainable growth.



Mr. Chokchai Kolsrichai

President of TalaadThai, Thailand

Mr. Kolsrichai is the Vice Chairman of the Thailand Agriculture Wholesale Market Association and the President of Thai Agro Exchange Co.th (Talaadthai). He is a Thai national with over 20 years of experience in the agricultural sector. **Mr. Kolsrichai** is a passionate advocate for the Thai agricultural sector and is committed to promoting the sustainable growth and development of the sector. He is also a strong believer in the importance of innovation and technology in driving the transformation of the sector.

Under **Mr. Kolsrichai's** leadership, Talaadthai has grown to become one of the leading agricultural wholesale markets in Thailand. The market

provides a platform for farmers and traders to connect and do business, and plays a vital role in ensuring the supply of fresh and high-quality agricultural products to consumers.

Mr. Kolsrichai is a frequent speaker at industry events and conferences. He is also a member of the board of directors of several industry associations, including the Thai Chamber of Commerce and the Federation of Thai Industries. **Mr. Kolsrichai** is a native of Bangkok, Thailand. He holds a Master of International Business degree from Dominican University, Chicago, Illinois, USA and a Bachelor of Marketing degree from Assumption Business Administration College (ABAC).



Mr. Joao Marcelo Intini

Policy Officer for Food Systems of the FAO Office for Latin America and the Caribbean

Agricultural Engineer, with a master's degree in family agriculture and sustainable development, Doctor in Education. He is currently an FAO

Food Systems Officer, in the FAO Office for Latin America and the Caribbean.



Mr. Michael Janis

CEO of SF Wholesale Market, USA

Since 2003, **Michael Janis** has led the San Francisco Wholesale Produce Market as General Manager, overseeing operations and property management of a 400,000-sq.-ft. multi-tenanted, campus located in a dense urban setting; financial management; real estate development; nonprofit governance; strategic planning and implementation of plan, trade and governmental relations as well as marketing, communications, and branding strategy and implementation. Significant initiatives range from steering a multi-year, phased \$100-million major capital improvement and expansion project of the Market to leading an innovative funding and financing plan of the project to the recent launch of a rebranding to The SF Market.

He has been fortunate to have served and continue to serve in a number of leadership positions: Past President of National Association

of Produce Market Managers (NAPMM); Current Board member of NAPMM; active membership in World Union of Wholesale Markets (WUWM); Steering Committee member of the City of San Francisco's Makers and Movers Working Group (focusing on the Food and Beverage industry); member of the Urban Rural Roundtable (City of San Francisco and State of California); member of the San Francisco Chamber of Commerce Public Policy Committee; Chair of SPUR (a San Francisco Bay Area planning organization) Food and Agriculture Policy Board; Founding Co-chair, SEFA (Southeast Food Access Working Group).

Most recently **Michael Janis** was a member of the planning team for the successful inaugural USDA-NAPMM-United Fresh Wholesale Market Stakeholder meeting, held in January 2018 at USDA headquarters.

37



Mr. C.P. José de Jesús Rodríguez Cárdenas

Presidente de la Cámara de Comercio,
Servicios y Turismo de la Ciudad de México

Born on January 14, 1965, in Mexico City, he has an extensive educational background, having studied at the Banking and Commercial School and obtained a degree in public accounting from Spain - Mexico University. He furthered his education with diplomas in Business Administrative Strategy, Leadership and Strategic Planning from Iberoamerican University, and multiple diplomas in Civil Protection from various institutions including the College of Architects and Experts, and the Institute of Architecture and Urbanism.

His professional career is equally impressive, serving as the General Director and Founding Partner of several companies such as Safety Mart, S.A. de C.V., Distribuidora Safety Depot, S.A. de C.V., and Control Fire de México, S.A. de C.V. His leadership roles extend to institutional positions,

including President of the National Chamber of Commerce, Services and Tourism of Mexico City from 2022 to 2025, Treasurer of the Ibero-American Association of Chambers of Commerce, Industry and Services, and Vice President of Legislative Liaison of the Confederation of National Chambers of Commerce, Services and Tourism of Mexico.

He is also a member of several boards, including the Mexican Accreditation Entity and the National Technical Committee for Standardization for Human Protection and Safety Products. His involvement in advisory committees includes positions with the Secretary of the Navy, the Ministry of Economy, and the National Quality Infrastructure Commission, demonstrating a comprehensive influence in both business and institutional realms.



Ms. Eliane Steinemeyer

WUWM Board Member & Managing director of Hamburg Wholesale Market, Germany

Eliane Steinemeyer has been managing director of Hamburg Wholesale Market since 2015. She has been Member of the Board of Directors of WUWM since 2016 and is also Member of the Board of the national association of German wholesale and weekly markets. Prior to her work in the wholesale market sector, she worked in the IT industry and therefore has experience with the introduction of new systems and the associated upheavals in processes and the support of the employees affected.

"We are facing major challenges and upheavals worldwide. Millions of people in the world are still

starving, while at the same time huge amounts of food are being destroyed. The challenges in the context of transformations towards more sustainability and justice with simultaneous geopolitical, economic and military crises unsettle many people. Wholesale markets for fresh food are an essential part of both ensuring food supply and contributing to greater sustainability in these times. Along the way, technological achievements will make a significant contribution. The decisive factor, however, will be the willingness of people to follow this path. This requires clear messages and approaches that take people along with them and convey a sense of security."



Mr. Sébastien Bensidoun

DG groupe Bensidoun, SEMACO, France

Sébastien Bensidoun is a renowned expert in food halls and markets, having introduced the French market concept to the US. He has received numerous awards and has been recognized in «Who's Who in America» since 2020. **Sébastien** has successfully brought French culture to Ame-

rican customers through the acclaimed Chicago French Market Food Hall. With over 100 markets between France and the US, including 40 in Paris, the Bensidoun Family has extensive experience and achievements in the market business, spanning three generations.



Mr. Zengjun Ma

WUWM Board Member & Former Chairman of WUWM & Chairman of China Agricultural Wholesale Markets Association (CAWA), China

Mr. Zengjun Ma, born in 1964, currently is the Chairman of China Agricultural Wholesale Markets Association (CAWA), Board Member of the World Union of Wholesale Markets (WUWM) and Chairman of WUWM Asia Pacific Working Group, Vice Chairman of the National Technical Committee for Standardization of the

Purchase and Sale of Agricultural Products; Member of the National Wholesale and Retail Market Standardization Technical Committee; Member of the National Business Automation Standardization Technical Committee; Vice Chairman of Food Logistics Technology Branch, China Society of Food Science and Technology;

Expert on market operation regulation of Ministry of Commerce; National Standards Commission National Agricultural product circulation standard system construction coordination Group expert group; Visiting professor, Harbin University of

Commerce. His main research interests are the construction of agricultural products circulation system, the development of agricultural products wholesale market and food safety.



Ms. Valérie Vion

WUWM Secretary-General, Netherlands

Dr. Valérie Vion is a veterinarian by education. After several years of veterinary practice, she worked as a food safety consultant before joining the French Ministry of Agriculture. She initially served as a policy officer for food safety alerts and then for the safety of the dairy sector at the Directorate General for Food. She, then joined the Economic Directorate of the Ministry of Agriculture, focusing on the development of organic farming and food policy.

From 2012, she headed the unit responsible for globalization and food security within the Ministry

of Agriculture's International Affairs Directorate. She was notably in charge of relations with international organizations such as the FAO, the G7, and the G20. From 2016 to 2021, she held the position of Regional Counsellor for Agricultural Affairs for the Middle East at the French Embassy in Lebanon (Beirut).

In February 2022, **Ms. Vion** was appointed Agricultural Advisor to the President of the Rungis International Market, and she became Secretary General of WUWM in June 2023.

39



Ms. Salima Djibel

Chairman of Grenoble Wholesale Market, France

Ms. Salima Djibel has always been interested in food issues. Elected to the Grenoble City Council in 2014, she has been in charge of municipal catering and organic and local food. It's been quite a challenge to get organic and local food onto the plates of the schoolchildren, nursery children and the elderly. Today, the city of Grenoble has achieved 60% organic produce in its collective catering and 95% in its nursery. As part of these initiatives, she was named one of the 50 leading figures in the organic sector in France.

In 2014, she was elected President of the Grenoble wholesale market (Marché d'Interet National de Grenoble), which last weekend became

the «Grand Marché des Alpes». As part of her chairmanship, she and her teams are working on a number of different areas:

- All transitions, from food to energy
 - Increasing the proportion of local and sustainable (organic) products, and enabling players to meet each other
 - The economic development of the wholesale market
 - Working on carbon-free upstream logistics and pooling downstream logistics
 - Raising the profile of the Grenoble wholesale market as part of the Interterritorial Food Project, by making this market a key facility.
-



Ms. Frédérique Wagon

Director of the CSR department of Rungis Wholesale Market, France

Ms. Frédérique Wagon, Executive Director of Engagement and Public Affairs at Rungis International Market and General Secretary of the French Federation of Wholesale Markets, has been working alongside the Chairman of Rungis Market since January 2013.

After studying law at Paris V and starting her career in the Skyrock and Radio-Monte Carlo media, where she was in charge of press relations, she worked as a parliamentary attaché

at the French National Assembly and the Senate before joining two ministerial cabinets, working for the Secretary of State for SMEs, Trade, Crafts and Consumer Affairs and then for the Minister of Justice as communication advisor.

For many years, she worked for a number of local authorities in charge of communications, major events and citizen participation, for the City of Grenoble, the Centre Region and the Oise Departmental Council.



Mr. Remberto Marcelo Araya Escotorin

Corporate Communications Manager of Lo Valledor Wholesale Market

Of Chilean nationality, he is 66 years old and has an extensive academic background in social communication and related fields. He earned a bachelor's degree in social communication and journalism from the University of Chile, where he studied from 1976 to 1980, and he also completed three years of Sociology at the same institution, earning a Bachelor in Social Sciences between 1973 and 1975. Additionally,

he pursued filmmaking studies with a focus on directing at the Chilean North American Institute of Culture in 1976. His postgraduate education includes a Master in University Teaching from the Central University of Chile, a Diploma in Generic Management Skills and Ontological Coaching from Newfield Consulting in 2012, and a Diploma in Anthropological Documentaries from Central University in 2014.



Mr. José Luis Miguel Rentería Aria

Vice President of the Central Zone and Coordinator of the Tax Issues Cabinet of CONACCA

Currently, he serves as the Treasurer of the National Chamber of Cargo Transportation, Aguascalientes Delegation, and as the legal representative of the Estancia Infantil Aguascalientes A.C. "CANACO." He is also the Vice President of the Central Zone of the National Confederation of Supply Center Groups, A.C.

(CONACCA), the Treasurer of the National Chamber of Commerce, Services and Tourism, and a Member of the Surveillance Committee of COYCEA Viñedos San Marcos. Since 1970, he has been a merchant specializing in the purchase and sale of tomatoes, cucumbers, garlic, bell peppers, soft drinks, juices, and nectars, in

addition to providing cargo transportation services. From 1982 to 1991, he was the President of the Union of Merchants of the Aguascalientes Supply Center. Between 1993 and 1998, he served as the Secretary of the Administrator of the Agricultural Shopping Center of Aguascalientes. He held the position of President of the National Chamber of Commerce, Services and Tourism of Aguascalientes from 1996 to 1998.

He was the Treasurer of CONACCA A.C. from 1999 to 2001 and the President of the Business Coordinating Council of Aguascalientes, A.C. from 2000 to 2002. More recently, he was the Secretary of Agri-food Development and Standardization of CONACCA from 2015 to 2017, and the President of the Viñedos San Marcos A.C. Supply Center from 2018 to 2020.



Mr. Andrew Marshall

Wholesaler-Distributor Relations at IFPA, USA

Andrew Marshall serves as the main contact for produce wholesalers and foodservice distributor members of the International Fresh Produce Association (IFPA). In this role, he serves as the staff liaison for the IFPA Wholesaler-Distributor Council and is responsible for membership development, retention, and program participation from companies in this sector. Additionally, **Mr. Marshall** serves as IFPA's main contact for engagement with non-commercial foodservice operators, including college and university and

K-12 school foodservice buyers. **Mr. Marshall** began his journey in the produce industry in 2006, working in the government relations department for United Fresh Produce Association. In 2017, he was recognized as a "40 Under Forty" by Produce Business Magazine, and in 2019 announced as a recipient of The Packer's "25 Profiles in Leadership." **Andrew Marshall** currently serves as the allied agriculture representative on the board of the American Commodities Distribution Association.

41



Mr. Raul Giboudot

WUWM Board Member, Argentina

Raúl Rolando Giboudot is a distinguished figure in agribusiness and public accounting. He holds a degree in Public Accounting from the Universidad de Buenos Aires and is a Professor of Taxation at the Universidad Católica de Bernal. **Raúl Giboudot** is a founding member of various organizations and has held key roles in influential agricultural associations. He notably served as Secretary General of FLAMA and CAAF.

Raúl Giboudot's global impact includes leadership roles in the World Union of Wholesale Markets. Currently, he is Vice President of FLAMA,

a Director at WUWM, and CEO of Mercado Central de Berazategui. He also advises the Ministry of Agricultural Development in Buenos Aires Province and coordinates the Wholesale Horticultural Markets Committee.

Raúl Giboudot's entrepreneurial ventures span both national and Latin American agro-alimentary sectors, and he contributes to legislative discussions in Argentina. His extensive contributions in education, public service, and agribusiness demonstrate a remarkable dedication to the industry.



Dr. J. S. Yadav

WUWM Board Member & Managing Director, National Council of State Agricultural Marketing Boards (COSAMB), India

Dr. J. S. Yadav holds the degree of Ph.D. (Economics) from Maharishi Dayanand University, Rohtak. He has legendary saleable experience of training, research, and consultancies in the field of agricultural marketing and agribusiness. Started his carrier in 1979 with Govt. of Haryana, Dept. of Agriculture as Statistical Supervisor. More than 25 years in the level of Director and Above in Centre, State and Corporate (1992-2017). Now holding the post of Managing Director, National Council of State Agricultural Marketing Boards, (COSAMB) August-2017 onwards Also the Director of World Union of Wholesale Markets (WUWM), The Netherland and for the last so many years.

He possessed quite rich experience from the last 40 years in the field of Strategic Planning, Profit Centre Operations, Business Development,

Policy Formulation and General Administration. A strong blend of Academics and practice in agricultural marketing & agribusiness. He is also the First Founder of Modern Terminal Market in India. He is also author the books namely "Horticultural Marketing and Exports", "Agricultural Marketing and Market Planning", "Modern Trends in Agricultural Marketing", "Evaluation of Agricultural Extension". Also done a hundred projects/reports related to Agricultural Marketing and Act.

His area of interest, apart from his core area is developing others: ability to encourage and support the long-term development of others by providing coaching and feedback on competencies and arranging learning opportunities.

42



Mr. Mateo Rattagan

Founder of Tibó

Mateo Rattagan, founder of Tibó, an all-in-one tool for fresh food wholesalers. Incubated at Rungis in 2022, he holds a master's degree in innovation and technology from Sorbonne. He was also awarded the Impact Entrepreneurs Award by the IDB.



Mr. Altivo R. A. de Almeida Cunha

**Consultant for Wholesale Markets and Agro-Food Systems
FAO / UN Regional Office for Latin America and the Caribbean**

Agricultural Engineer, Doctor in Economics. He is a consultant to the Food and Agriculture Organization FAO/UN in the regional office for Latin America and the Caribbean, acting in international cooperation on the topics of Food Supply, Food Security and Wholesale Markets. He is also a

consultant to the United Nations Development Program UNDP/UN, the FAO Investment Center and the World Bank on the topic of Wholesale Markets and Supply. He was President Director and Technical Director of the Supply Centers of Minas Gerais - CEASAMinas, Brazil.



Mr. Maximo Torero

Chief Economist at FAO, Peru

Maximo Torero Cullen is the Chief Economist of the Food and Agriculture Organization (FAO). He joined the Organization in January 2019 as Assistant Director-General for the Economic and Social Development Department. Prior to joining FAO, he was the World Bank Group Executive Director for Argentina, Bolivia, Chile Paraguay, Peru and Uruguay since November 2016 and before the Bank **Mr. Torero** led the Division of the Markets, Trade, and Institutions at the International Food Policy Research Institute (IFPRI). His major research work lies mostly in analyzing poverty, inequality, importance of geography and assets (private or public) in explaining poverty, and in policies oriented towards poverty alleviation based on the role played by infrastructure, institutions, and on how technological breakthroughs (or discontinuities) can improve the welfare of households and small farmers. His experience encompasses Latin America, Sub-Saharan Africa, and Asia.

Mr. Torero, a national of Peru, holds a Ph.D. and a master's degree in economics from the University of California, Los Angeles (UCLA), and a Bachelor's degree in Economics from the University of the Pacific, Lima, Peru. He is a professor on leave at the University of the Pacific, Perú, and an Alexander von Humboldt Fellow at University of Bonn, Germany, and has also published in top journals (QJE, Econometric Theory, AER-Applied Microeconomics, RSTAT, Labor Economics and many other top journals).

Mr. Torero has received in 2000 the Georg Foster Research Fellowship of the Alexander von Humboldt Foundation, won the Award for Outstanding Research on Development given by the Global Development Network, twice, in 2000 and in 2002, and received the Chevalier de l'Ordre du Mérite Agricole in 2014.

43



Dr. Marcela Villegas Silva

General Coordinator of the Central Supply of Mexico City

Was appointed General Coordinator of the Mexico City Supply Central on August 7, 2020, by Dr. Claudia Sheinbaum, head of Government of CDMX. On August 24 of the same year, she was elected General Administrator of the CEDA, by the Technical Committee of the Trust for the Construction and Operation of the Central de Abasto.

Marcela Villegas Silva is an economist, graduated from the National Autonomous University of Mexico; she has a master's degree in economics, from the Center for Economic Research and Teaching, and a doctorate in social sciences, from the Metropolitan Autonomous University, Xochimilco Unit. She completed two postdoctoral stays at the National Polytechnic Institute. From 1991 to 2018 she carried out research and teaching

activities at the higher and postgraduate level at the Technological Institute of Higher Studies of Monterrey, the National Autonomous University of Mexico and the Metropolitan Autonomous University, among other academic institutions. She participated in international conferences and published articles in various specialized magazines.

From December 2018 to early 2020, she was in charge of the Executive Directorate of Innovation and Projects at the Central de Abasto, where she directed the ITACATE food collection center project and the health strategy to face COVID-19. In collaboration with the Food and Agriculture Organization of the United Nations (FAO), she developed a circular economy model at CEDA.



Mr. Steve Bawa

Fruits & Veggies Global Ltd, Nigeria

Steve Bawa is the Founder and CEO of Fruits & Veggies Global Limited, an aggregator as well as an agro-processing company focused on food-service operators in Nigeria. Prior to setting up Fruits & Veggies in 2010, he was the CEO of Integrated Dairies Limited/Farm Fresh for 8 years.

Steve Bawa has over 30 years of post-graduation experience that cuts across financial services, Consulting, Investment Banking, Business Turn-around, and Food and Agriculture sectors at senior management and board levels. Steve is an alumnus of New York University, the London School of Economics & Political Science, and

HEC Paris. He had his first degree in Economics from ABU, Zaria and is a Certified Management Consultant.

The World Bank estimates that Africa's food markets could be worth a trillion dollars by 2030. Africa is a very challenging market but offers one of the most interesting opportunities globally and with a population expected to be 1.7 billion by 2030, I expect that this conference will offer a platform for strategizing and collaborating on how to modernize our wholesale and retail markets to meet with expectations of Africa's young and dynamic population by 2030.



Dr. Ann Trevenen-Jones

Global Alliance for Improved Nutrition (GAIN)

Dr. Ann Trevenen-Jones leads GAIN's Food Systems Governance programme which adopts a participatory approach, informed by evidence and best practice, to interpreting food systems and nutrition policy into effective, locally owned delivery. Where best practice encompasses local interpretations, agility and social and technological innovation. This programme advocates for just, resilient and sustainable food systems transformation that facilitates prosperous livelihoods and access to a diversity of affordable and safe staple and nutritious foods – especially for those most vulnerable to malnutrition like those living on low incomes.

Traditional/Wet food markets, wholesale markets and informal food sector SMEs, as well as local-city governance in countries in Africa and Southeast Asia are strategic entry points systemically leveraged for impact locally, regionally and across sectors and government levels. **Dr. Ann Trevenen-Jones** is the GAIN representative and co-lead together with FAO, ICLEI and United Cities and Local Governments (UCLG), of the working group secretariat of the UNFSS Coalition on Sustainable and Inclusive

Urban Food Systems. She also represents GAIN at the rural-urban interface of the Transforming Urban and Rural Food Systems (TURFS) Consortium.

Markets of various sizes and formality – from traditional food markets to wholesale and regional food markets – are strategic places within food systems and governance where people come together to buy, sell and talk about food.

The Global Alliance for Improved Nutrition (GAIN) adopts a co-designing and innovative approach to its integrated markets and food systems governance interventions which focus on accelerating action towards the goal of inclusive, resilient and sustainable food systems that facilitate access to a diversity of affordable, safe staple and nutritious foods.

WUWM is a valued partner of GAIN and we look forward to sharing and learning more during the 2023 conference about creative solutions, modernization and climate smart infrastructure, enhancing connections between different sized markets and food sectors and approaches to management and governance.



Mr. Javier Esquillor

Capillar IT, Spain

Javi Esquillor, Space & environmental MSc, is co-founder of capillar IT, a tech company that focuses on how to raise conventional commerce competitiveness connecting logistics, payments and data services. Today he coordinates the development of the digital infrastructure for designing and operating low carbon urban logistics that make commerce more competitive and sustainable. He

has also guided a project showing the potential and roadmap of decarbonizing the last mile of Guadalajara Metropolitan Area, Mexico. He targets on fresh food wholesale markets as key infrastructures to cope in the most effective way with the pressure that the digitization of consumption is putting on conventional commerce, the city fabric, and the environment.



Sponsors



