

Be part of the world's largest Wholesale Markets network



The World Union of Wholesale Markets unites **189 markets** in the fresh food sector, spanning wholesale markets, retail markets and food organizations in **49 countries** across **5 continents**. Together, we're advancing sustainable, inclusive and resilient food systems.

OUR MISSION

At WUWM, we are transforming fresh food markets worldwide through:

- **Innovation:** driving cutting-edge technologies to revolutionize food systems.
- **Sustainability:** leading the charge for greener, more efficient practices.
- **Accessibility:** ensuring nutritious, fresh food is available to all.

TOGETHER, WE ARE CREATING A FUTURE WHERE FRESH FOOD IS ACCESSIBLE, AFFORDABLE AND SUSTAINABLY PRODUCED FOR EVERYONE.

A world map with a dark blue background. The landmasses are white, and several regions are highlighted in yellow: North America (USA and Canada), Mexico, Central America, the Caribbean, South America (Colombia, Venezuela, Ecuador, Peru, Brazil, Chile, Argentina, Uruguay, Paraguay, and Bolivia), Europe (Ireland, UK, France, Germany, Poland, Czech Republic, Slovakia, Austria, Hungary, Switzerland, Italy, Spain, Portugal, Greece, and Turkey), Russia, China, India, Southeast Asia (Thailand, Vietnam, Laos, Cambodia, Myanmar, Philippines, Indonesia, Malaysia, and Singapore), and Australia.

Global impact: transforming food systems



“ With global food demand expected to increase by 50% by 2050 and urban populations set to drive much of this demand, WUWM is committed to making distribution of fresh nutritious food more sustainable, efficient, and accessible.”

Stéphane Layani
WUWM Chairman

WUWM supports the fresh food sector by enabling the supply of over 2 million tons of produce daily to serve 3 billion consumers worldwide. Our wholesale markets are the backbone of global food security, ensuring high-quality, nutritious food reaches urban and rural communities alike.

OUR ACTIVITIES & 2025 CALENDAR

Conferences and events: two major global conferences annually to bring together market leaders and stakeholders.

- 5-7 February 2025: Fruit Logistica, Berlin
- 14-16 May 2025: WUWM Johannesburg Conference
- 30 September - 2 October 2025: Fruit Attraction, Madrid
- 5-7 November 2025: WUWM Brussels Conference

Workshops and webinars: sharing expertise in sustainable practices, logistics, and urban resilience.

Advocacy campaigns: partnering with organizations like FAO, IFPA, AIAM5 to combat food waste and promote green policies.

- May 2025: Love Your Local Market Campaign
- 29th September 2025: International Day of Awareness of Food Loss and Waste (IDAFLW)

Policy development: collaborating with global institutions to shape regulation for sustainable food systems, especially at the EU commission.



Driving food sustainability together

Why partner with WUWM? Your partnership enables critical advancements in food supply chains, promotes sustainability and positions your organization at the forefront of the global fresh food movement.

BRONZE Partnership

€7,500

- Logo recognition on WUWM's website
- Mention in newsletters and WUWM reports
- Social media mentions.

SILVER Partnership

€15,000

- Enhanced logo placement with hyperlink on WUWM's website
- Mention in newsletters and WUWM reports
- One article in one newsletter
- Highlighted recognition at events
- Features on social media
- Partnership banner advertisement on WUWM booths during fairs.

GOLD Partnership

€25,000

- Premium logo positioning with hyperlink
- Mention in newsletters and WUWM reports
- One article in one newsletter
- Highlighted recognition at events
- Features on social media
- Dedicated article in annual report
- 2 free registrations for WUWM conference
- Partnership banner advertisement on WUWM booths during fairs.

PLATINUM Partnership

€50,000

- Priority logo placement with hyperlink
- Mention in newsletters and WUWM reports
- One article in one newsletter
- Highlighted recognition at events
- Features on social media
- Participation in conference
- Headline sponsorship at events
- Full-page feature in annual report
- Exclusive access to WUWM's global leaders
- 4 free registrations for WUWM conference
- Partnership banner advertisement on WUWM booths during fairs.



Join us in shaping the future of food systems



Be a Partner in global impact

By partnering with WUWM, your organization will play a vital role in transforming the global fresh food sector. Together, we'll address challenges like food waste, supply chain resilience, and climate neutrality while empowering wholesale markets worldwide.

OUR VISION IN ACTION

- Advocate for policies aligned with the UN Sustainable Development Goals (SDGs), especially Goal 2: zero hunger, and Goal 12: responsible consumption and production.
- Promote best practices in sustainable urban food systems.
- Strengthen global collaboration through impactful events, campaigns, and initiatives.

**CONTACT US AND EXPLORE
PARTNERSHIP OPPORTUNITIES!**

**“ By becoming a
WUWM partner,
you join a
global network
of visionaries
shaping
sustainable
and resilient
food systems
for future
generations.”**

Valérie Vion
WUWM General
Secretary

