

In FPJ's monthly series on the international wholesale scene, the World Union of Wholesale Markets (WUWM) launches its prestigious 2010 Market Awards



## Hamburg revs up for Harley Davidson event



Torsten Berens

Up to 600,000 people are expected to attend a Harley Davidson annual European festival at Hamburg Wholesale Market on 25-27 June.

Some 50,000 bikers from all over Europe, alongside tens of thousands of spectators, are expected to visit the market over the festival weekend.

A large music stage and a 'biker's bar' will offer music and entertainment, along with

professional stunt and dragster shows.

Hamburg Market's managing director Torsten Berens is very excited to be the venue host for such a large and prestigious event. He said: "It will bring substantial additional income into the market – not only in terms of the market's management authority, but also for some of the market traders themselves.

"Additionally, it will ensure important publicity for the market, not only related to the event sector, but also with regards to the general public and local decision-makers.

"While it will be challenging for the market management to deal with all the associated logistical issues such as transport flows, the success of this 2010 festival will help pave the way forward for it to be biennially hosted here on the market in future. That would be excellent news for the market, as well as for our traders." ■

## Ireland hosts WUWM

WUWM is to host its annual insight into the European retail market sector in Ireland this summer.

The 2010 WUWM Retail Conference will be held in Dublin, Ireland on 25-26 June.

Hosted by International Operators Market & Street Traders, this year's theme – Retail Markets: Business with a Human Face – will highlight several important and topical issues, including the EU Services Directive, putting markets on the political agenda,

effective public market promotion, public/private partnerships and markets in public spaces.

A 2008 WUWM European retail market study showed that at least 25,000 markets exist within the EU alone, with more than 450,000 retail market traders operating businesses on those markets. With more than one million people employed on European retail markets and a total turnover surpassing €35 billion (£30.3bn), there will be much to discuss at the two-day event. ■

## Viewpoint

Maria Cavit



### AWARDS OPEN DESPITE ISSUE OF ICELANDIC ASH CLOUD

The intelligent mind accepts that one can never be completely prepared for the future, but the recent closure of much of European airspace was truly an out-of-the-blue occurrence. Unfortunately, at the height of this crisis most of our delegates were due to be on their way to Spain, and as a consequence this 'force majeure' has resulted in the postponement of our annual spring conference.

Fortunately, if you had registered to attend the Palma de Mallorca event, your registration fee and hotel bookings are all transferrable, without charge, to the new dates of 14-17 September. For those who could not make the event in the spring, thanks to the quick actions of our Spanish host Mercasa we hope you will now have the opportunity to join us in the autumn.

Despite the lack of a formal launch pad venue, the WUWM 2010 Market Awards are nevertheless open for submissions. Member wholesale and retail markets are invited to send their contributions to these awards, which this year address the theme of 'Excellence in developing the link between wholesale and retail markets'. These awards aim to build on the common agenda of the many aspects of wholesale and retail operations, allowing for a better recognition of their vital role and contribution to the food sector. This value is two-fold: on the one hand we are looking at ways that member markets support, grow and emphasise the business of their traders and, on the other hand, we are looking to promote ways that members take advantage of the opportunities that wholesale and retail markets have to work together in tackling problem issues such as healthy eating, obesity, etc. This is in addition to working together to address how they ensure availability, affordability and the accessibility of fresh fruit and vegetables, while promoting the awareness and importance of quality, freshness and taste.

The deadline for award submissions is 6 August. Entry forms are available by visiting the WUWM website or contacting the secretariat. This year's judging panel includes: Bob Penter, membership executive of Fresh State Ltd in Melbourne, Australia; Andrew Shepherd, senior marketing officer and leader of the Market Linkages & Value Chains Group in the FAO, Rome; and Jose Augusto Ramos Rocha, WUWM honorary chairman (2004-2006), who remains an active leader in today's Portuguese food sector.

Alongside the awards we are also launching our annual WUWM Market Photo Competition. This is open to anyone and everyone who has ever been on a food market and taken an interesting picture there. The 13 winning photos will be showcased in the WUWM 2011 Calendar, distributed later this year. Look for more information on the WUWM website. ■