

## Promotion a priority for Hamburg Wholesale Market

**Representatives from Hamburg Wholesale Market will underline its excellent location in the heart of the German city and various initiatives undertaken in order to meet the challenges of the modern-day fruit and vegetable trade.**

“Hamburg Wholesale Market continues to confront the challenges of change in the world of trade,” says managing director Torsten Berens. “One method is to place the best possible environment in terms of structures and hygiene regulations; another is to pursue further developments with the aim of optimising or changing the use of space.”

While traditional traders remain at the heart of Hamburg Wholesale Market’s daily operation, the market authorities are working to extend the range of goods on sale to attract new customers. “We organise a variety of marketing campaigns to boost the standing and



**Traders see promotions as an important tool**

image of our traders,” Mr Berens reveals. “We are active at weekly markets, in kindergartens and schools, drawing attention to what our traders have to offer and making people more aware of the benefits of healthy eating.”

The market recently launched a new campaign featuring a new slogan,

updated motifs and a revamped website, as well as a promotional video about the centre.

At the beginning of last year, extensive refurbishment work took place at the 28ha site, designed to keep it ahead of the competition in terms of offering not only a bustling fresh produce trading centre but also a modern transshipment and coldstorage facility.

“It is becoming increasingly important to fortify and develop the wholesale market as a logistics centre as well,” says Mr Berens. What’s more, the daily trade market is increasingly being opened up to the consumers themselves. This year, the market had its first ever stand at the enormously popular Hamburg Port festival, and in September 2009 the market hosted its fourth annual Hamburg Food Market, showing off the freshness, quality and variety of its vast range to the general public. ■