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GFI joint stand at Fruit Logistica 2010
German wholesale markets' platform fields its new,
3rd generation fair concept

For Germany's wholesale markets the first highlight of the year 2010 is the Fruit Logistica, being held from 3 to 5 February 2010 in Berlin. For the 7th time already Germany's 16 major centres of fresh produce will be sharing a 400 m² stand at the fair – this time located in hall 21, stand F-09 – and demonstrating to the trade public what they do.

New fair stand concept – new services

In 2010 the new, 3rd generation concept for the fair stand will premiere. Uwe Kluge, chairman of the board of GFI, is confident the stand will offer greater transparency and more market place atmosphere. "The new fair-stand design will send an even stronger message about the skilful way in which wholesale markets act as modern, versatile, high-quality trading platforms. Communication is our top priority. For that reason we have added a lounge to our new, centrally located trade fair market place, where our customers and network partners can talk in a more secluded atmosphere."

Platform for talking with traders

Again, trade visitors to the stand can see the proof that wholesale markets are both modern and important institutions, and may pick up lists of companies, brochures and other info flyers. Moreover, wholesale market representatives will be available for personal talks and to answer any queries.



Lounge area for personal talks

Experience shows that the fair stand is popular with wholesalers and importers as somewhere to hold in-depth talks and negotiate with clients and suppliers from all over the world.

GFI – a firm feature of the industry

One of the objectives of GFI is to cement relations with existing marketing partners. Another is to continue with an established pattern of holding talks with a large number of other potential partners from overseas.



South Tyrolean promotion in Stuttgart market hall

In 2010 there are plans to stage many promotions at retail outlets with familiar marketing partners such as Zespri, EOS, Melasí and Sopexa. Uwe Kluge is especially looking forward to new cooperation partners: "New additions Chiquita and Enza underscore our

determination to create marketing partnerships. Our fresh produce network offers partners marketing opportunities at independent food retailers and the chance to communicate with quality-conscious shoppers." GFI organizes sales channels events at street markets, greengrocers and covered markets for its partners and their brands.

About GFI German Wholesale Markets. GFI German Wholesale Markets was founded in 2000 and represents the interests of Germany's 16 major wholesale markets. GFI is the central point of contact for national and international growers seeking to market their produce through quality, independent food retail channels. GFI offers its members a forum for the structured exchange of information and insights on ways to market wholesale markets; it also offers public platforms such as a joint stand at the Fruit Logistica and its own website, www.grossmaerkte.org

About German Wholesale Markets. These fresh produce centres guarantee a wide variety of top quality fresh produce, especially fruit and vegetables. At these central, urban trading platforms around 2,600 small and medium sized wholesalers, importers and growers supply fresh produce from the region and all over the world to more than 53,000 customers in the specialist, independent food retail business such as greengrocer shops and street markets and to large-scale caterers and top restaurant chefs. Annual turnover of goods is around 7.4 million tonnes with a total value of roughly 9.8 billion euros. Germany's wholesale markets thus ensure the availability of good, nutritious food for around 100 million consumers in Germany and neighbouring European countries.

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