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Joining forces to shape a resilient,
sustainable, safe & healthy food system!

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SPRING-SUMMER 2026



In Foreword

Dear Members and Partners,

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This new edition of the WUWM's newsletter illustrates the diversity and vitality of our community. It highlights our strengthened partnership with the Milan Urban Food Policy Pact, our mission to Kenya alongside FAO and ICLEI Africa, and the outstanding initiatives led by our members through the "Love Your Local Market" campaign. These examples demonstrate that cooperation, knowledge sharing and innovation remain at the heart of WUWM's mission.

Looking ahead, we are preparing for the most significant events in our calendar: the **WUWM Tianjin Conference**, which will take place from **4 to 6 November 2026**. Hosted by Tianjin HiGreen and our Chinese partners CAWA led by Mr. Ma, former WUWM Chairman and Asia Pacific Director, this Conference will focus on the impact and application of AI in agricultural wholesale markets, shares innovative experiences, explores pathways for sustainable development, and promotes deeper cooperation and win-win collaboration across the global agricultural wholesale sector.

It will also mark the launch of two new international awards recognising excellence in innovation and global cooperation across our sector.

Our network also continues to grow stronger. The increasing engagement of our Premium Members, strategic partners and international organisations confirms that wholesale markets are now widely recognised as essential infrastructures for sustainable urban food systems and economic development.

I would like to sincerely thank all our members, partners and contributors for their continued dedication and active participation. I hope you enjoy reading this edition and look forward to meeting many of you in Tianjin this November.

Stéphane Layani
WUWM Chairman



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In Main Event

WUWM Tianjin Conference: where the global wholesale community meets China

*Save
the date!*

**4-6 November
2026 • Tianjin,
China**

The World Union of Wholesale Markets (WUWM) is proud to announce the **WUWM Tianjin Conference**, the world's highest-profile, most influential global event for agricultural wholesale markets. Taking place **4-6 November 2026 in Tianjin, China**, this landmark gathering will bring together 500+ industry leaders from five continents, including wholesale market operators, industry associations, supply chain experts, policymakers and international organizations.

Under the theme *"World Vision - Local Practice: A Global Dialogue on Sustainable Development of Wholesale Markets"*, the WUWM Tianjin Conference serves as the ultimate global platform to **exchange insights, share innovations and build partnerships**, driving the future of global agricultural products distribution.

Why China, Why Tianjin?

China is a global powerhouse in agricultural production and circulation, with a robust wholesale sector that fuels efficiency, innovation and resilience throughout its vast supply chain. As a key international hub linking Northeast Asia and Europe, Tianjin provides unmatched access to China's market scale, advanced logistics infrastructure and leading wholesale market models.

Hosting the WUWM Tianjin Conference here places the global community at the centre of one of the world's most dynamic agricultural systems – **an unmissable chance to engage with China's expertise, best practices and vision for sustainable agricultural circulation.**

Core Highlights & Key Themes

The conference features a high-level, forward-looking programme focused on **global priorities, cross-border collaboration and Chinese innovation**, with three central pillars:

1. **AI and Its Practical Implementation in Wholesale Markets:** Exploring real-world applications and future potential of AI to transform daily operations, management and service efficiency.
2. **Innovative Practices of Outstanding Wholesale Markets for Sustainable Development:** Sharing successful models and replicable experiences from leading global markets to advance green, low-carbon and sustainable growth.
3. **Pathways and Mechanisms for Global Collaboration Among Wholesale Markets:** Discussing effective approaches to strengthen cross-regional cooperation, knowledge exchange and joint development worldwide.

Key Conference Highlights

- **High-Level Global Opening.** Keynote addresses by WUWM leadership, FAO representatives, government officials and industry leaders, setting the global agenda for wholesale market development.
- **Landmark Global Outcomes.** Adoption of a Global Wholesale Market Declaration, Global Outstanding Market Awards and International Friendship Markets Signing, fostering long-term global partnerships.
- **China Wholesale Market Showcase & Site Visit.** Curated exhibition of cutting-edge technologies and a tour of Tianjin's modern wholesale facilities, showcasing China's leadership in smart and efficient agricultural circulation.

► **Two significant New Awards Launched.** Two new awards have been introduced to recognize global agricultural wholesale markets, retail markets, distributors and related industry associations: the **Major Innovation Award** and the **International Cooperation Contribution Award**.

Why Attend

Join the WUWM Tianjin Conference to:

- Connect with the global wholesale market elite from Europe, the Americas, Asia, Africa and Oceania
- Learn from China's successful agri-circulation models and scalable innovations
- Explore opportunities in AI adoption, sustainable development and global cooperation
- Build partnerships for knowledge sharing, investment and joint projects
- Contribute to shaping the future of resilient and sustainable global agricultural circulation.

4-6 November: Save Your Calendar!

The WUWM Tianjin Conference is your gateway to **global networks, Chinese expertise and future opportunities** in agricultural wholesale market. We warmly invite all WUWM members to join us in China – a country of rich ancient civilization, vibrant modern openness, enormous market potential and abundant cooperation opportunities – to explore the pathway of future development of wholesale markets worldwide. ■

→ www.wuwmtianjin2026.com





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In Spotlight

Market of the Season: HiGreen Agricultural Products Logistics Park, host market of the WUWM Tianjin Conference

Tianjin HiGreen Agricultural Products Logistics Co., Ltd. is one of China's leading wholesale food markets and logistics hubs. Established in 2010, the company is part of Shenzhen Agricultural Products Group (SZAP), the first publicly listed state-owned company specializing in agricultural products distribution in China and a long-standing member of WUWM. Strategically located in Tianjin, HiGreen serves not only the municipality itself but also the Beijing-Tianjin-Hebei region, Xiong'an New Area and Northeast Asia, making it a key gateway for domestic and international fresh produce trade.



The logistics park covers a planned area of 200 hectares, with the first 100-hectare phase already operational and comprising more than 600,000 m² of facilities. The market integrates wholesale trading, customs clearance, bonded logistics, cold chain services, urban distribution, e-commerce, seafood, meat, frozen products, ready-to-eat meals and





central kitchens into a single modern food logistics platform. Today, nearly 2,000 merchants operate within the market. HiGreen handles approximately 5 million tonnes of agricultural products every year, generating an annual transaction value of more than RMB 30 billion (approximately €3.6 billion). The market supplies over 80% of Tianjin's fruit and vegetable demand while serving a population of more than 60 million people across Beijing, Hebei, Shandong, Liaoning and neighbouring provinces.

A strong focus is placed on food safety, digitalisation and supply chain innovation. HiGreen is developing advanced solutions including digital trading platforms, smart logistics, cold chain infrastructure, urban warehouses, international agricultural trade, transaction-and-delivery separation, and the "Digital Vegetable Basket" initiative to improve traceability, efficiency and consumer confidence. ■

About Shenzhen Agricultural Products Group (SZAP)

→ Founded in 1989, Shenzhen Agricultural Products Group (SZAP) is one of China's largest agricultural products distribution groups, with total assets exceeding RMB 20 billion (approximately €2.6 billion). The Group operates 35 wholesale markets and online trading platforms, representing around 10% of China's large-scale wholesale market sector.

→ Each year, SZAP facilitates the circulation of more than 36 million tonnes of agricultural products, with an annual transaction value exceeding RMB 250 billion (approx. €32.2 billion), serving more than 200 million consumers.

→ The Group is internationally active, with partnerships in countries including France, Italy, Saudi Arabia, the United Arab Emirates and Malaysia, and continues to promote innovation through digitalisation, cold chain logistics, smart agriculture and sustainable food supply systems.

→ As the host market of the WUWM 2026 Conference, Tianjin HiGreen offers delegates the opportunity to discover one of Asia's most advanced wholesale market and food logistics ecosystems, demonstrating how large-scale wholesale markets contribute to food security, efficient supply chains and resilient urban food systems.

HiGreen Market
by night



In Celebration

WUWM & Love Your Local Market 2026: Paris, Rungis and Asnières-sur-Seine

Connecting wholesale and retail markets in Paris

From the European's largest wholesale market at Rungis to the retail markets of Asnières-sur-Seine, the 2026 WUWM & Love Your Local Market sequence brought together international delegates for two days dedicated to markets, food systems and urban vitality. Organised in partnership with WUWM and Groupe Géraud, celebrated also in the UK under Nabma' leadership, the event welcomed participants from across Europe, Asia, Africa and Latin America, illustrating once again the international dimension of the WUWM network and the growing importance of cooperation between wholesale and retail markets.

The programme began at Rungis International Market. Rungis International Market (SEMMARIS) covers 234 hectares and represents a unique ecosystem combining logistics, gastronomy, regional products and international trade. Its size makes it the main strategic actor in food logistics in Europe. Delegates visited the operational scale and diversity of the European's largest fresh food wholesale market. From meat and dairy pavilions to flowers and its famous Farmers Market Hall called «le carreau des producteurs», participants discovered the central role wholesale markets play in food logistics, urban supply and food security and how this market serves as a vital link in supplying fresh food to 18 million people every day.



**“ Wholesale and retail
markets are complementary
infrastructures at the
heart of sustainable urban
food systems.”**





The delegation then moved on to Asnières-sur-Seine to gain a deeper understanding of retail markets' direct contribution to local food access, economic vitality and social cohesion. At the Halle des 4 Routes and Halle des Victoires, delegates

engaged with local stakeholders and explored innovative approaches to market management, urban regeneration and community-oriented food retail. The sequence highlighted the working interaction between wholesale and retail markets to implement sustainable urban food systems. While wholesale markets ensure large-scale supply, logistics and distribution, retail markets create proximity, human interaction and direct connections between traders, producers and consumers.

All these visits highlighted the spirit of the LYLM movement and its 2026 campaign, (LYLM in France translates as "*J'aime mon marché*") which promotes markets as key actors of local economies, short supply chains and social life. In 2025, more than 3 500 markets across the world participated in the campaign, reflecting the growing recognition of markets as essential infrastructures for resilient and people-centred cities.

Beyond technical visits and business discussions, the programme offered moments of conviviality and networking, including a dinner cruise on the Seine that brought together WUWM members and partners in the heart of Paris. WUWM and the LYLM team were delighted to facilitate exchange, strengthen international cooperation, and reinforce the the strong sense of community that defines the WUWM network. ■

Stéphane Layani
WUWM Chairman,
Semmaris CEO

Jean-Paul Auguste
WUWM Retail Group
Chair, LYLM Chair

Rungis International Market key figures

- ▶ Located 7 km south of Paris, near Orly Airport
- ▶ 234 hectares (larger than the Principality of Monaco)
- ▶ 1,300+ companies operating on the market
- ▶ More than 13,000 employees
- ▶ 26,000 vehicles enter the market every day, including around 3,000 trucks
- ▶ 3 million tonnes of fresh products traded every year
- ▶ €12 billion in annual turnover
- ▶ Products sourced from more than 100 countries
- ▶ 5 specialised sectors:
 - Fruit & Vegetables
 - Meat & Poultry
 - Seafood
 - Dairy Products & Gastronomy
 - Flowers & Plants
- ▶ Supplies food to 18 million consumers in the Paris metropolitan area and beyond
- ▶ Managed by SEMMARIS, the market management company.



In Focus

"I Love My Market": connecting communities through Colombian traditional markets

The Central de Abastos de Bucaramanga joined the international activities promoted by the World Union of Wholesale Markets (WUWM) through the "I Love My Market" campaign during Agroferia 2026, held from April 22 to 25 at the Cenfer Convention Center in Bucaramanga, Colombia.

As part of this initiative, Centroabastos developed an interactive and academic experience inspired by the culture of traditional Colombian markets. The concept was centred around the traditional produce crate, a symbol that represents the connection between producers, traders, distributors, retailers, and consumers within the agri-food supply chain linked to the wholesale market.

The space recreated the sensory and auditory experience of shopping in traditional Colombian markets, integrating sounds, voices, and everyday dynamics that are part of the identity of popular marketplaces. In addition, Centroabastos distributed free product samples through the "Happy Boxes Abastos" of its institutional campaign "Consume Life, Consume 5 or More Fruits and Vegetables a Day," incorporating the "I Love My Market" seal.

Each product included information about its place of origin, with the purpose of raising awareness about the complex logistics, human effort, and coordination required to ensure food supply across Colombia. Through this experience, Centroabastos



strengthened its connection with communities and promoted conversations about the importance of supporting the agri-food chain and strengthening both retail and wholesale markets as key pillars of food security, regional economic development, and social integration.

With this participation, Centroabastos reaffirms its commitment to promoting and strengthening wholesale and retail markets in eastern Colombia, understanding markets not only as commercial

spaces, but also as sustainable, family-oriented, and community-centred environments that preserve culture, drive economic development, and strengthen the connection between people and food.

Today more than ever, Centroabastos believes it is essential to move toward more sustainable and resilient markets, while preserving the human, cultural, and innovative essence that makes traditional markets unique spaces for communities around the world.■



In Local Markets

Portugal celebrates "May, Month of Markets" campaign with 19 exhibitions across the country

Throughout May 2026, Portugal once again celebrated the **"May, Month of Markets"** campaign as part of the international **Love Your Local Market** initiative, coordinated nationally by **SIMAB**. One of the flagship initiatives this year was a nationwide programme of **19 photographic exhibitions** entitled **"The Soul of Retail Food Markets: Identity, Freshness and Diversity."**

Organised and offered free of charge by **SIMAB**, the exhibitions showcased the unique character of Portugal's municipal markets through powerful

images celebrating their people, products and traditions. The exhibitions were hosted by retail food markets in **18 municipalities** across mainland Portugal and the islands, including Alcobaça, Almodôvar, Bragança, Caldas da Rainha, Condeixa-a-Nova, Funchal, Guimarães, Horta, Lisbon, Lousã, Odemira, Oeiras, Santarém, Sertã, São João da Madeira, Tavira, Vila do Conde and Vila Real de Santo António.

By bringing together municipalities, market managers and local communities, the initiative

reinforced the message that retail food markets are far more than places to shop ! They are vibrant social spaces that preserve local identity, promote fresh and seasonal produce, and strengthen community life. The photographic exhibitions formed part of a wider programme of activities organised during the

"May, Month of Markets" campaign, demonstrating Portugal's continued commitment to the Love Your Local Market movement and its mission to celebrate and support local markets across the world. ■



In Collaboration

WUWM and the Milan Urban Food Policy Pact strengthen cooperation for sustainable urban food systems



The World Union of Wholesale Markets (WUWM) is pleased to announce the signature of a Letter of Interest (LoI) with the Milan Urban Food Policy Pact (MUFPP), reinforcing a shared commitment to advancing sustainable, resilient and inclusive urban food systems worldwide.

What is the Milan Urban Food Policy Pact?

Launched by the City of Milan in 2015 following the MUFPP is the world's leading international network of cities committed to developing sustainable urban food policies. Today, the Pact brings together more than 340 signatory cities across all continents, representing a unique platform for cooperation, knowledge exchange and innovation in food governance.

The MUFPP supports local authorities in addressing some of the most pressing challenges facing cities today, including food security, access to healthy food, climate resilience, food waste reduction, sustainable supply chains and social inclusion. Through its Framework for Action and its internationally recognised Milan Pact Awards, the network promotes practical solutions and encourages peer learning among cities worldwide.

Recognising wholesale markets as strategic urban infrastructure

The new agreement reflects a growing international recognition of wholesale markets as essential infrastructures for sustainable urban food systems. Through this partnership, WUWM and MUFPP will work together to:

- Promote the integration of wholesale markets into local and regional food policies;
- Strengthen dialogue between cities, market operators and public authorities;
- Share best practices and policy experiences from around the world;
- Support capacity-building activities for municipalities and food system stakeholders;
- Develop joint initiatives aimed at improving food accessibility, resilience and sustainability.

Wholesale markets play a critical role in connecting producers, distributors, retailers and consumers. By ensuring efficient food logistics, reducing food loss and strengthening urban-rural linkages, they contribute directly to more resilient and inclusive food systems.

A shared vision for cities

The partnership between MUFPP and WUWM creates new opportunities to connect the expertise of cities with the operational experience of wholesale markets. Together, both organisations aim to support local governments in designing food policies that recognise markets not only as commercial platforms, but as strategic public assets contributing to food security, economic development, environmental sustainability and social cohesion.

As cities continue to face growing challenges related to food supply, climate change and urbanisation, this cooperation marks an important step towards building stronger and more sustainable food systems for future generations. ■





In Mission

Strengthening wholesale market development in East Africa: WUWM mission to Kenya

From 10 to 12 June 2026, WUWM General Secretary Valérie Vion and Policy Advisor Hermine de Nantois participated in a regional mission in Nairobi, Kenya, organised with the support of FAO and ICLEI Africa. The mission convened representatives from wholesale markets, local authorities, development institutions and investors to discuss the future of wholesale market infrastructure in East Africa and explore innovative financing solutions for sustainable urban food systems.

Investing in Nutrition-Sensitive Wholesale Markets
The first day focused on a regional workshop dedicated to designing investment strategies for wholesale food markets. Organised by FAO and ICLEI Africa, the workshop drew on the recently released FAO guide "How to Design Nutrition-Sensitive Investment Strategies in Wholesale Food Markets" and highlighted the important role of wholesale markets in improving food security, urban logistics and economic development.

Participants included representatives from Kenya, Uganda, Malawi and Zambia, creating valuable opportunities for dialogue and knowledge exchange across the region. During the workshop, WUWM presented its international activities and highlighted the benefits of global cooperation between wholesale markets. The discussions generated strong interest from several local authorities, including the cities of Nairobi and Kampala, regarding future engagement with the WUWM network.

Exploring new financing models

The second day was dedicated to an investor roundtable on Scaling Investment into Urban Market Systems. Public authorities, development partners and financial institutions exchanged views on innovative financing mechanisms, blended finance approaches and governance models capable of attracting investment into market infrastructure. The renovation project of Kisumu Wholesale Market was presented as a pilot initiative demonstrating

the potential of strategic investment in urban food infrastructure. Participants emphasized the growing importance of reliable data, measurable impacts and strong governance frameworks in mobilising private and public capital.

Discovering Nairobi's Wakulima market

The mission concluded with institutional meetings at Nairobi City Hall and a visit to Wakulima Market, the city's largest fresh produce wholesale market. Established in 1967 and covering approximately four hectares, Wakulima Market is a key food distribution hub supplying Nairobi and surrounding regions. The market handles large volumes of fruits and vegetables sourced from across Kenya as well as neighbouring countries including Uganda and Tanzania. Despite challenges related to infrastructure, logistics and waste management, Wakulima remains a strategic pillar of food supply and agricultural trade in East Africa.



Expanding WUWM's presence in Africa

The mission reinforced WUWM's visibility in East Africa and strengthened relations with local authorities, wholesale market operators, FAO, ICLEI Africa and international development partners. It also opened promising perspectives for future cooperation and membership development in the region, confirming the growing recognition of wholesale markets as essential infrastructures for food security, economic development and urban resilience. ■





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In Smart Markets

#SIA2026: A showcase for the Grand Marché de Provence wholesale market



The 2026 International Agricultural Show (SIA), held last February in Paris, hosted a major event to highlight the developments of the Grand Marché de Provence wholesale market in Châteaurenard. In the presence of elected officials from the Provence-Alpes-Côte d'Azur Region, the Bouches-du-Rhône Department, the Pays d'Arles, the Terre de Provence metropolitan area, as well as representatives from the Chambers of Agriculture and Commerce, the French Federation of Wholesale Markets, the World Union of Wholesale Markets, the Interfel Regional Committee, the Grand Marché de Provence Actium, and industry professionals.

At this trade fair, which highlights the promotion of local products and agricultural initiatives, the MIN of Châteaurenard (National Interest Market) presented its solution for digitising the spaces (market stalls, warehouses, offices, and parking) available to MIN users on a short- and long-term basis at the Sud Region's stand. These spaces include producers,

wholesalers, retailers, logistics providers, and trading and distribution companies. The MIN Grand Marché de Provence operates as a strategic agri-logistics hub in southern Europe, strengthening trade and dynamism with the Provençal agricultural and agri-food sector, both through short and long supply chains.

The digitisation of this Market, based on the implementation of the innovative DIGIMIN solution developed in partnership with the BoxBooking software digital application, aims to optimize the management of dedicated spaces through an interactive map for buyers. This map allows them to list the producers offering their products and their location within the market stall, facilitating transactions and on-site loading. The application's dynamic features enable efficient identification, management, and billing of rental spaces. For market managers, it facilitates the collection of applications, ensures the completeness of administrative files, manages competitive bidding processes, allocates spaces, and tracks market activity throughout its operational period and beyond, thanks to a history of occupants and spaces.

The DIGIMIN application includes a comprehensive CRM system that enables customer relationship management, facilitating the collective operation and administration of spaces by the various departments of the wholesale market (Accounting, Sales, Operations, and



Development). This is achieved through up-to-date statistics that improve and monitor internal activities performance in real time, historical data and predictive analytics, all integrated with Artificial Intelligence.

This solution is specifically designed for wholesale market managers, thereby facilitating the structuring and development of local agricultural sectors. DIGIMIN aims to encourage businesses to set up operations and revitalize the "producers' stalls." These spaces are designed to strengthen the supply of local products, attract new players, and support the regional economy through short supply chains. This innovative landscape, showcased at #SIA2026, illustrates the ongoing commitment of the MIN Grand Marché de Provence in Châteaurenard and all French wholesale markets to supporting sustainable and dynamic agriculture and French food sovereignty. ■

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In Global Network

WUWM Premium Members and Partners around the world



As strategic members of the WUWM network, Premium Members and Partners actively contribute to the modernization of wholesale and retail markets, the development of food logistics infrastructure and the strengthening of international cooperation across the sector. From Europe to the Middle-East and Asia, WUWM Premium Members and Partners reflect the diversity, innovation and international ambition of today's market ecosystem.

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Fédération Les Marchés de Gros de France

FRANCE

The Fédération des Marchés de Gros de France (FMGF) plays a central role in representing and coordinating France's network of wholesale markets. Founded in 1964, the Federation brings together wholesale market operators across the country and works closely with public authorities, local governments and industry stakeholders to

support the development and modernization of food distribution infrastructure in France. As key platforms for the distribution of fresh products, French wholesale markets contribute directly to local food supply, regional agricultural development and urban food resilience. Through its network, FMGF supports the promotion of local, safe and

sustainable food systems while strengthening short supply chains and preserving the diversity of French agricultural production. Today, FMGF represents a nationwide ecosystem of wholesale markets supplying millions of consumers and supporting thousands of producers, traders and logistics operators. FMGF also plays an active role in addressing major sector challenges, including food logistics, market modernization, food accessibility, sustainability and the reduction of food waste. ■

Key Figures

- ▶ 24 wholesale markets across France and Belgium
- ▶ 45 million consumers supplied every day
- ▶ 5 million tonnes of fresh products commercialised each year
- ▶ 550 hectares of wholesale market facilities.



MABRU - Marché Matinal de Bruxelles

🇧🇪 BELGIUM

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Located in the Belgian capital, MABRU (le Marché Matinal de Bruxelles) is the wholesale market of Brussels and a strategic hub for the distribution of fresh food products in the region. Every day, the market supplies retailers, horeca professionals, local shops and food businesses, playing a key role in ensuring food accessibility and supporting urban food logistics.

As the main wholesale market in Belgium, MABRU combines commercial activity, logistical efficiency and strong links with local and international food supply chains. The market contributes actively to the economic vitality of Brussels while promoting fresh, quality and diversified products for professionals and consumers alike. MABRU is also engaged in the modernization and sustainability of wholesale

market operations, notably through infrastructure improvements, energy efficiency initiatives and support for local food ecosystems. Its central location within the European capital further reinforces its role as a meeting point for food trade, logistics and international cooperation. ■

Key Figures

- ▶ 95,000 m² wholesale market site
- ▶ More than 100 companies active on site
- ▶ Strategic food hub for the Brussels-Capital Region
- ▶ Daily supply platform for retailers, horeca and food professionals.





Groupe Géraud

FRANCE • BELGIUM • UNITED KINGDOM • SWEDEN

For more than a century, Groupe Géraud has been a leading player in the management and development of retail markets in France and across Europe. Working alongside local authorities, the Group contributes to enhancing the commercial vitality of city centres while preserving markets as essential spaces for social interaction, local commerce and food accessibility.

Key Figures

- ▶ More than 1,300 markets managed per week
- ▶ Operations in over 300 municipalities
- ▶ Approximately 850 employees
- ▶ Active in France, the United Kingdom, Sweden, Belgium
- ▶ Over 100 years of market expertise.

Today, Groupe Géraud manages more than 1,300 markets per week and supports over 300 municipalities through a wide range of services including market operations, infrastructure management, trader relations, urban market design and commercial animation. Through its expertise, the Group plays a key role in modernising market models and adapting them to evolving urban lifestyles and consumer expectations.

Beyond traditional market management, Groupe Géraud develops innovative retail concepts combining markets, food halls, shops and public spaces, contributing to the attractiveness and revitalisation of urban environments. The Group also continues to expand internationally, notably through Géraud UK and Géraud Sweden, reinforcing its position as a major European market operator. ■

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Bensidoun Group

FRANCE • USA

Founded in 1958, the Bensidoun Group has developed recognized expertise in logistics, market operations and urban distribution services across France. Through its activities, the Group supports the daily functioning of retail food ecosystems, contributing to efficient supply chains and the accessibility of fresh products in urban areas. A major player in retail market management, Bensidoun operates 39 markets across Paris, particularly in the center of Paris 4th, 8th to 14th, 18th, 19th and 20th arrondissements.

Key Figures

- ▶ Active in numerous Parisian retail markets
- ▶ Presence across 11 Paris arrondissements
- ▶ 126 markets operated weekly
- ▶ Expertise in urban logistics and market operations
- ▶ More than 65 years of operational experience, in France and USA (Chicago, New York).

The Group contributes to the management and operation of emblematic Parisian markets such as Bastille, Belleville, Alésia, Daumesnil, Ménilmontant, Place des Fêtes and many others, reinforcing the role of markets within local neighbourhood life and urban commerce.

Bensidoun works closely with local authorities and market stakeholders to ensure efficient and reliable market management. Through its operational expertise and long-standing field experience, the Group actively contributes to the modernization and attractiveness of urban markets. ■



ARDCO - Riyadh Development Company

SAUDI ARABIA

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For more than three decades, ARDCO – Riyadh Development Company has contributed to shaping Riyadh’s transformation into one of the world’s fastest-growing capital cities. Established to support the development and revitalization of Riyadh, ARDCO today plays a dual role aligning itself with Saudi’s Vision 2030: delivering large-scale urban development projects while operating strategic public infrastructure that supports the daily life of millions of residents.

Among its most significant contributions is the operation and development of the Riyadh Fruits & Vegetables Wholesale Market, the Kingdom’s largest and most important fresh produce trading

and distribution hubs. 60% of the fresh produce transactions take place in ARDCO’s Riyadh Fruits & Vegetables Wholesale Market (almost USD 10 Billion annual turnover). The market serves as a critical gateway within Saudi Arabia’s food supply chain, facilitating the movement of fresh produce from local farms and international suppliers to retailers, businesses and consumers across the country.

As Riyadh advances toward the ambitions of Saudi Vision 2030, the city’s rapid population growth and expanding urban footprint require increasingly resilient, efficient and sustainable food distribution systems. ARDCO’s stewardship of the wholesale market supports this transformation by major modernization plan being executed to re-masterplan the market towards strengthening food accessibility, enhancing supply chain efficiency, advancing customer/trader experience/engagement and enabling the continued modernization of wholesale market services.

The company’s unique position at the intersection of city development and food infrastructure reflects a broader global trend: the growing recognition of wholesale markets as essential urban assets that contribute not only to food security, but also to economic development, sustainability and metropolitan resilience. ARDCO also launched its food waste reduction program leading to massive reduction of food waste from 30% down to the levels of less than 20% in three years. ■

Key Figures

- ▶ More than 30 years of contribution to Riyadh’s urban development
- ▶ Active enabler of Saudi Arabia’s Vision 2030 transformation agenda
- ▶ Operator and developer of Riyadh Fruits and Vegetables Wholesale Market
- ▶ Supporting the movement of fresh produce across Saudi Arabia’s food supply chain
- ▶ Advancing food security, supply chain resilience and urban sustainability
- ▶ Delivering large-scale mixed-use, infrastructure and city-shaping developments.



Abu Dhabi Food Hub

 UNITED ARAB EMIRATES

The Abu Dhabi Food Hub is an ambitious large-scale project designed to position Abu Dhabi as a leading regional centre for food trade, logistics and agri-food innovation. Developed within KEZAD Group's integrated economic ecosystem, the Food Hub aims to strengthen food security, supply chain resilience and international trade connectivity across the Middle East and beyond.

Strategically located between Asia, Europe and Africa, the Abu Dhabi Food Hub combines logistics infrastructure, food processing, warehousing, distribution and innovation services within a fully integrated platform. The project is designed to support the growing demand for efficient, sustainable and technology-driven food supply systems in the region.

By bringing together producers, traders, logistics operators and food companies within a single ecosystem, the Food Hub facilitates international trade flows while supporting local food transformation and regional distribution capacities. The initiative

also reflects Abu Dhabi's long-term vision to develop resilient food systems and strengthen strategic food security infrastructures.

The Abu Dhabi Food Hub places strong emphasis on innovation, sustainability and smart logistics solutions, contributing to the modernization of food distribution networks and the development of future-ready wholesale market ecosystems. ■

Key Figures

- Strategic location connecting Asia, Europe and Africa
- Integrated food trade and logistics ecosystem
- Focus on food security and supply chain resilience
- Smart infrastructure and sustainable logistics solutions
- Part of KEZAD Group's economic development strategy.





Kingold Group

 CHINA

Developed by Kingold Group, the Guangdong-Hong Kong-Macao Greater Bay Area Agricultural Produce Trading Center is one of the region's major fresh food infrastructure projects. Located in Zhongluotan, Baiyun District, Guangzhou, only 8 km from Guangzhou Baiyun International Airport, the project is designed to ensure a safe and stable supply of fresh food for the Greater Bay Area's 86+ million residents. Covering 133 hectares, with a total investment of over EUR 2.37 billion, the Trading Center will be developed in three phases as a global hub for fresh agri-food distribution.

By connecting regional demand with international supply chains, Kingold aims to strengthen food security, enhance access to high-quality products and support the modernization of agri-food logistics in one of China's most dynamic economic regions.

To ensure international standards from the outset, Kingold Group has partnered with Semmaris, operator of Rungis International Market, bringing global expertise and best practices to the project. ■

Key Figures

- Location: Zhongluotan, Baiyun District, Guangzhou
- 8 km from Guangzhou Baiyun International Airport
- Serving 86+ million residents
- 133 hectares
- Over EUR 2.37 billion investment
- Strategic partner: SEMMARIS, operator of Rungis International Market.

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SEMMARIS Rungis International Market

 FRANCE

SEMMARIS, the operator and manager of the Rungis International Market, plays a strategic role in ensuring food supply for the Paris metropolitan region and beyond. Located just outside Paris (7km from city center), the Rungis International Market is the world's largest wholesale market for diversity of fresh products and a unique ecosystem dedicated to food logistics, gastronomy, regional products and international trade.

Covering 234 hectares, the market brings together wholesalers, producers, importers, exporters, logistics operators and food professionals within a highly integrated infrastructure serving 18 million of consumers every day. Through its organization

and operational efficiency, Rungis has become an international reference model for wholesale market management and urban food distribution. As a semi-public company, SEMMARIS is responsible for developing, operating and promoting the market while ensuring infrastructure maintenance, site security and the coordination of essential services such as sanitation, energy, waste management and logistics operations.

SEMMARIS also plays a major international role by supporting the development of wholesale market projects worldwide and promoting French expertise in food logistics and market governance. Through partnerships, consulting activities and international

cooperation initiatives, the company contributes actively to the modernization of food distribution systems across multiple regions. The international influence of SEMMARIS is further reflected through strategic partnerships such as its cooperation with

Key Figures

- 234 hectares market site
- More than 1,300 companies operating on site
- Approximately 13,000 employees
- 3 million tons of products handled annually
- €12 billion annual turnover
- 18 million consumers supplied
- International benchmark for wholesale market operations.

Kingold in China, Abu Dhabi Food Hub in UAE, Anagem in Benin, TalaadThai in Thailand and many more. As Gold Partner of WUWM, SEMMARIS plays a central role in supporting the organization's international mission and contributes actively to strengthening dialogue, innovation and cooperation between wholesale markets worldwide.

SEMMARIS contributes to the development of wholesale market projects internationally through operational consulting, infrastructure development, governance expertise, food logistics planning, sustainability strategies and knowledge-sharing initiatives. Its international expertise and collaborations reinforce the role of wholesale markets as essential infrastructures for global food security, urban resilience and sustainable economic development. ■



IGSO - International Growers Standards Organization

★ HONG KONG

Dedicated to standards development and technological innovation, IGSO works to protect producers' rights while empowering consumers with reliable and transparent information across food supply chains. At the heart of its approach is the IGSO Ecosystem, a modular framework designed to clarify the right to produce, the right to market and the right to know. Combining RFID technologies, QR solutions and data verification tools, the ecosystem enhances product traceability, freshness certification and post-origin transparency throughout the distribution chain.

IGSO places particular emphasis on the protection of Plant Variety Rights, Geographical Indications and trademarks, contributing to the preservation of innovation, regional identity and brand integrity within global agri-food markets. Aligned with several United Nations Sustainable Development Goals, IGSO supports the development of safer food systems, responsible consumption models and more

resilient supply chains through digital innovation and trusted standards. As a Bronze Partner of WUWM, IGSO recognises wholesale markets as essential connectors between producers, distributors and consumers. Through its expertise and technological solutions, the organisation contributes to supporting the modernization and digital transformation of food distribution systems worldwide. ■

Areas of Expertise

- Traceability and freshness certification
- RFID and QR-based digital solutions
- Data verification and transparency tools
- Protection of Plant Variety Rights and Geographical Indications
- Support for resilient and sustainable food systems
- Contact: leo.cheung@igsoworld.org

Inside WUWM's world

August

→ **19-23 August | Sweden Food Festival - Kiruna, Sweden.** Experience one of Sweden's leading food festivals, bringing together local producers, gastronomy and sustainable food traditions in the heart of Swedish Lapland, hosted by Sweden Groupe Géraud.

September

→ **2-4 September | Asia Fruit Logistica - Hong Kong.** Join Asia's premier international trade exhibition for the fresh produce business, connecting companies from across the global fruit and vegetable supply chain.

→ **10-13 September | International Village of Gastronomy - Paris, France.** Discover an international celebration of gastronomy, culinary heritage and food cultures, showcasing flavours and traditions from around the world.

→ **29 September | International Day of Awareness of Food Loss and Waste.**

October

→ **6-8 October | Fruit Attraction - Madrid, Spain.** Meet the global fresh produce chain at one of Europe's leading trade fairs for innovation, business networking and international market opportunities.

→ **16 October | World Food Day.**

November

→ **4 November | WUWM Board Meeting.**

→ **4-6 November | WUWM Tianjin Conference - Tianjin, China.**
The 2026 WUWM conference for wholesale markets, bringing together our network to explore AI, sustainability and international cooperation in food distribution.

→ **6 November | WUWM General Assembly.**
WUWM members are invited to attend the 2026 General Assembly to review the year's achievements, discuss strategic priorities and shape the future of the network.



wuwm.org

About WUWM: 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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