



# Promoting wholesale and retail markets world-wide



**WUWM**

**World Union of Wholesale Markets**

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**WUWM**

**World Union of Wholesale Markets**





The **World Union of Wholesale Markets (WUWM)** is an international non-profit association that engages in all fields and activities related to the promotion, development and global exchange of expertise and information on wholesale and retail markets. **WUWM** provides information on the important role and activities of the market sector to both the general public and public authorities.

Through its membership, **WUWM** facilitates the exchange of professional knowledge and expertise to market operators wishing to improve the construction, organisation and/or management of their markets. **WUWM** also serves as a valuable tool for policy-makers committed to improving food security and food chain distribution services in their cities and countries.

**MISSION**

To promote the essential role that food markets play in ensuring the sustainable access, availability and distribution of a diverse variety of quality fresh food products, whilst maintaining competitive prices and the highest standards of service and food security, throughout the international community.

**GOALS**

- To develop and promote the international exchange of information on wholesale and retail markets so as to improve the construction, organisation and administration of member markets;
- To participate in the activities and issues of wholesale and retail markets, as well as production markets or markets at point of origin;
- To exchange experiences, skills, knowledge and expertise for the overall benefit of the membership, and to ensure promotion of the sector;
- To develop and promote the important relationship existing between market authorities, operators, traders and businesses on the market.

**VISION**

- 1.** To ensure that wholesale and retail markets are recognized for their important role in local, national and international food distribution chains.
- 2.** That WUWM be internationally recognized as the premier international organisation to support wholesale and retail market promotion and development by excellence in:
  - a)** Offering an efficient arena for information exchange, networking, and cross fertilization of wholesale/retail market knowledge.
  - b)** Helping member development in new businesses through promoting mutual links between wholesale and retail markets. Establishing contacts between importers, exporters and wholesalers of our respective markets. In brief, helping members enlarge their respective client and supply bases.
- 3.** To confidently contribute to the representation of the interests of wholesale and retail markets with international institutions, national and local governments, convincingly demonstrating and emphasizing the social, economic and environmental benefits arising through the operation of wholesale and retail markets.

**WUWM TECHNICAL COMMITTEES**

**Retail Markets Committee**

Key objectives:

- 1.** Information and knowledge exchange - between members, as well as with other public or private bodies;
- 2.** To offer a strategy and comprehensive knowledge of the global retail market industry;
- 3.** Support members in the operation and promotion of their markets;
- 4.** Lobbying – including public/private decision-making bodies, parliamentary groups, legislators, and other market related organisations;
- 5.** To promote and develop best practice within the retail market sector.

**Food Safety and Hygiene Committee**

**WUWM** provides expertise and information to global decision-makers involved in many areas related to food safety and hygiene. In particular, the **WUWM** European section collaborates closely with the European Commission in areas related to European health and food hygiene regulations, also addressing other issues of common interest to market members in this region. A **WUWM** Guide to Good Practice for Wholesale Market Authorities in the European Union is in the process of adoption as the European Community Guide for the wholesale market sector.

**Markets and Environment Committee**

**WUWM** underlines the important efforts currently being made within the wholesale market sector towards environmental protection. Work focuses on waste management, in particular through recycling, and energy savings through the organisation of traffic flow. Other harmful environmental concerns and nuisances

(e.g. noise, traffic, etc.), facilitating effective sewage and water treatments, and avoiding the dissemination of waste in public areas are areas for future interest.

**Additionally...**

Other Working Committees are currently being established in the areas of Marketing and also Promoting Market Authority/Market Trader Relations

**WUWM EVENTS AND COMMUNICATION**

**Conferences and congresses**

**WUWM** generally holds an international congress every two year as well as member conferences annually. Thematic or regional meetings are also held, when and as, the need arises. **WUWM** congresses are open to both members and non-members, discussing themes relevant to both wholesale and retail market operators and traders, food hygiene/security experts, food industry representatives, producers, distributors, academics, and national/regional decision-makers. **WUWM** congresses provide delegates with valuable networking opportunities, and an international forum to debate the latest issues and trends facing not only wholesale and retail markets, but the market sector and food distribution industries worldwide. **WUWM** Conferences are attended primarily by the members globally; however non-member observers and guests are always welcome to attend.

**Website**

The **WUWM** website provides a comprehensive overview of the association – its membership and activities, along with a member-only section.

**E-newsletter**

The **WUWM** produces a monthly e-newsletter which is internationally distributed to members and industry contacts alike.

**WUWM Regional working groups**

- Europe • America's • Asia/Pacific • Africa

