

In its monthly series on the international wholesale scene, the World Union of Wholesale Markets (WUWM) gives a run-down of its first award winners



WUWM congratulates its first award winners



THE FIRST set of WUWM Awards was given to three top markets at the recent congress in Copenhagen.

The build-up to the event started at the beginning of the year, when submissions started coming in from member markets in the three categories – Market Innovation, Community Support and Environmental Sustainability.

Now, more details about the winning markets have been released.

First up, the Hamburg Wholesale Market in Germany, pictured, received the WUWM award for Market Innovation. The jury awarded the prize on the strength of new innovative facilities on the market, including a German Additives Museum, which opened in the spring, a schools laboratory and a pesticides laboratory, which opened in June last year.

This award was open to markets that had implemented innovations that demonstrably supported and improved their market's construction, management or organisation. The three progressive concepts at Hamburg Wholesale Market impressed the judges, especially in the areas of marketing and promotional benefits, as well as market competitiveness.

Torsten Berens, managing director of Hamburg Wholesale Market, said: "We are very proud to have received this award. We hope that these still

rather new facilities will make a significant contribution to the protection and education of consumers."

Next, the WUWM award for Community Support went to Garak Wholesale Market in Seoul, Korea. The judges found its community support programme the most wide-ranging, covering various community education services, a number of social contributions to rural communities, a trader and market employee-sponsored Neighbours in Need programme and a Green Market Festival, which feeds upwards of 5,000 people every year.

Finally, the WUWM award for Environmental Sustainability was given to Sydney Markets in Australia for their impressive environmental sustainability activities, including waste management, energy savings and water-saving programmes. The market's carbon footprint has been reduced by 10 per cent through improved waste diversions and initiatives – savings on energy and water, as well as waste diversions and recycling.

New Spitalfields Market in London was highly commended in this category due to the enormous work that has been done over the past two years to environmentally manage its waste disposal. ○

viewpoint

**MARIA CAVIT, WUWM
SECRETARY GENERAL**



VALUE OF MARKETS UNDER-APPRECIATED

ONE OF the overriding aims of WUWM is to promote the importance of wholesale and retail markets to the food sector. Ensuring our ability to present the true size, scope and range of activities undertaken by our members to decision-makers at the national, regional and international level is therefore vital in reinforcing the important contributions that markets make to local economies and communities.

A recent WUWM report on the importance of wholesale markets in food distribution used 2006 data from 137 responding member markets, of which 99 operate within EU member states. The figure showed that those markets alone cover some 5,600 hectares, receive 550,000 visitors daily and serve 20 per cent of the world's population. The total turnover of those market operators is more than €55 billion (£45bn) and the marketed quantity exceeds 54 million tonnes.

What I wouldn't give to see every wholesale market in the world as a WUWM member – could you imagine the picture markets might then show? Per hectare, our current member wholesale markets employ an average of 45 people and turn over more than €76,000. More than 70 per cent of those members are seen as providing a public service – even though just 50 per cent of these markets belong to the public sector. Now, more than ever, markets are providing that much-needed 'added value' as mechanisms for public good.

The total investment made by only EU wholesale market management companies during the 2000-06 period was an astounding €1.23bn. The majority of this is being used for maintenance, upgrading buildings, environmental services, new business attraction and improving efficiency for wholesalers.

What then of retail markets? A WUWM survey earlier this year detailed the existence of some 25,000 retail markets in the EU alone, whereby some 400,000 traders on those markets employ over a million people and provide a gross turnover of more than €35bn.

If one combines these retail and wholesale market figures, it is easy to see that the economic contribution of markets in the EU alone is equivalent, if not higher than, many of the major retail chains. And markets have the added bonus of being public service tools – profit maximisation not being their sole *raison d'être*.

It is frustrating, especially when figures speak for themselves, to still have to pound the pavement, knocking on doors requesting to be heard by all the right people in all the necessary places. But it is easier – and surely more effective – when market management authorities decide to unite to promote their importance to local and national decision-makers directly.

At WUWM, we are both proud and inspired by the work being done by our member markets in London, as well as by the National Association of British Market Authorities, in pursuing and promoting the market brand. This is one example of today's market professionals and their excellence in market leadership. I firmly believe this a good indicator of what is to come from this generation of forward-thinking market leaders. ○

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