



2024 WUWM CONFERENCE

WHOLESALE MARKETS AND THE
FOOD OF THE FUTURE: INSIGHTS
AND OPPORTUNITIES FOR THE
AGRI-FOOD SECTOR



FINAL PROGRAMME



30 October - 1 November 2024
RIMINI - ITALY

UNDER THE PATRONAGES OF



**MINISTERO DELL'AGRICOLTURA
DELLA SOVRANITÀ ALIMENTARE
E DELLE FORESTE**



Comune di **Rimini**

IN PARTNERSHIP WITH



CAMERA DI COMMERCIO
DELLA ROMAGNA
FORLÌ-CESENA E RIMINI

IN COOPERATION WITH



CIA

Società Cooperativa



SPEAKERS AND CHAIRMAN

Assad Ait Chekhdidh	<i>Head of Departement Commercial Activities on public space Paris City Council, France</i>
Sébastien Bensidoun	<i>CEO of BENSIDOUN GROUP (France) and CEO of BENSIDOUN USA INC. (USA)</i>
Paolo Bruni	<i>CSO - Fruit and Vegetable Services Centre - Ferrara, Italy</i>
Roberto Calugi	<i>Director General FIPE - Italian Federation of Public Establishments - Rome, Italy</i>
Dan Carmody	<i>Eastern Market - Detroit, USA</i>
Marco Core	<i>President of CAL - The Agriculture and Food Centre and Logistic Consortium of Parma, Italy</i>
Valentino Di Pisa	<i>President of Fedagromercati - Rome, Italy</i>
Mabouba Diagne	<i>Minister of Agriculture of Senegal - Dakar, Senegal (TBC)</i>
Javier Esquillor García	<i>General Manager, capillar IT - Zaragoza, Spain</i>
Roman Fedyshyn	<i>Founder and Head of the Supervisory Board - Wholesale Market Shuvar - Lviv, Ukraine Parma</i>
Roberto Ferrara	<i>Area Director - Social Cooperative - Parma, Italy</i>
Roberta Frisoni	<i>Councillor of the Municipality of Rimini for Urban and Territorial Planning, Private Construction, Urban Regeneration, Mobility Policies, Local Public Transport, Demanio, PNRR - Rimini, Italy</i>
Cinzia Furiati	<i>Director of CAAR - Agri and Food Center of Rimini, Italy</i>
Fabio Gardenghi	<i>LEM Market - Cesena, Italy</i>
Alessandro Giunchi	<i>President of FOR Fruit and Vegetable Chain in Romagna of Cesena, Italy</i>
Giovanni Indino	<i>President of CAAR - Agri and Food Center of Rimini, Italy</i>
Furqan Khalil Syed	<i>MIT - Massachusetts Institute of Technology - Cambridge, Massachusetts, USA</i>
Luca Lanini	<i>Sinloc and Cibusalus - Padua, Italy</i>
Stéphane Layani	<i>Chairman WUWM - Rungis, France</i>
Luca Lodini	<i>Commercial Department Fruttital - Bologna, Italy</i>
Giulietta Magagnoli	<i>Director of CAL - Agricultural and Logistic Consortium Center - Parma, Italy</i>
Marco Marcatili	<i>Chairman of CAAB - The Agriculture and Food Centre of Bologna, Italy</i>
Paolo Merci	<i>Director Verona Wholesale Market and Vice-President Italmercati - Verona, Italy</i>
Siheng Mi	<i>Hebei Shouheng Agricultural and Sideline Products Co., Gaobeidian of Hebei Province - China</i>
Fabio Massimo Pallottini	<i>Director & WUWM European Group Leader - Rome, Italy</i>
Renzo Piraccini	<i>President Macfrut Rimini, Italy</i>
Dongyu Qu	<i>Director General of the Food and Agriculture Organization of the United Nations (FAO)</i>
Rosa Rolle	<i>Senior Officer, Team Leader Food Loss and Waste of FAO - Food and Agriculture Organization of the United Nations - Rome, Italy</i>
Jamil Sadegholvaad	<i>Major of Rimini, Italy</i>
Juan Félix Soriano Cruz	<i>CONACCA's Public Agenda Cabinet Coordinator and San Vicente Chicoloapan Wholesale Market's President, Mexico</i>
Giannis Triantafyllis	<i>Vice Chairman WUWM - Athens, Greece</i>
Ilaria Vesentini	<i>Sole 24 Ore - Bologna, Italy</i>
Roberto Vettor	<i>University of Padua and President CibuSalus - Padua, Italy</i>
Valérie Vion	<i>WUWM Secretariat General - Rungis, France</i>
Melanie Gonzales Vivero	<i>CSR Manager Mercamadrid - Madrid, Spain</i>

PROGRAMME

WEDNESDAY, OCTOBER 30 – 1° DAY

15:00 – 18:00 WUWM Leadership Meeting at Grand Hotel Rimini
19:00 – 21:00 Welcome Cocktail at Grand Hotel Rimini

THURSDAY, OCTOBER 31 – 2° DAY – MORNING

06:20 Departure by bus from hotel pick up for Technical Visit at CAAR
07:00 – 8:00 Technical Visit at CAAR
08:00 – 08:40 Transfer to Conference Venue
08:00 – 19:00 WUWM Conferences Participants Register

09:00 – 12:00 *Coffee Station*

ARENAGO ROOM – PLENARY HALL

09:30 – 9:35 OPENING SESSION: Presented and moderated by *Ilaria Vesentini-Bologna, Italy*

09:35 – 10:30 **WUWM CONFERENCE 2024 OPENING CEREMONY**
Giovanni Indino – President of CAAR – Agri and Food Center of Rimini, Italy
Jamil Sadegholvaad – Major of Rimini, Italy
Fabio Massimo Pallottini – Director & WUWM European Group Leader – Rome, Italy
Stéphane Layani – Chairman WUWM – Rungis, France
Dongyu Qu – Director General of the Food and Agriculture Organization of the United Nations (FAO) – Video projection

PRESENTATION OF PROJECTS

11:00-11:20 Challenges and new perspectives for wholesale markets: sustainability, city hubs, food policies, waste reduction
Luca Lanini – Sinloc and Cibusalus – Padua, Italy
Paolo Merci – Director Verona Wholesale Market and Vice-President Italmercati – Verona, Italy

11:20 – 11:30 The role of wholesalers in the agrifood system: challenges and future perspectives
Valentino Di Pisa – President of Fedagromercati – Confcommercio – Rome, Italy

11:30-11:40 Professional Award to *Valter Vannucci – Previous Director CAAR – Agri and Food Center of Rimini, Italy*
Giovanni Indino – President of CAAR – Agri and Food Center of Rimini, Italy
Jamil Sadegholvaad – Major of Rimini, Italy

PANEL 1 – PUBLIC MARKET’S ROLE AND NEW ORGANIZATIONAL MODELS OF THE MARKETS

- 11:40 – 11:45 Introduction by *Ilaria Vesentini - Bologna, Italy*
- 11:45 – 11:55 Public Market’s Role in Shortening and Diversifying Supply Chains and supporting local farmers. Resilience factor in the event of a crisis affecting long food chains
Dan Carmody, Eastern Market - Detroit, USA
- 11:55 – 12:05 Reconversion of the Mexican Market
Juan Félix Soriano Cruz - CONACCA's Public Agenda Cabinet Coordinator and San Vicente Chicoloapan Wholesale Market's President, Mexico
- CASE STUDY - New strategies of commercial differentiation: the global challenges of Emilia Romagna Mercati
- 12:05 – 12:10 New roles for the Market's in the Emilia Romagna Network between innovation and specialisation
- 12.10 – 12:20 Sinergy with local district markets
Marco Marcatili, Chairman of CAAB - The Agriculture and Food Centre of Bologna, Italy
Luca Lodini, Commercial Department Fruttital - Bologna, Italy
- 12:20 – 12:30 A Fair, ethical and efficient solution
Marco Core, President of CAL - The Agriculture and Food Centre and Logistic Consortium of Parma, Italy
Roberto Ferrara, Parma Area Director - Social Cooperative - Parma, Italy
- 12:30 – 12:40 The market as a platform for small retailers
Alessandro Giunchi - President of FOR Fruit and Vegetable Chain in Romagna of Cesena, Italy
Fabio Gardenghi - LEM Market - Cesena, Italy
- 12:40 – 12:50 The Development of the HO.RE.CA. Market
Giovanni Indino - President of CAAR - Agri and Food Center of Rimini, Italy
Roberto Calugi - Director General FIPE - Italian Federation of Public Establishments - Rome, Italy
- Discussion
- 12:50 – 14:20 *Buffet Lunch*

THURSDAY, OCTOBER 31 – 2° DAY – AFTERNOON

PANEL 2 - LAST MILE, CITY LOGISTICS & CITY SERVICES

- 14:20 - 14:25 Introduction by *Ilaria Vesentini - Bologna, Italy*
- 14:25 - 14:40 Consumption trends in Italy: the role of wholesale markets in the quality of production as a lever for improving
Paolo Bruni, CSO - Fruit and Vegetable Services Centre - Ferrara, Italy
- 14:40 - 14:55 Keynote Introduction Panel 2 : A Resilient Force in Ukraine's Agri-Food Sector, Shaping the Future of Wholesale Markets
Roman Fedyshyn - Founder and Head of the Supervisory Board - Wholesale Market Shuvar - Lviv, Ukraine
- 14:55 - 15:10 CASE STUDY - EU PROJECT OMICRON (Zaragoza - Paris - Rimini) "Smarter Last mile"
Javier Esquillor Garcia, General Manager CAPILLAR IT - Zaragoza, Spain
- 15:10 - 15:30 Management of foodmarkets: the relationship between the City and the Market Operator
Assad Ait Chekdhidh - Head of Departement Commercial Activities on public space Paris City Council, France
Sébastien Bensidoun, CEO of BENSIDOUN GROUP, France and CEO of BENSIDOUN USA INC.,USA
- 15:30 - 15:40 New opportunities for city logistic in tourist destinations
Roberta Frisoni, Councillor of the Municipality of Rimini for Urban and Territorial Planning, Private Construction, Urban Regeneration, Mobility Policies, Local Public Transport, Demanio, PNRR - Rimini, Italy
- Discussion*

PANEL 3 - FIGHTING FOOD WASTE AND FOSTERING SOLIDARITY

- 15:40 - 15:45 Introduction by *Ilaria Vesentini - Bologna Italy*
- 15:45 - 15:55 Keynote Introduction PANEL 3: Fighting food waste and fostering solidarity
Mabouba Diagne - Minister of Agriculture of Senegal - Dakar, Senegal (TBC)
- 15:55 - 16:05 CASE STUDY - The Solidarity Logistics Platform
Cinzia Furiati, Director of CAAR - Agri and Food Center of Rimini, Italy
Giulietta Magagnoli, Director of CAL - Agricultural and Logistic Consortium Center - Parma, Italy
- 16:05 - 16:20 Tackling Food Waste: A System Dynamics Approach to Analyzing Food Waste in Wholesale Markets and Developing Targeted Interventions for Sustainable Operations
Furqan Khalil Syed, MIT - Cambridge, Massachusetts Institute of Technology - Cambridge - Massachusetts, USA
- 16:20 - 16:35 The FAO actions on the reduction of food losses and waste in wholesale market around the world
Rosa Rolle - Senior Officer, team Leader Food Loss and Waste of FAO - Food and Agriculture Organization of the United Nations - Rome, Italy
- 16:35 - 16:45 Boosting Sustainability through Corporate Responsibility and Food Waste Management
Melanie González Vivero - CSR Manager Mercamadrid - Madrid, Spain
- 16:45 - 16:55 Food Loss and Waste, Food Preservation: Common Misconceptions, Best Practices
Giannis Triantafyllis - Vice Chairman WUWM - Athens, Greece
- 16:55 - 17:05 Goal: Eradicate Hunger and Modernize the Food Supply Chain
Juan Félix Soriano Cruz - CONACCA's Public Agenda Cabinet Coordinator and San Vicente Chicoloapan Wholesale Market's President, Mexico
- Discussion
- 17:05 - 17:35 *Coffee Break*

PANEL 4 - FOOD URBAN POLICIES

- 17:35 - 17:40 Introduction by *Ilaria Vesentini - Bologna, Italy*
- 17:40 - 17:50 Macfrut 2025
Renzo Piraccini - President Macfrut Rimini, Italy

- 17:50 - 17:55 Food and Global Health : the decisive role of fruit & vegetables
Roberto Vettor, University of Padua and President CibuSalus - Padua, Italy
- 17:55 - 18:05 Rational planning of market quantity to promote efficient allocation of resources
Siheng Mi , Hebei Shouheng Agricultural and Sideline Products Co., Gaobeidian of Hebei Province, China
- Discussion*
- 18:05 - 18:15 Closing - Take home message
Giovanni Indino - President of CAAR - Agri and Food Center of Rimini, Italy
Valérie Vion - WUWM Secretariat General - Rungis, France
Stéphane Layani - Chairman of WUWM - Rungis , France

FRIDAY, NOVEMBER 1 - 3^o DAY - MORNING

PORTO ROOM

- 09:00 - 09:30 WORKING GROUP RETAIL MARKETS

PONTE 1 ROOM

- 09:30 - 10:30 REGIONAL COMMITTEE MEETING - WUWM AFRICA

PONTE 2 ROOM

- 09:30 - 10:30 REGIONAL COMMITTEE MEETING - WUWM ASIA

PORTO ROOM

- 09:30 - 10:30 REGIONAL COMMITTEE MEETING - WUWM EUROPE

FELLINI ROOM

- 09:30 - 10:30 REGIONAL COMMITTEE MEETING - WUWM AMERICA

- 10:30 - 11:00

Coffee Break

- 11:00 - 12:00

ARENCO ROOM - PLENARY HALL

GENERAL ASSEMBLY (reserved for WUWM members only)

- 12:30 - 14:00

Buffet Lunch

FRIDAY, NOVEMBER 1 - 3^o DAY - AFTERNOON

- 14:30 - 17:00

GUIDED TOUR - THE TREASURES OF RIMINI *(not included in the registration fee)*

Departure by bus from Conference Venue pick up

- 19:45

Departure by bus from hotel pick up for Gala Dinner

- 20:30 - 23:30

GALA DINNER AT CASA ZANNI - VILLA VERUCCHIO

GENERAL INFORMATION

CONFERENCE VENUE

PALACONGRESSI of Rimini
Via della Fiera, 23
47923 Rimini (RN), Italy

ORGANIZING SECRETARIAT



Adria Congrex - Via Sassonia, 30 - Rimini

The Secretariat will be open at Palacongressi with the following schedules:

31st October 2024 from 8:00 to 18:30

1st November 2024 from 8:30 to 14:00

All staff can be reached via mail at congressi@adriacongrex.it and from
October 31st onwards by phone: +39 3343529230

REGISTRATION FEES

It is possible to register for the conference during the days of the event at the Desk
“New registrations and social programme”.

BADGE

All participants from 31 October onwards will be given a badge and conference kit at the
Participants Reception Desk.

The badge must be worn at all times and allows access to the meeting rooms and all services
included in the fee.

For the welcome cocktail on 30 October, your name will be verified at the entrance to the
Grand hotel by the staff.

SIMULTANEOUS TRANSLATION

Simultaneous translation is provided only in Arengo Room – Plenary Hall for the following
languages: English, French, Spanish and Chinese.

Receivers will be delivered outside the Arengo Room – Plenary Hall upon presentations of an
identity document. English Translation is provided for the technical visit only.

SOCIAL PROGRAMME

WELCOME COCKTAIL

It will be held on 30 October at the Grand Hotel in Rimini from 19:00 - 21:00.

The Grand Hotel can be reached on foot, if the hotel is walking distance, or by Radio Taxi at +39054150020 (24-hour service).

For further information please visit <https://www.radiotaxirimini.it/Servizi/EN.servizi.html>

GALA DINNER

It will be held on 1 November at CASA ZANNI at 20:30 p.m.

A transfer service has been organised (see timetable "Transfer service")

Participation in the dinner has been confirmed at the moment of registration. Those who have not done can confirm at the New Registration and Social Programme Desk no later than 31 October at 14:00 .

To be admitted, it is compulsory to wear a badge.

GUIDED TOUR: THE TREASURES OF RIMINI

The guided tour will be held on 1 November afternoon (14:30 - 17:00) and costs € 50.00 per person. It can be booked no later than 31 October at 14.00 p.m. at the New Registration and Social Programme Desk.

TRANSFER SERVICE

Transfers will be carried out by buses that will be recognisable with Conference and destination signs.

Pick-up for hotel transfers are as follows:

Pick up 1 in front of Pascucci Cafè, Viale Vespucci 3 or across the street

Pick up 2 Kennedy Square, in front of newspaper Kiosc or across the street

Pick up 3 Marvelli Square, in front of the Church – Viale Regina Elena, 7
or in front of Rose and Crowne Pub – Viale Regina Elena , 2

Pick up 4 Viale Regina Elena next to Clarion hotel Admiral

Pick up from Palacongressi is opposite Palacongressi Exit – Foyer C

31 OCTOBER

TRANSFER FOR TECHNICAL VISIT AT CAAR

	Departure
Pick up 4 Viale Regina Elena next to Clarion hotel Admiral	6:20
Pick up 3 Marvelli Square , in front of Rose and Crown	6:25
Pick up 2 Kennedy Square in front of newspaper Kiosc	6:30
Pick up 1 in front of Pascucci Cafè, Viale Vespucci, 3 across the street	6:35
From CAAR to Palacongressi	8:15
Arrival to Palacongressi	8:45

TRANSFER TO PALACONGRESSI

Pick up 1 in front of Pascucci Cafè – Viale Vespucci, 3	7:45
Pick up 2 Kennedy Square, in front of newspaper Kiosc across the street	7:50
Pick up 3 Marvelli Square, in front of the church	7:55
Pick up 4 Via Regina Elena, next to Clarion Hotel Admiral	8:00
Arrival to Palacongressi	8:20/8:30

TRANSFER TO THE HOTELS

Pick up Palacongressi	18:30
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1 NOVEMBER

TRANSFER TO PALACONGRESSI

<i>Pick up 1 in front of Pascucci Cafè, Viale Vespucci, 3</i>	7:45
<i>Pick up 2 Kennedy Square, in front of newspaper Kiosc</i>	7:50
<i>Pick up 3 Marvelli Square, in front of the church</i>	7:55
<i>Pick up 4 Via Regina Elena, next to Clarion Hotel Admiral</i>	8:00
<i>Arrival to Palacongressi</i>	8:20/8:30

TRANSFER TO THE HOTELS

<i>Pick up Palacongressi</i>	14:00
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GUIDED TOUR: THE TREASURES OF RIMINI

<i>Pick up Palacongressi</i>	14:30
<i>Return to the hotel</i>	17:00

TRANSFER TO GALA DINNER

<i>Pick up 1 in front of Pascucci Cafè, Viale Vespucci, 3</i>	19:30
<i>Pick up 2 Kennedy Square, in front of newspaper Kiosc</i>	19:35
<i>Pick up 3 Marvelli Square, in front of the church</i>	19:40
<i>Pick up 4 Via Regina Elena, next to Clarion Hotel Admiral</i>	19.55
<i>Arrival at Casa Zanni</i>	20.30
<i>Return to the hotel</i>	23.30

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CONFERENCE VENUE

Palacongressi di Rimini
Via della Fiera, 23
Rimini - Italy



ORGANIZING SECRETARIAT

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