



2023

Annual Report

The World Union of Wholesale Markets

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Mr. Stéphane Layani

WUWM Chairman

Dear Members and Friends of the World Union of Wholesale Markets,

As Chairman of the WUWM, I am pleased to present our Annual Report for 2023. This year has been marked by significant achievements, dynamic changes, and strengthened global partnerships. The pinnacle of our year was undoubtedly the 2023 WUWM Cancun Conference. Under the theme "The Future of Food Markets: Modernizing Wholesale and Retail Markets to Meet Customer Expectations by 2030," the event gathered more than 400 delegates. The outcomes of the conference include implementing online ordering systems to streamline the buying process for customers, saving them time and money. Additionally, digital traceability tools can provide consumers with greater transparency regarding the origin and quality of their food.

At the beginning of the year, we welcomed Dr. Valérie Vion as the acting WUWM General Secretary. Her leadership marked a period of transition and renewal for our organization. In May, Dr. Vion officially assumed the full position of WUWM General Secretary, solidifying our leadership team.

Throughout 2023, WUWM facilitated the exchange of best practices with delegations from Germany, China, Australia, the USA, Romania and Saudi Arabia visiting other WUWM members worldwide. These initiatives exemplified our commitment to connecting members and enhancing market expertise globally.

We gathered during the launch of the Love Your Local Market campaign, initiated for the first time simultaneously in France and Germany, highlighting the importance of retail markets. In July, our engagement with China, including my visit for the agricultural trade conference organized by the WUWM Asia Pacific Chairman and the delegation's visit to Xi'an Wholesale Market, emphasized our commitment to fostering international cooperation.

This year, we renewed our Memorandum of Understanding with the FAO to reduce food loss and waste. We also supported the International Day of Awareness of Food Loss and Waste (IDAFLW) on September 29th. WUWM was honored with an award from the Gourmand Award 2023 for the best free publication in the world in Saudi Arabia. The WUWM secretariat visited several members in 2023 to strengthen our connections, including San Francisco, Toronto, Mexico City, Ecatepec, Cancun, Bogota, Cali, Riyadh, Xi'an, Brussels, Rungis, and Toulouse.

This year has been marked by progress and achievement. I want to express my sincere gratitude to our members, partners, and the dedicated WUWM team. Together, we are forging a resilient and sustainable future for wholesale markets worldwide.

Sincerely,

Stéphane Layani
WUWM Chairman

Chairman's foreword

Organizational Chart

Board of directors



Stéphane Layani
Chairman | Rungis, France



Giannis Triantafyllis
Vice Chairman | Athens, Greece



Zengjun Ma
Asia-Pacific regional Group Leader | China



Fabio Massimo Pallottini
European Group Leader | Italy



Arturo Salvador Fernandez Martinez
Americas regional Group Leader | Mexico



Eva Marone
Treasurer & Africa regional Group Leader | Ivory Coast



Dr. Jagvir Singh Yadav
Director | India



Eliane Steinmeyer
Director | Germany



Raul Giboudot
Director | Argentina



Laurent Nys
Director in charge of WUWM conferences | Belgium

WUWM secretariat



Valérie Vion
General Secretary | Netherlands



Hermine de Nantois
Policy Advisor & Executive Assistant | Netherlands

Board of directors



Jean-Paul Auguste

Retail Markets
Group Leader | France



Natasa Putnik

Director | Serbia

In 2023, the World Union of Wholesale Markets' board of directors met five times to discuss the organization's direction and challenges. Two of these meetings were held in person, including during the Love Your Local Market (LYLM) celebration and at the WUWM's annual conference in Cancun, providing opportunities for direct interaction among members.

The year was marked by major events. Valérie Vion was appointed General Secretary on an interim basis to succeed Mrs. Carrara starting February 10, 2023. Her appointment as permanent General Secretary was confirmed on June 1, 2023. This change resulted from thorough deliberations within the board, aiming to ensure a smooth and effective transition. Additionally, a significant strategic decision was made regarding the WUWM's headquarters, which was relocated from the Netherlands to France. This decision was motivated by several factors, including the lack of WUWM members in the Netherlands, as well as the opportunity to have a larger office and meeting space offered free of charge at the Rungis market, facilitating the organization's administrative activities.

Looking ahead, the board of directors approved the organization of three major conferences: in **Bangkok in May 2024**, in **Rimini in October-November 2024**, and in **Brussels in November 2025**. In parallel, efforts are underway to identify candidate markets to host future WUWM conferences, with particular attention to Africa and Central Asia. Additionally, to assess the needs and preferences of members, a questionnaire was developed and sent to the entire WUWM community. The results are currently being analyzed to guide future decisions. Furthermore, the WUWM board requested the organization of a stand at Fruit Logistica 2024 in Berlin to offer a place for members to showcase their markets. Finally, the board of directors expressed its commitment to revitalizing regional groups, recognizing their importance in fostering collaboration and expertise sharing among WUWM members at the local level.

In conclusion, the WUWM's board of directors remained dynamic and proactive in 2023, making strategic decisions and laying the groundwork for future growth, with the aim of strengthening the WUWM's crucial role in the development of fresh fruit and vegetable wholesale markets worldwide.

WUWM in events



JANUARY

→ **Leadership Change:** Valérie Vion assumes the acting position of WUWM General Secretary.



MARCH

→ **Outreach:** GFI (German members) visit Rungis markets for knowledge sharing and networking.



MAY

→ **Leadership Change:** Valérie Vion takes the full position of WUWM General Secretary following Eugenia Carrara's departure.

→ **Advocacy:** WUWM joins the Love Your Local Market campaign, promoting fresh food markets.

→ **Outreach:** WUWM secretariat visits five-members in Mexico.

APRIL

→ **Membership:** WUWM welcomes new member Northern Farmers by visiting Brussels wholesale market.

→ **Research:** MIT publishes research on reducing food loss and waste.





JUNE

- **Advocacy:** WUWM Vice-Chairman presents the role of wholesale markets at PPS conference, Toronto.
- **Outreach:** WUWM secretariat visits Toronto wholesale market.
- **Outreach:** CEO of SF Market visits Rungis markets with WUWM secretariat.

JULY

- **International Engagement:** WUWM Chairman visits China for a conference on agricultural trade organised by the WUWM Asia Pacific director.
- **Outreach:** WUWM delegation visits Xi'an Wholesale Market in China.





AUGUST

→ **Benchmarking:** CEO of South Australian Produce Markets, accompanied by the Minister for Primary Industries & Regional Development, visits WUWM European markets.



→ **International partnerships:** FAO and WUWM renew MoU for food loss reduction.

→ **Outreach:** WUWM secretariat visits Colombian wholesale markets: Corabastos and Cavasa.



SEPTEMBER

→ **Industry Expertise:** WUWM General Secretary and CEO of Simab were panelists at the International Food Forum in Paris on Food Security.

→ **Outreach:** Joburg wholesale market visits Rungis markets for knowledge sharing with WUWM secretariat.

→ **Global Initiative:** A global effort against food waste is underway, with initiatives in Italy, France, Spain, Belgium, and Poland rescuing millions of kilograms of food for those in need.

OCTOBER



→ **Outreach:** Riyadh Wholesale Market executives visit WUWM members in Europe.

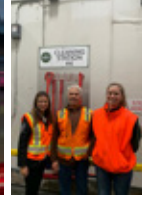
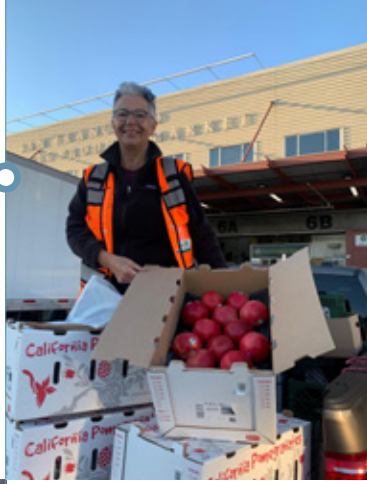
→ **WUWM conference:** 2023 WUWM Cancun Conference



NOVEMBER

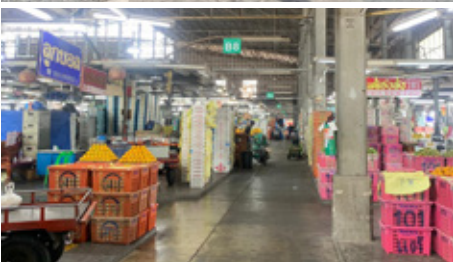
→ **Outreach:** WUWM secretariat visits San Francisco Wholesale Market.

→ **Recognition:** WUWM awarded for best publication of the world in Saudi Arabia.



DECEMBER

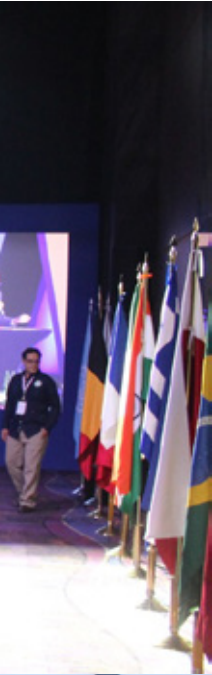
→ **Advocacy:** WUWM Vice-Chairman supports EU food waste prevention initiatives.





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





2023 WUWM Cancun Conference

In October 2023, CONACCA hosted in Cancun, Mexico the World Union of Wholesale Markets (WUWM) annual conference on "The future of Food Markets: modernizing wholesale and retail markets to meet customer expectations by 2030." Gathering 416 delegates from 64 countries, the event spotlighted the role of wholesale markets in the global food system.

As the 4th in global biodiversity, 11th in agricultural production, and 10th in agrifood exports, Mexico exemplifies a leading force in the food landscape. The conference showcased Mexico's prominence and explored its potential to inspire worldwide market innovations. Amidst global challenges, wholesale markets emerged as linchpins for food security, combating food waste, and ensuring equitable access to affordable food. Discussions emphasized the need for resilient food distribution systems to tackle evolving population dynamics and external shocks. Consumer preferences, especially towards sustainability, drove conversations. Embracing sustainable practices, including decarbonizing supply chains, emerged as a priority to meet evolving consumer expectations while promoting environmental well-being.

Beyond commerce, wholesale markets play an important role in hunger reduction, supply chain facilitation, and food safety standards enforcement. Acknowledged by the FAO for their role during the pandemic, wholesale markets serve as essential public service assets. Recognizing the need for adaptation, the conference stressed modernizing market infrastructure and governance. Focus areas included promoting local products, supporting family farms, and implementing solutions to minimize food waste. Aging infrastructure, operational inefficiencies, and environmental concerns were openly addressed. Solutions encompassed robust digitalization, infrastructure upgrades, and a commitment to social responsibility, including decarbonization and sustainable practices. The conference echoed as a potent call for collaboration and innovation. By fostering cooperation among stakeholders, we can navigate evolving market challenges and meet customer demands while ensuring a sustainable and secure food future worldwide.

In summary, the WUWM 2023 Conference in Cancun served as a pivotal moment for shaping the future of food markets. Through collaboration, innovation, and adaptation, we can pave the way for a resilient and sustainable food system, meeting the needs of both present and future generations.

→ Asia Pacific



Mr. Ma

**Chairman of the Asia Pacific
Regional Group (APRG)**

In recognition of the challenges posed by the Covid-19 pandemic, the APRG developed a dedicated newsletter to serve as a communication channel for members. This newsletter provided regular updates on important developments within the industry. As the industry representative, the China Agricultural Wholesale Markets Association (CAWA) organized two international conferences in 2023. These conferences, which included an industry conference and a New Year symposium, served as platforms for discussing the current state and future prospects of China's agricultural product circulation industry, encompassing both upstream and downstream sectors. The WUWM Chairman, the WUWM Secretariat and representatives from the Asia-Pacific market were invited to participate in these conferences, fostering knowledge exchange and mutual learning opportunities.

The APRG actively facilitated visits between member markets. Delegations from Australia, New Zealand, Indonesia, and other countries were hosted by the APRG, providing them with opportunities to visit China's wholesale markets. The APRG encouraged member to visit China, with the aim of strengthening communication and cooperation between China's agricultural markets and others markets in the Asia-Pacific region. The Working Group played a key role in facilitating these exchange visits, both to China and to other countries within the region.

The APRG conducted valuable research initiatives focusing on the domestic circulation industry and the fruit market. The findings from these research projects provide essential data to inform industry decision-making.

The APRG actively supported collaboration between industry associations and enterprises. This included facilitating a visit by the Australian Apple Pear Association to the Beijing Xinfadi Wholesale Market. Additionally, the APRG assisted the Korea Agriculture and Fisheries Food Distribution Corporation in promoting Korean colored peppers by helping to identify potential partners interested in receiving samples. The APRG also played a role in supporting the activities of the Korea Rice Processing Food Association.

→ Europe



Dr. Pallottini

Chairman of the European Regional Group

In 2023, the WUWM European Group focused on revitalizing in-person activities and strengthening their strategic importance in the food sector. Key events included participation in several prominent fairs and exhibitions across Europe, such as Fruit Logistica in Berlin, Macfrut in Rimini, Seafood Expo in Barcelona, and Fruit Attraction in Madrid.

A notable highlight was the group's involvement in a survey by the Joint Research Centre (JRC) of the European Commission. This survey aimed to map risks and vulnerabilities in the EU food supply chain, contributing to the "European Food Security Crisis preparedness and response Mechanism (EFSCM)."

The "Food Hub" Project, which began in 2022, concluded successfully in May 2023. This initiative focused on Italy's main Wholesale Markets, promoting the seasonality of seafood and improving marketing capabilities within the fishing sector through various events, including tastings and show-cooking.

A significant milestone was reached in June when the European Parliament adopted a Resolution recognizing the strategic importance of Wholesale Markets in the food sector. This resolution emphasized the role of these markets in logistics, wholesale distribution, and large-scale food production and processing, highlighting their essential services.

In July, the group participated in the United Nations International Summit on Food Security in Rome. The leader of the European Group, Mr. Pallottini, contributed to the discussions, emphasizing the importance of Wholesale Markets in achieving sustainable and resilient food systems, aligning with the 2030 Agenda's "Zero Hunger" goal.

A major event titled "Wholesale Markets: the Center of European Agribusiness" was held in Brussels in September. This event, organized in collaboration with Italian MEP Salvatore De Meo and Italmercati, aimed to enhance the role and importance of Wholesale Markets at various levels. Key sector representatives, including WUWM Vice President Ioannis Triantafyllis, participated, advocating for the formal recognition of Wholesale Markets in European legislation.

The group also focused on preparing a policy paper for the EU institutions to secure an official role within the EU Agriculture Commission. An initiative to create a platform for sharing price information within European Wholesale Markets was announced, aimed at fostering transparency and better data usage across the EU.

In October, the group joined a European Commission webinar on food waste, discussing monitoring techniques and sharing case studies. Additionally, during "World Food Day" in Rome, a dialogue was initiated with the European representation of the World Farmers Markets Coalition to promote collaboration between Retail Markets and Wholesale Markets.

Throughout 2023, the WUWM European Group emphasized the need for Wholesale Markets to be recognized as key interlocutors for EU institutions, promoting a sustainable supply chain of fresh and safe food products.

→ Americas



Mr. Arturo Salvador Fernández Martínez
Director & WUWM Americas Regional Group Leader

Could you introduce us to your role within the WUWM?

In my role as Director and Leader of the Americas Regional Group, I perform functions inside and outside the WUWM; Internally, I coordinate the representatives of North America, Central America and the Caribbean, and South America, in the programming and implementation of promotional actions in favor of wholesale and retail food markets, periodic virtual meetings and various diagnostic studies. Outside the World Union, I participate in the organization and presence of WUWM in global events in food's sector, in the links and agreements with regional and international organizations on agriculture, trade and food, among other important actions.

What are the main missions of WUWM Americas Regional Group?

- Strengthen the brotherhood and unity between the representatives and countries that participate in WUWM Americas Regional Group.
- Through formal linkage and invitation, increase the number of countries that participate in WUWM and Americas Regional Group.
- Organize periodical meetings, virtual and in-person, around productive, commercial or food issues of importance to the regions of North, Central and South America.
- Promote face-to-face meetings and assemblies to address priority problems and renew the leadership of organizations such as the Supply Markets Latin American Federation (FLAMA).
- Promote the presence of North, Central and South America on the WUWM Board of Directors.

What were the results of the WUWM Cancun 2023 Conference?

Under the title "The Future of Food Markets: Modernizing Wholesale and Retail Markets to Meet Customer Expectations by 2030", CONACCA organized the World Union of Wholesale Markets (WUWM) Conference managing to bring together 416 delegates from 64 countries. With excellent results in the Activities Program, made up of the WUWM Board Meeting, the Welcome Cocktail, the Opening Ceremony, the Plenary Sessions, the Dialogue Tables, the Wholesale Market Presentations, the Technical Visit and Tour in the Cancún Supply Center, the Regional Group Sessions, as well as the Closing Ceremony and Dinner, the WUWM Conference 2023 Cancun, Mexico, culminated as one of the best events in WUWM's history, with the best of culture and Mexican folklore, fusing cultures and nationalities. In summary, the WUWM Cancun 2023 Conference represented a crucial moment in shaping the future of food markets. Through collaboration, innovation and adaptation, we have been able to smooth the way towards resilient and sustainable food systems, which satisfy the needs of present and future generations.

What are the priority projects for Americas Regional Group in the coming year?

- Consolidation of national networks of Wholesale Markets.
- Technical communication positioning strategy of the American Regional Group's actions, at a regional and global level.
- Conducting regional seminars for Wholesale Markets.
- Promote dialogue and the exchange of good practices.
- Give impetus to the development of studies and technical notes.
- Promote the exchange of experiences to strengthen capacities.

→ Africa



Ms. Eva Marone

Chairman of the African
Regional Group

Could you please introduce your role within WUWM?

Board member, Treasurer and Director of the Africa-Middle East regional group of the WUWM.

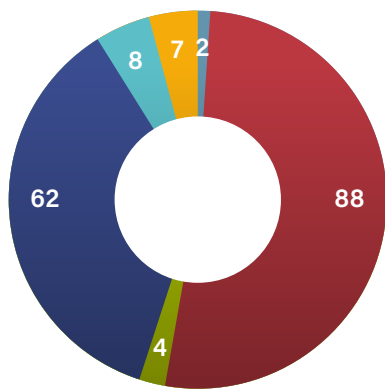
What are the main missions of the WUWM Africa group?

The group seeks to increase the coopération with African and middle eastern markets and to increase awareness on the WUWM s sustainable goals. Specifically, Africa which is largely concerned with the issues of food security and sustainable distribution systems is underrepresented in our organisation, and we are aiming to change that. Our middle eastern members have a lot to offer in terms of cooperation regarding best practices and business opportunities. That is why we also want to focus our efforts on that area which is also underrepresented and extend our reach.

What are the priority projects for the Africa group in the coming year?

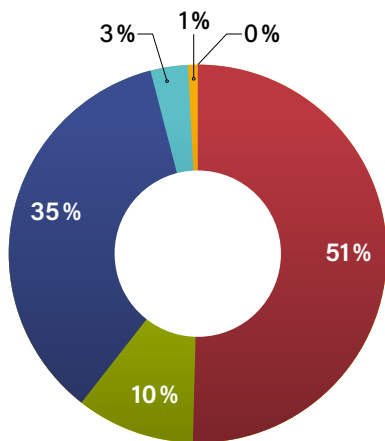
In the coming year the WUWM will hold its first international conference on the African continent. We are very excited for this major event that we see as an opportunity to reach out to many african markets and to foster collaboration. We thank our future host market for their commitment.

Membership and financial overviews



Distribution of WUWM members by category

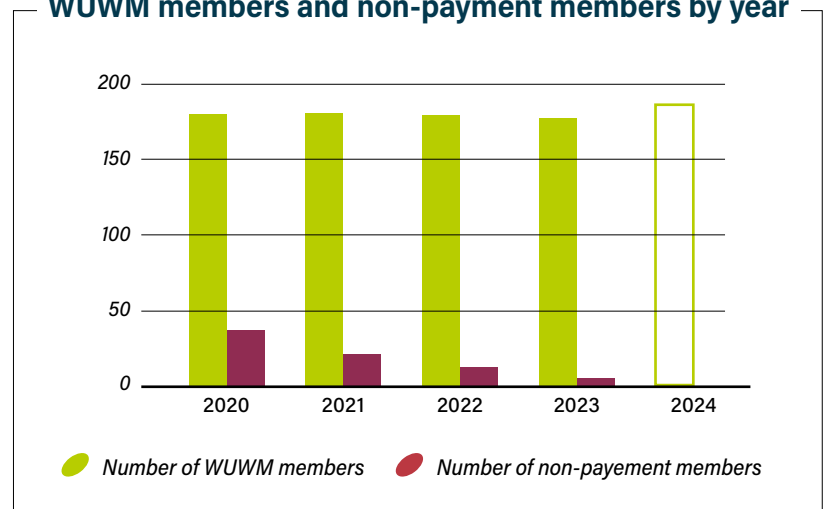
Members up-to-date with their 2023 membership fees



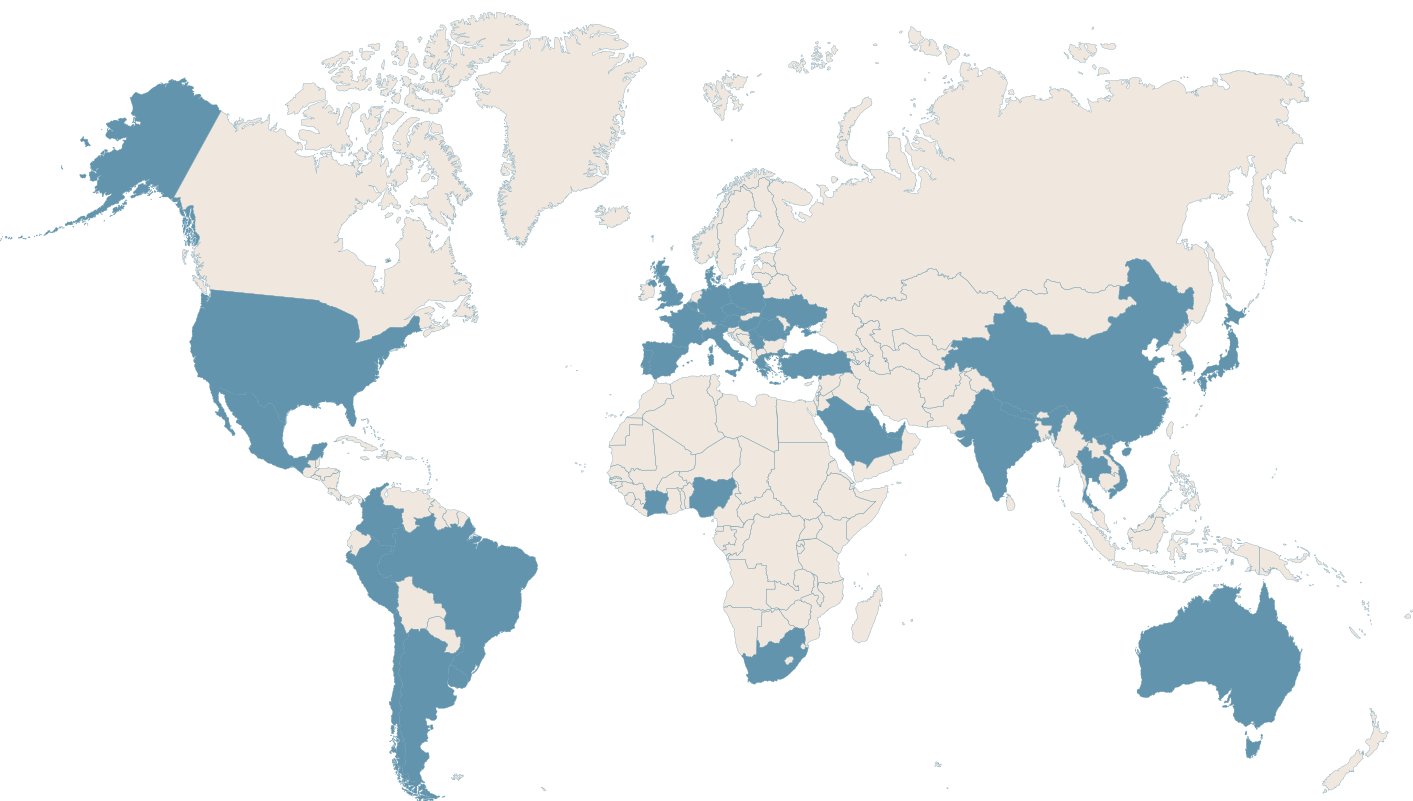
Distribution of cotisation by category

We're pleased to report stable membership numbers for the World Union of Wholesale Markets (WUWM) over the past four years, with 177 members in 2023. The secretariat's dedication to membership retention, coupled with stricter enforcement of dues policies, resulted in a significant decrease in non-paying members in 2023. This decrease, from 44 in 2019 to just 6 in 2023, represents the lowest level of non-payment in recent years. As a result, the WUWM's financial health has improved. The positive impact of these efforts, combined with ongoing outreach initiatives, positions the WUWM for continued membership growth in 2024.

WUWM members and non-payment members by year



The WUWM maintained a strong financial position in 2023, primarily due to consistent membership fees from a variety of member categories. This stable income allowed the WUWM to effectively allocate resources towards its mission of promoting global cooperation and development within the wholesale market sector. While the WUWM experienced a slight decrease in membership numbers during the year, the overall membership base remains healthy, reflecting the organization's continued value to its members. Despite this minor challenge, the WUWM's financial health remains robust, ensuring its ability to serve its members worldwide and contribute to the growth of the wholesale market network.



Summary of the 2023 WUWM General Assembly

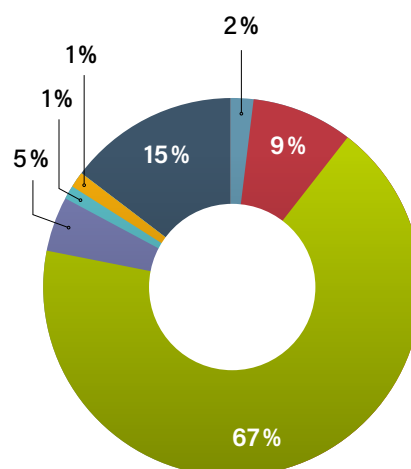
The 2023 General Assembly of the WUWM held in Cancun, with both in-person and online participation. During the assembly, the amendments approved at the 2019 Belgrade Board meeting were ratified. These amendments included an increase in the number of Board members and an extension of their terms.

Mr. Layani announced the decision to transfer WUWM's headquarter to France. The new offices in France will be provided free of charge until 2049. Financial matters were addressed by Ms. Marone, WUWM Treasurer, who presented the financial statements for 2021 and 2022 via video conference. The financial outlook for 2023 was optimistic, showing positive projections bolstered by significant support from sponsors.

Looking ahead, Ms. Vion outlined the organization's upcoming activities, which include:

- **Fruit Logistica:** 7-9 February 2024, Berlin (Germany)
- **2024 WUWM Bangkok Conference:** 15-18 May 2024 (Thailand)
- **LYLM Campaign** in Chester: May 2024 (UK)
- **2024 WUWM Rimini Conference:** 30 October - 2 Nov. 2024 (Italy)
- Continued collaboration with the FAO.

The assembly concluded with a strong emphasis on collaboration, financial transparency, and the strategic relocation to France, all aimed at enhancing WUWM's global market operations.



Distribution of net incomes by geographical area

Conclusion



Ms. Valérie Vion
WUWM General Secretary, Netherlands

Throughout 2023, we witnessed a continued dedication to our core mission: fostering collaboration and innovation within the global wholesale market sector. From welcoming new members to renewing our crucial partnership with the FAO, to physical meetings such as the 2023 WUWM Cancun conference, 2023 has been a year of significant progress.

However, 2023 serves as a springboard for an even more impactful year ahead in 2024. We are excited to announce the participation of the WUWM in Fruit Logistica in Berlin in February 2024. This year also marks a significant milestone with the first-ever WUWM conference in Southeast Asia, taking place in Bangkok in May 2024. Additionally, a conference in Rimini, Italy, will further solidify our global reach in October 2024.

Recognizing the power of collaboration and exchanges, we plan to establish working groups within the WUWM community. These groups will propose collaborative projects designed to empower our members and address key industry challenges such as logistics and food losses and waste. We are confident that this initiative will foster innovation and drive positive change within the wholesale market landscape.

I want to express my sincere gratitude to our members, partners, and the WUWM board for their strong support throughout 2023. Together, we have laid a solid foundation for a year brimming with impactful activities in 2024. I am confident that the coming year will be a defining one for WUWM, solidifying our position as a vital force in shaping the future of wholesale markets.

Valérie Vion
WUWM General Secretary

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