

World Union of Wholesale Markets

# 2025 Annual Report



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# Chairman's Foreword



In 2025, global food systems continued to face increasingly unprecedented pressure. Climate change, geopolitical instability, economic uncertainty and rapid urbanisation are profoundly reshaping the way food is produced, transported and consumed. In this challenging and evolving environment, I am convinced that wholesale markets have never been more essential.

Positioned at the crossroads between producers, cities and consumers, wholesale markets represent critical infrastructure for food availability, price stability and access to fresh and nutritious products. They are far more than places of trade. They are pillars of food sovereignty, deeply rooted in their territories while fully integrated into national and international supply chains.

Throughout 2025, the World Union of Wholesale Markets has worked with determination to make this role more visible, better recognised and more clearly understood. We were particularly proud to bring together over 195 members from 46 countries, including market leaders, public authorities, international organisations and partners at our two international conferences in Johannesburg and Brussels. These flagship events illustrated both the diversity of regional realities and the shared responsibility we carry at global level.

In addition to these major events, WUWM advanced several concrete initiatives throughout the year. Dedicated working groups addressed topics such as food donation, sustainability and digitalisation, while new cooperation frameworks were developed with institutional partners.

Notably, WUWM chaired the EU Commission Food Donation Subgroup and further strengthened its strategic links with IFPA (International Fresh Products Association) and GAIN (Global Alliance for Improved Nutrition), reinforcing its role as a key connector between wholesale markets and international stakeholders. Technical exchanges and knowledge-sharing activities further strengthened collaboration within our network.

Beyond these milestones, WUWM has strengthened its advocacy and engagement with international institutions. Our voice is increasingly heard in policy discussions on food security, sustainability, food donation and urban food systems. This growing recognition confirms what we experience every day: wholesale markets are not only operational actors, but solution providers – capable of translating policy objectives into concrete action on the ground.

Today, I would like to warmly thank all our members, Board members, regional group leaders, partners and the Secretariat for their commitment and professionalism throughout the year. The strength of WUWM lies in its collective spirit, its diversity and its ability to act together while respecting local contexts.

Looking ahead, my ambition remains clear: to further strengthen wholesale markets as key infrastructure for resilient, sustainable and inclusive food systems – from countries to cities worldwide. By working together, sharing experience and speaking with a common voice, we will ensure that wholesale markets remain at the heart of tomorrow's food systems.

**Stéphane Layani**  
WUWM Chairman

# Board of Directors Meetings

The Board of Directors met twice, in May and November 2025, and played a direct role in setting priorities, monitoring implementation and guiding the Secretariat's work in line with WUWM's mission.

**T**hroughout the year, the Secretariat implemented the **orientations validated by the Board**. A major focus of the Board's work concerned the preparation of the **two international conferences held in 2025**, in Johannesburg (May) and Brussels (November). Board discussions addressed the strategic objectives of both events, their thematic focus, institutional outreach and alignment with WUWM's broader priorities, ensuring coherence between regional dynamics and global positioning.

The Board also closely followed the development of WUWM's **international engagement**, in particular the organisation's cooperation with the **European Commission and the FAO**. This included the consolidation of WUWM's role within the European Platform on Food Loss and Waste, notably through the **co-chairing of the Food Donation Sub-Group**, and the continuation of exchanges on food systems, sustainability and market governance.

Regional dynamics were another recurring topic during Board meetings in 2025. Directors reviewed progress within the **Africa, Americas, Asia-Pacific and Europe regions**, with the strengthening of regional coordination, and preparations for future milestones, including the **handover of the 2026 WUWM Conference to Tianjin, China**.

At the request of the Board, the Secretariat was mandated to strengthen **internal communication and cooperation tools for members**. This led to the successful development and launch of a **dedicated private members' section on the WUWM website** in 2025. The platform now provides a shared document repository, a member directory, networking and exchange spaces, and tools allowing members to share news and initiatives within the WUWM community.

In parallel, the Board welcomed the growth of WUWM's Premium Membership, which increased from five to eight Premium Members in 2025. This development illustrates a growing dynamic among leading wholesale markets to actively use the WUWM network not only as a representative body, but also as a **platform for visibility, communication and international positioning**.

Overall, the work of the Board in 2025 focused on **steering strategic priorities, supporting delivery, and reinforcing the link between governance decisions and concrete outcomes**, ensuring that WUWM remained responsive, coordinated and member-driven throughout the year.



The WUWM Board convened for its first meeting of 2025 in Johannesburg, South Africa, on 14 May 2025.

Board of Directors



**Stéphane Layani**  
Chairman | Rungis, France



**Giannis Triantafyllis**  
Vice Chairman | Athens, Greece



**Zengjun Ma**  
Asia-Pacific  
Regional Group  
Leader | China



**Laurent Nys**  
European  
Regional Group  
Leader | Belgium



**Arturo S.  
Fernandez Martinez**  
Americas Regional  
Group Leader | Mexico



**Eva Marone**  
Treasurer & Africa  
Regional Group Leader  
| Ivory Coast



**Jean-Paul Auguste**  
Retail Markets Group  
Leader | France



**Dr. Jagvir  
Singh Yadav**  
Director | India



**Eliane  
Steinmeyer**  
Director | Germany



**Raul Giboudot**  
Director | Argentina



**Cesare Ferrero**  
Director | Italy



**Natasa Putnik**  
Director | Serbia

WUWM Secretariat



**Valérie Vion**  
General Secretary  
| France



**Hermine de Nantois**  
Policy Advisor & Executive  
Assistant | France

# WUWM Annual Conferences

In 2025, the World Union of Wholesale Markets organised two international conferences, in Johannesburg and Brussels, both considered as major events and complementary pillars of the organisation's annual agenda.

## WUWM Johannesburg Conference 2025

### *The African Edition: Sustainability, Innovation and Inclusivity*

The WUWM Johannesburg Conference, held in May and hosted by Joburg Market, marked a historic moment for the organisation, as it represented the return of a major WUWM global conference to Africa after nearly two decades. Hosted in South Africa, the event brought together market leaders from across the continent, as well as participants from more than 20 countries beyond the African region.

The conference focused on sustainability, innovation and inclusivity, highlighting the central role of wholesale markets in rapidly growing urban environments across Africa. Discussions addressed market governance, infrastructure development, climate resilience, food security and social impact, with a strong emphasis on African perspectives and locally driven solutions. The conference underlined the importance of adapting global strategies to local realities, while positioning African wholesale markets as active contributors to international food system debates.

- **Dates:** 14-16 May
- **Location:** Johannesburg, South Africa
- **Host:** Joburg Market
- **Number of Delegates:** 420





# WUWM Annual Conferences

## WUWM Brussels Conference 2025

### *Leadership, Performance and Transition*

Held in November and hosted by MABRU in Brussels, the WUWM Brussels Conference 2025 provided a complementary and equally strategic perspective. Located at the heart of the European Union, the conference reinforced WUWM's role as a bridge between wholesale market operations and public policy. The conference theme, *Leadership, Performance and Transition*, reflected the evolving responsibilities of wholesale markets in a context of regulatory change, digital transformation and sustainability objectives. Sessions focused on governance, management performance, food donation, digitalisation, logistics and the integration of wholesale markets into urban food policies.

The Brussels Conference also strengthened WUWM's institutional dialogue with European and international partners, confirming wholesale markets as interfaces between policy frameworks and operational realities. By bringing together decision-makers, market managers and experts from multiple regions, the event fostered cross-regional learning and strategic alignment.





- Dates: 5-7 November
- Location: Brussels, Belgium
- Host: Mabru
- Number of Delegates: 370.



# Africa - Middle East Group



In 2025, the Africa - Middle East Regional Group strengthened regional cooperation, promoted the strategic role of wholesale markets, and advanced common priorities through dialogue, institutional engagement and knowledge sharing.

During the year, the Regional Group met three times: twice in person, including meetings held in connection with major WUWM events, and once online. These meetings provided a structured framework for dialogue among market operators, enabling members to address shared challenges while taking into account the specific realities of African and Middle Eastern markets. This dynamic was further reinforced by the organisation of the WUWM Johannesburg Conference, hosted by Joburg Market, which acted as a catalyst for regional cooperation and international visibility.

Discussions throughout 2025 focused on market governance, infrastructure development, food security and climate resilience. Wholesale markets in the region operate in contexts marked by rapid urbanisation, strong demographic growth and high exposure to climate and economic shocks. In this environment, markets play a stabilising role by ensuring continuity of supply, organising food flows and supporting local and regional economies.

A key priority addressed by the Group was the coexistence of formal and informal food systems. Members emphasised the need for progressive and adapted structuring approaches aimed at improving efficiency, hygiene and traceability, while preserving inclusivity and access for small operators. Capacity building, professionalisation and leadership development were identified as essential levers, particularly for market managers operating with limited financial and institutional resources.

The virtual meeting held in December 2025 marked an important milestone in the Group's work. During this session, members reviewed and refined the Africa Regional Manifesto, clarifying priorities related to investment needs, financing mechanisms and the recognition of wholesale markets within national and continental food security frameworks. The meeting also launched the preparation of a 2026 Africa Roadmap, structured around the development of a pan-African collaboration platform, strengthened advocacy with continental institutions, and the definition of an Africa-specific value proposition for wholesale markets.

**“ The meeting held in December launched the preparation of a 2026 Africa Roadmap, structured around the development of a pan-African collaboration platform, strengthened advocacy with continental institutions, and the definition of an Africa-specific value proposition for wholesale markets. ”**

Institutional outreach and network development were also reinforced in 2025. The WUWM Secretariat welcomed representatives from Cameroon into the WUWM network and conducted an institutional mission to Yaoundé and Douala, including meetings with ministries, market stakeholders and professional associations.

Looking ahead, the Africa-Middle East Group aims to consolidate cooperation among markets, support modernisation efforts adapted to local realities, reinforce South-South exchanges, and advance advocacy at continental level, while continuing to assert wholesale markets as anchors of resilient, inclusive and sustainable food systems across the region.

**Ms. Eva Marone,  
Treasurer & Africa Regional  
Group Leader**

# Americas Group



In 2025, the Americas Group continued to play a leading role within the WUWM network, reflecting the scale, maturity and strategic importance of wholesale market systems across Latin America and North America.

The region counts more than 300 wholesale markets across 20 countries, supplying major cities and acting as central infrastructure for food security, economic stability and territorial cohesion. Under the coordination of the regional leadership, 2025 was marked by an intense agenda of activities based on a strong articulation between public authorities and private operators. Exchanges and missions covered more than a dozen countries and focused on reaffirming the essential role of wholesale markets in a context of profound transformation of food supply systems, accelerated by post-COVID changes, evolving consumer demand and digital platforms.

A central priority for the Americas Group was to strengthen the positioning of wholesale markets as organisers of the food chain, going beyond their traditional operational role. Discussions and actions highlighted the need to better integrate family farming, SMEs, logistics operators and retail distribution into structured, transparent and efficient systems, while preserving proximity, cultural food traditions and access to fresh products. This approach was particularly visible through cooperation with national governments, market authorities and regional federations.

Throughout the year, the Group actively participated in major international and regional events, including Fruit Logística São Paulo, meetings of Latin American wholesale markets in Chile hosted by Lo Valledor, and multiple institutional exchanges in Brazil, Mexico and other countries. Training sessions and experience-sharing meetings were also organised in cooperation with the FAO, focusing on governance, food safety, sustainability and market

modernisation. New affiliations further strengthened the network, including the integration of markets from Pernambuco and São Paulo in Brazil, as well as EMMSA in Peru, with ongoing efforts to expand membership in Colombia, Mexico and Argentina.

Governance excellence, sustainability and social impact were recurring themes in 2025. Wholesale markets in the Americas increasingly positioned themselves as platforms for food donation, waste reduction, environmental performance and social inclusion. This dynamic was strongly illustrated by the 2025 WUWM *Manager of the Year* Award, attributed to Eder Eduardo Bublitz (Ceasa Paraná, Brazil), recognising transformative leadership, infrastructure modernisation, sustainability initiatives and large-scale food donation programmes.

The Americas Group also maintained high international visibility through active participation in global policy and professional forums. Representatives of the region contributed to international dialogue within WUWM and beyond, reinforcing the role of the Americas as a source of reference models and operational best practices. This engagement supported cross-regional exchanges, particularly with Europe and Africa, and strengthened WUWM's collective advocacy on food security, sustainability and market governance.

Looking ahead, the Americas Group aims to build on its scale and experience to support innovation, replicate successful initiatives across markets, deepen public-private cooperation and continue contributing concrete solutions to global food system challenges. Through WUWM, the region confirms its commitment to strengthening wholesale markets as strategic infrastructure at the heart of resilient, inclusive and sustainable food systems.

“ Representatives of the region contributed to international dialogue within WUWM and beyond, reinforcing the role of the Americas as a source of reference models and operational best practices. ”

Mr. Arturo S. Fernandez Martinez,  
Director & WUWM Americas Regional  
Group Leader

# Asia-Pacific Group



In 2025, the Asia-Pacific Group activities combined strong domestic structuring efforts, particularly in China, with an ambitious agenda of international exchange and cooperation, reinforcing the Asia-Pacific region as a key driver within the WUWM network.

The Asia-Pacific Group played a central role in advancing the development, modernisation and international positioning of wholesale markets across the region. A major focus of the year was supporting the long-term development of China's agricultural wholesale market sector. In this context, the Comprehensive Guide to China's Agricultural Products Wholesale Market Industry (1984–2024) was published, providing an overview of four decades of market development, governance evolution and structural transformation. The publication now serves as a reference document for professionals, policymakers and institutional partners. This work was complemented by the celebration of the 40th Anniversary of China's Agricultural Wholesale Market Industry, which reviewed the sector's evolution while opening discussions on future development pathways. The event highlighted the strategic role of wholesale markets in food security, logistics performance and agricultural modernisation.

The Asia-Pacific Group also promoted technical upgrading and innovation. The High-Quality Development Conference on Cold Chain in Agricultural Product Wholesale Markets focused on cold chain infrastructure, logistics efficiency and food quality, underlining the importance of wholesale markets in ensuring safe and efficient fresh food distribution. Supporting the internationalisation of Chinese wholesale markets remained another key priority in 2025. The Group facilitated study visits and exchanges, enabling Chinese operators to engage directly with international counterparts. These included visits by SUNHOLA Group to the Maryland Food Center in the United States and by China Yurun Group to Rungis International Market in Paris.

International cooperation was further reinforced through regional and global initiatives. During the WUWM Annual Conference, the Asia-Pacific Regional Group (APRG), under the leadership of Chairman Mr. Ma, organised study tours across Africa, the Middle East and Europe, including South Africa, Kenya, Saudi Arabia, Belgium, Germany, Portugal and the Netherlands. Six major wholesale markets were visited, and exchanges were held with international industry associations representing fruits, nuts, meat and

aquatic products, leading to new cooperative relationships and stronger cross-regional dialogue. At regional level, two Asia-Pacific working group meetings were organised during the year, strengthening exchanges among member markets and fostering cooperation on shared challenges and opportunities.

The Group also welcomed international delegations to China to showcase the scale and diversity of Chinese wholesale markets. This included accompanying a delegation from Mongolia on visits to wholesale markets in Tianjin, Beijing, Guangzhou and Inner Mongolia, combined with symposiums involving CAWA and market executives to explore business cooperation opportunities. The Group also facilitated B2B exchanges with a delegation from the Dutch fishery industry, including visits to the Jingshen Seafood Market in Beijing.

Support for international exhibitions and sectoral cooperation further reinforced the region's global engagement. In 2025, the Asia-Pacific Group supported the Hong Kong AFL and Meet-up in Guangzhou, organised online exchanges with the South African Fruits Association, contributed to the Russian Agricultural and Food Exhibition through business matchmaking activities, and acted as a supporting partner for "Chile Week".

Looking ahead, the Asia-Pacific Group will continue combining domestic sector structuring with international openness. By strengthening infrastructure modernisation, cold chain development and cross-regional cooperation, the Group remains a key contributor to WUWM's global mission and to the development of efficient, resilient and internationally connected wholesale markets.

**Mr. Zengjun Ma,**  
**Director & WUWM Asia-Pacific**  
**Regional Group Leader**

# European Group



In 2025, the Europe Group was one of the most active pillars of the WUWM network, operating at the crossroads of market governance, urban food systems, innovation and public policy.

European activities throughout the year were closely connected to the WUWM Brussels Conference, which played a central role in reinforcing dialogue between wholesale markets, cities, national authorities and European institutions. Held in November and hosted by MABRU, the WUWM Brussels Conference 2025 provided a strategic platform for discussion on leadership, performance and transition. Situated at the heart of the European Union, the event reinforced the role of wholesale markets as operational interfaces between regulatory frameworks and the daily realities of food supply. Governance models, management performance, food donation, digitalisation and logistics were central themes, highlighting how European markets translate policy objectives into concrete operational solutions.

Beyond the conference, the Europe Group played a leading role in shaping strategic reflection within WUWM. In 2025, the European Group led the publication of the position paper “New Wholesale Market Generation”, which sets out a shared vision for the future of wholesale markets in Europe. The paper addresses governance, infrastructure modernisation, digitalisation, sustainability and the integration of markets into urban food strategies, and serves as a reference document both for members and for institutional partners.

European engagement with the European Commission was particularly strong during the year. WUWM continued to act as co-chair of the Food Donation Sub-Group within the EU Platform on Food Loss and Waste, alongside the European Commission. Through this role, European markets contributed operational expertise, data collection and best practices, reinforcing the recognition of wholesale markets as key actors in food donation, waste reduction and social solidarity policies at EU level.

Europe also remained a major hub for international exchange and visibility. In 2025, the region hosted the two leading global trade fairs for the fresh produce sector: Fruit Logistica in Berlin and Fruit Attraction in Madrid, where WUWM maintained an active presence, organised networking events and strengthened partnerships. European members also

**“ In 2025, Europe hosted the two leading global trade fairs for the fresh produce sector: Fruit Logistica in Berlin and Fruit Attraction in Madrid, where WUWM maintained an active presence, organised networking events and strengthened partnerships. ”**

met extensively during the Love Your Local Market (LYLM) 2025 campaign launch in Copenhagen, further reinforcing cooperation between wholesale markets, retail markets and cities.

The attractiveness of European wholesale markets was underlined by the numerous international delegations welcomed throughout the year. Representatives from Australia, Colombia, China, the United Arab Emirates, Brazil, Chile and the United States visited European markets, demonstrating strong global interest in European governance models, logistics performance and integration into urban food systems. These exchanges reinforced Europe’s role as a reference region within the WUWM network.

Looking ahead, the Europe Group will continue to strengthen institutional dialogue, support cities and regions in integrating wholesale markets into food, climate and urban policies, and contribute actively to WUWM’s global advocacy and strategic positioning. Through policy engagement, innovation and international openness, European wholesale markets remain key drivers of resilient, sustainable and inclusive food systems.

**Mr. Laurent Nys,  
Director & WUWM European  
Regional Group Leader**

## 2025 Activities & Initiatives

# WUWM in events



↓ **Brazil Institutional Mission.**  
March. CEAGESP São Paulo •  
CEASA Campinas • São Paulo Fruit  
Attraction. ABRACEN General  
Assembly 2025 (election of Bruno  
Rodrigues). WUWM General  
Secretary speaker – Campinas.



↑ **Fruit Logistica  
- WUWM booth.**  
5-7 February, Berlin  
(Germany). Networking  
cocktail co-organised  
with GFI, FMGF and  
Semmaris-Rungis Market.



↑ **Launch of collaboration  
with the European Commission.**  
January. Food Donation  
Sub-Group – EU Platform  
on Food Loss and Waste.



↑ **Salon International  
de l'Agriculture.** 25  
February, Paris (France).  
Institutional meetings  
with the FMGF (French  
Federation of Wholesale  
Markets).

← **Europe-Africa  
Climate Change  
Summit.** 31 March,  
Marseille (France).

# 2025



↓ **Cameroon Institutional mission.** 13-17 April, Yaoundé & Douala. Ministries meetings  
• Bayam Salam Association • Yaoundé III Market.



↑ **Project for Public Spaces (PPS) Conference.** June, Milwaukee (USA).



↓ **International launch of Love Your Local Market (LYLM) 2025** | May, Copenhagen (Denmark). GFI Study Trip – wholesale & retail markets • Torvehallerne.



↑ **WUWM Johannesburg Conference 2025.** 14-16 May, Johannesburg (South Africa).



↑ **Appointment of Laurent Nys,** Director of the WUWM European Group.



↑ **Village International de la Gastronomie.** 11-14 September, Paris (France). WUWM Chairman – Honorary Chairman.

# WUWM in events



← **Future Food Forum.** 23–25 September, Dubai (UAE). WUWM General Secretary was a speaker.

→ **Fruit Attraction.** October, Madrid (Spain). Networking cocktail co-hosted with Mercasa.



← **Visit to Fruit & Vegetable Fresh Produce Market.** 24 September, Dubai (UAE).



← **Visit to Silal Market.** 25 September, Oman.

↑ **Visit to Al Wafra (Alwafir) Wholesale Market.** 22 September, Kuwait.

# 2025

↓ **WUWM General Assembly & WUWM Awards Ceremony.**  
7 November, Brussels (Belgium).



↑ **MUFPP Awards 2025.**  
October, Milan (Italy). WUWM General Secretary juror.

↓ **IFPA Global Conference.**  
October, Anaheim (USA).  
WUWM Vice-Chairman.



→ **WUWM Africa Group Meeting.**  
2 December – *Online*.

→ **Final Food Donation Sub-Group meeting (EU Platform).**  
16 December –  
*Online / Brussels.*



↑ **WUWM Brussels Conference 2025.**  
5–7 November,  
Brussels (Belgium).  
Hosted by MABRU.



↑ **LYLM 2025 Debrief & Outlook Meeting.**  
17 December – *Online*.

# General Assembly

The WUWM General Assembly 2025 was held on 7 November 2025 in Brussels, alongside the WUWM Brussels Conference. Review of the key decisions taken on this occasion, and financial report for the year by Ms. Eva Marone, treasurer of WUWM.

### Key Decisions

Members reviewed and approved the **activity report for 2024**, which reflected a particularly dynamic year marked by two major international conferences (Bangkok and Rimini), strengthened regional cooperation, expanded institutional engagement and increased visibility of WUWM at international level. The report also highlighted the Secretariat's growing capacity to coordinate international partnerships and deliver concrete value to members worldwide.

The **financial situation of the organisation** was also presented and approved. Members acknowledged sound financial management, enabling WUWM to deliver its activities while maintaining a stable financial position. The General Assembly recognised the importance of continued financial discipline to support future projects, conferences and member services. Members validated governance-related decisions taken during the year and acknowledged the regular functioning of the Board of Directors. **During the Assembly, Cesare Ferrero (Milano, Italy) was elected as a new member of the WUWM Board of Directors.**

The General Assembly reviewed developments within the WUWM network in 2025. Members noted the **continued growth and diversification of the organisation**, reflecting the relevance of WUWM as a global platform for wholesale markets. Particular attention was given to the development of **Premium Membership**, which increased during the year, illustrating a growing dynamic among leading markets to use the WUWM network as a tool for visibility, communication and international positioning.

Members also welcomed initiatives aimed at strengthening internal communication and cooperation, including the launch of a **dedicated private members' section on the WUWM website**, enhancing networking and information sharing within the Union. Looking ahead, the General Assembly confirmed key milestones and priorities for the coming years. Members formally acknowledged the handover of the hosting rights for the 2026 WUWM Conference to Tianjin, China, marking an important step

for the Asia-Pacific region and WUWM's global agenda. Discussions highlighted the need to build on the momentum generated in 2025, ensure continuity in governance and strategic priorities, and further strengthen WUWM's role as a credible and influential voice in international food system debates.

### Financial Overviews

WUWM's activities in 2025 reflected the first full year following the integration of the Dutch structure into the French entity, providing a more consolidated operational and financial framework for the organisation. While the comparison with 2024 remains partially impacted by the transition process initiated the previous year, the 2025 financial year confirms the strengthening of WUWM's operational capacity, international visibility and membership base.

The total operating income for the year reached **€315,710**, compared to **€262,389** in 2024. For reference, the former Dutch structure had separately generated approximately **€12,500** in revenues during the previous year, confirming an overall increase in consolidated resources.

Membership fees remained the primary source of income and amounted to **€251,839**, compared to **€213,041** in 2024. This increase was notably supported by the integration of several new WUWM members during the year, reflecting the continued expansion and international attractiveness of the organisation. New members joined WUWM from multiple regions including Asia, Africa, the Americas and the Middle East, further strengthening the Union's global network and contribution base.

Additional operating income included **€9,402** in seminar participation fees, as well as ancillary reimbursements linked to shared operational activities such as Fruit Logistica and SEMMARIS licences. Sponsorship and partnership agreements represented **€37,500**, including the renewed SEMMARIS - Marché de Rungis partnership (€30,000) and the IGSO Bronze Partnership (€7,500). The accounts also



Financial Overviews  
by Ms. Eva Marone,  
WUWM Treasurer

recorded a **€9,585 reversal of provisions** corresponding to receivables previously considered unrecoverable and subsequently cancelled during the financial year.

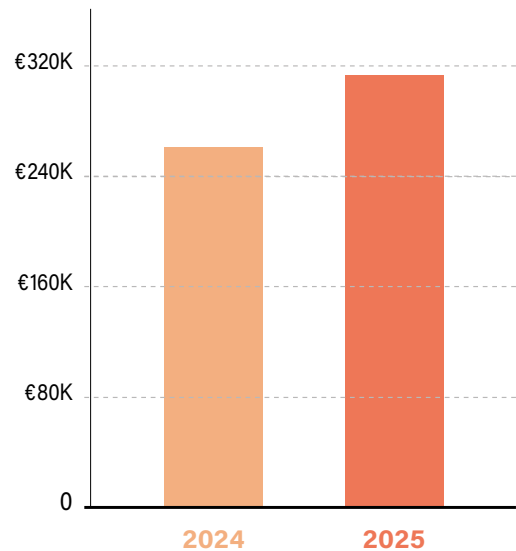
Operating expenses amounted to **€276,394** in 2025, compared to **€138,859** recorded by the French entity in 2024. However, the Dutch structure had separately recorded approximately **€149,143** in expenses during the same period. On a consolidated basis, the 2025 accounts therefore reflect a more stabilised and rationalised cost structure following the organisational transition. Other external purchases and operating charges totalled **€179,897**, including:

- operational activities directly linked to WUWM's mission and international development;
- participation in Fruit Logistica;
- website development and digital tools;
- communication activities and publications;
- translations, conferences, institutional missions and receptions.

The accounts also included expenses related to the closure and regularisation of the Dutch structure. Payroll and related employment costs totalled **€94,373**, reflecting the continued professionalisation and operational strengthening of the Secretariat during the year. Ultimately, WUWM recorded an operating surplus of **€36,316** in 2025. After accounting for the financial result of **-€119**, the organisation closed the year with a positive net result of **€36,197**.

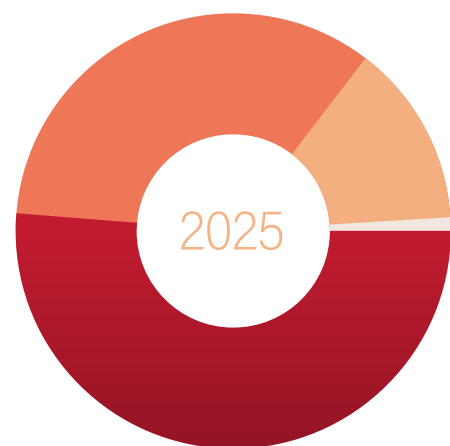
As of December 31, 2025, the association's equity stood at **€313,406**, while available cash reserves reached **€347,102**, confirming WUWM's sound financial position and strengthened treasury situation. Following the recovery of the Rabobank balance, discussions have been initiated regarding treasury optimisation measures and the potential implementation of dedicated savings and investment accounts adapted to association management.

## In Figures



### WUWM Operating Income Evolution

*Comparison of operating income between 2024 and 2025*



### 2025 Operating Expenses Breakdown

*Main categories of operating expenses for the 2025 financial year*

Operational Activities → Payroll Costs →   
Administrative → Donation →

# General Secretary's Message

## "Wholesale Markets are the key players in Food

20

In 2025, the WUWM translated its international positioning into **concrete actions supporting food sovereignty**, from national supply chains to urban food security. Faced with climate change, geopolitical tensions, economic volatility and rapid urbanisation, WUWM focused its efforts on reinforcing the role of wholesale markets as **strategic infrastructure of public interest**, capable of delivering practical solutions on the ground. Through its global network, WUWM mobilised markets operating at the heart of food systems to act collectively, share expertise and engage with public authorities and international institutions.

### Food Donation, Food Loss and Waste Reduction

Food donation and food loss reduction were a central operational priority in 2025. WUWM played an active role in **European and international policy frameworks**, notably by **co-chairing the Food Donation Sub-Group** of the EU Platform on Food Loss and Waste, in cooperation with the **European Commission** and the **FAO**. Throughout the year, WUWM coordinated the collection of data and practices among its members, facilitated exchanges

between markets, and contributed market-based expertise to policy discussions. This work reinforced the recognition of wholesale markets as **key operational partners** in food redistribution, social solidarity and waste reduction strategies, while supporting members in scaling up their local initiatives.

### Supplying Cities: Smart Logistics and Digitalisation

Ensuring the supply of cities and megacities remains a systemic challenge. In 2025, WUWM actively promoted the role of wholesale markets as **logistical backbones of urban food systems**, concentrating flows, improving efficiency and increasing resilience. WUWM supported the dissemination of innovative approaches in logistics and digitalisation, highlighting how data, digital tools and smart infrastructure can improve transparency, sustainability and operational performance. Through conferences, missions and exchanges, WUWM demonstrated how these solutions contribute both to **national food sovereignty** and **urban food security**, while strengthening the integration of wholesale markets into public food and urban policies.

### Markets, People and Leadership

WUWM continued to place people and leadership at the centre of food system performance. In 2025, the organisation promoted **good governance, managerial excellence and skills development** through its network and recognition initiatives. The **WUWM Awards**, including the *Manager of the Year*, highlighted exemplary leadership and concrete impact at market level.

In parallel, WUWM reinforced links between wholesale markets, **retail markets and cities**, recognising retail markets as direct clients and essential partners in structuring urban food supply. The **Love Your Local Market (LYLM)** campaign played a key role in this approach, strengthening connections between markets and local communities, and positioning markets as **economic, social and cultural anchors** of urban life.

### International Engagement, Communication and Visibility

In 2025, WUWM strengthened its role as a **collective voice for wholesale markets** in international forums and policy discussions. The organisation deepened cooperation with key partners, including the **FAO**, the **European Commission**, the **Milan Urban Food Policy Pact (MUFPF)**, **GAIN** and **IFPA**, ensuring that the operational realities of markets were reflected in global food system debates.

“ WUWM supported the dissemination of innovative approaches in logistics and digitalisation, highlighting how data, digital tools and smart infrastructure can improve transparency, sustainability and operational performance. ”



## Sovereignty”

World Union of Wholesale Markets also increased its **communication and visibility efforts**, notably through:

- the publication of technical and strategic documents,
- regular newsletters and digital communication,
- global awareness campaigns such as **Love Your Local Market**,
- and improved internal communication tools for members.

These actions reinforced WUWM’s capacity to disseminate knowledge, promote best practices and enhance the international visibility of its members.

As we look ahead to 2026, WUWM will continue to build on this momentum. Our priorities remain clear: to strengthen food sovereignty from national supply chains to cities, to support innovation and leadership among our members, and to reinforce the role of wholesale markets in public food policies worldwide. Together, we will continue to demonstrate that **strong, well-governed and connected wholesale markets are key to resilient, sustainable and inclusive food systems**.

Valérie Vion  
WUWM General Secretary

## WUWM Retail Group

# Love Your Local Market



The 2025 edition of Love Your Local Market (LYLM) highlighted the important role retail markets play in urban life. Promoted by the WUWM, the campaign brought together markets from across the network to celebrate the strong connection between wholesale and retail markets.

The international launch took place on 9–10 May 2025 in Copenhagen, at the iconic Torvehallerne Market Hall. The event gathered market professionals, directors, and international delegates, making Copenhagen the starting point of this worldwide celebration. Copenhagen’s strong food culture and commitment to sustainability perfectly reflected the values of the LYLM campaign. The launch emphasized the importance of markets not only as commercial spaces, but also as places where communities connect and local traditions thrive.

A major highlight of LYLM 2025 was the Photography Competition, encouraging visitors and traders to capture the everyday life and atmosphere of markets around the world. Throughout the campaign, participating countries organized showcookings, tastings, concerts, workshops, and educational activities, reinforcing the message that markets remain essential centers of culture, social life, and local economies. Campaigns and celebrations were notably organized in several cities and regions including Copenhagen, Vigo and Ourense in Galicia (Spain), numerous German cities such as Berlin, Bremen, Essen, Cologne, Leipzig, Stuttgart, and Duisburg, as well as markets in Portugal, France, China, Colombia, and Brazil, each showcasing local traditions, gastronomy, and community engagement around their markets.

# Partners & Premium Members



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The Marché International de Rungis, located at the gates of Paris, is the world's largest wholesale fresh food diversity market and a strategic pillar of both French and European food systems.

Operated by SEMMARIS and covering more than 230 ha, the market brings together around 1,200 companies and entities and supports approximately 12,000 employees, making it one of the largest food logistics hubs in Europe. Rungis hosts a complete range of fresh food sectors, including meat, fish and seafood, dairy products, fruits and vegetables, groceries, as well as a dedicated horticultural division covering flowers, cut flowers and plants. This unique concentration of activities guarantees food diversity, quality and continuity of supply for retailers, foodservice professionals and institutional buyers.

Rungis plays a central role in connecting national and international producers with urban markets, while maintaining very high standards in food safety, traceability and logistics performance. Every day, the market embodies



a balance between economic efficiency, public service missions and food sovereignty, positioning wholesale markets as essential infrastructure for metropolitan regions.

Looking to the future, SEMMARIS is also leading an ambitious expansion project in north-east Paris: Agoralim. This project aims to extend the Rungis ecosystem closer to consumption areas, combining logistics, food activities and innovation to support resilient metropolitan food supply chains and respond to the challenges of urban growth.

Beyond France, Rungis actively exports its model internationally through SEMMARIS' international business unit, supporting the development and modernisation of wholesale markets abroad. Drawing on decades of operational expertise, Rungis contributes to projects on several continents, sharing know-how in governance, infrastructure design, logistics, sustainability and market management.





The International Growers Standards Organization is a Hong Kong-based non-profit organisation dedicated to strengthen trust, transparency and authenticity across global agricultural value chains.

**R**ooted in standards development and technological innovation, the **International Growers Standards Organization** works to protect producers' rights while empowering consumers with reliable information. At the heart of its approach is the **IGSO Ecosystem**, a modular framework that clarifies the right to produce, the right to market and the right to know. This ecosystem is supported by advanced tools combining RFID, QR technologies and data verification to enhance traceability, freshness certification and post-origin transparency.

IGSO places strong emphasis on the protection of **Plant Variety Rights**, **Geographical Indications** and **trademarks**, helping preserve innovation, regional identity and brand integrity. Its work is aligned with several **UN Sustainable Development Goals**, including safe food systems, responsible consumption and resilient supply chains.

As a partner of **WUWM**, IGSO recognises wholesale markets as key connectors between producers and consumers, and is proud to contribute standards and digital solutions that support their evolution in a connected global food system.



## PREMIUM MEMBERS

**mabru**  
MARCHÉ MATINAL DE BRUXELLES  
VROEGMARKT VAN BRUSSEL

**Riyadh Development Company**



**Groupe BENSIDOUN**  
Concessionnaire de Droits Communaux  
PARIS | CHICAGO | NEW-YORK

**FÉDÉRATION Les marchés de gros de France**

**GERAUD**

**僑鑫 KINGOLD**

# WORLD UNION OF WHOLESALE MARKETS

is the largest global network of  
Wholesale Markets and actors  
in fresh food products.

**195**  
members

**50**  
countries

**5**  
continents

We aim to facilitate access to healthy diets for everyone in the world by delivering more sustainable, inclusive, and high-quality fresh food supply systems. We exchange ideas, share best practices and cooperate with our partners in international organizations, governments, businesses, and the public.

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