



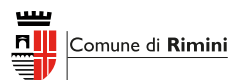
2024 WUWM CONFERENCE

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



30 October - 1 November 2024
RIMINI - ITALY

Under the Patronages of



PROGRAM

WEDNESDAY, OCTOBER 30 – 1° DAY

14:00 – 19:00 WUWM Conferences Participants Register at Palacongressi

PONTE 2 ROOM

15:00 – 18:00 WUWM Leadership Meeting

19:00 – 21:00 Welcome Cocktail

THURSDAY, OCTOBER 31 – 2° DAY – MORNING

06:30 Departure by bus from pickups for technical visit to CAAR

07:00 – 8:00 Technical Visit at CAAR

08:30 – 19:00 WUWM Conferences Participants Register

09:00 – 12:00 COFFEE STATION

ARENGO ROOM – PLENARY HALL

09:30 – 9:35 OPENING SESSION: Presented and moderated by *Ilaria Vesentini (Sole 24 Ore)*

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

ARENGO ROOM – PLENARY HALL

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

ARENGO ROOM – PLENARY HALL

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

11:30-11:40 Professional Award to Valter Vannucci - Previous Director CAAR
Giovanni Indino - President of CAAR - 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*

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

CASE STUDY - New strategies of commercial differentiation: the global challenges of Emilia Romagna Mercati

11:45 - 11:50 New roles for the Market's in the Emilia Romagna Network between innovation and specialisation

11:50 - 12:00 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

12:00 - 12:10 A Fair, ethical ad 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

12:10 - 12:20 The market as a platform for small retailers
Alessandro Giunchi - President of FOR Filiera Ortofrutticola Romagnola of Cesena, Italy
Fabio Gardenghi - LEM Market - Cesena, Italy

12:20 - 12:30 The Development of the HO.RE.CA. Market
Giovanni Indino - President of CAAR
Roberto Calugi - Director General FIPE - Federazione Italiana Pubblici Esercizi - Rome, Italy

12:30 - 12:40 Reconversion of the Mexican Market
Juan Félix Soriano Cruz, CONACCA's Public Agenda Cabinet Coordinator and San Vicente Chicoloapan Wholesale Market's President, Mexico

12:40 - 14:40 BUFFET LUNCH

THURSDAY, OCTOBER 31 – 2° DAY – AFTERNOON

PANEL 2 – LAST MILE, CITY LOGISTICS & CITY SERVICES

ARENGO ROOM – PLENARY HALL

- 14:40 – 14:45 Introduction by *Ilaria Vesentini – Bologna, Italy*
- 14:45 – 15:00 Consumption trends in Italy: the role of wholesale markets in the quality of production as a lever for improving
Paolo Bruni, CSO – Italy Centro Servizi Ortofrutticoli – Ferrara, Italy
- 15:00 – 15:15 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

ARENGO ROOM – PLENARY HALL

- 15:15– 15:35 CASE STUDY – European OMICRON Project (Zaragoza – Paris – Rimini) “Last mile”
Javier Esquillor, CEO and Legal Representative of CAPILLAR IT – Zaragoza, Spain
- 15:35 – 15:45 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
- 15:45 – 15:55 Management of foodmarkets: the relationship between the City and the Market Operator
Sébastien Bensidoun, CEO of Bensidoun Group – Paris, France
- 15:55 – 16:05 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

PANEL 3 FIGHTING FOOD WASTE AND FOSTERING SOLIDARITY INTRODUCTION BY ILARIA VESENTINI

ARENGO ROOM - PLENARY HALL

- 16:05 - 16:10 Introduction by Ilaria Vesentini - *Bologna, Italy*
- 16:10 - 16:20 Keynote Introduction PANEL 3: Fighting food waste and fostering solidarity
Mabouba Diagne - Minister of Agriculture of Senegal - Dakar, Senegal

ARENGO ROOM - PLENARY HALL

- 16:20 - 16:30 CASE STUDY - The Solidarity Logistics Platform
Cinzia Furiati, Direttrice CAAR - Rimini, Italy
Giulietta Magagnoli, Direttrice CAL Parma - Italy
- 16:30 - 16:40 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 - Massachusetts Institute of Technology - Massachusetts, USA
- 16:40 - 16:50 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
- 16:50 - 17:00 Title of presentation - tbd
Giannis Triantafyllis - Vice Chairman WUWM - Athens, Greece
- 17:00 - 17:10 Title of presentation - tbd
Juan Félix Soriano Cruz, CONACCA's Public Agenda Cabinet Coordinator and San Vicente Chicoloapan Wholesale Market's President, Mexico

17:10 - 17:40 COFFEE BREAK

PANEL 4 FOOD URBAN POLICIES

ARENGO ROOM - PLENARY HALL

- 17:40 - 17:50 Introduction by Ilaria Vesentini - *Bologna, Italy*

ARENGO ROOM - PLENARY HALL

- 17:50 - 18:00 Macfrut 2025
Renzo Piraccini - President Macfrut Rimini

- 18:00 – 18:10 Food and Global Health : the decisive role of fruit & vegetables
Roberto Vettor, University of Padua and President CibuSalus - Padua, Italy
- 18:10 – 18:20 Rational planning of market quantity to promote efficient allocation of resources
Mi Siheng, Beijing - China
- 18:20 – 18:30 Closing - Take home message
Giovanni Indino - President Of CAAR - Rimini, Italy
Valérie Vion - WUWM Secretariat General - The Hague, The Netherlands
Stéphane Layani - Chairman of WUWM - Rungis , France

FRIDAY, NOVEMBER 1 – 3° DAY – MORNING

ARENGO ROOM – PLENARY HALL

- 09:30 – 11:00 WORKING GROUP RETAIL MARKETS

PONTE 2 ROOM

- 09:30 – 11:00 REGIONAL COMMITTEE MEETING - WUWM ASIA

PORTO ROOM

- 09:30 – 11:00 REGIONAL COMMITTEE MEETING - WUWM EUROPE

VIP LOUNGE

- 09:30 – 11:00 REGIONAL COMMITTEE MEETING - WUWM AFRICA

- 11:00 – 11:30 COFFEE BREAK

- 11:30 – 12:45 *ARENGO ROOM – PLENARY HALL*
GENERAL ASSEMBLY (reserved for WUWM members only)

CLOSING OF THE WUWM CONFERENCE

- 12:45 – 14:00 BUFFET LUNCH

FRIDAY, NOVEMBER 1 – 3° DAY – AFTERNOON

- 14:30 – 17:00 GUIDED TOUR
THE TREASURES OF RIMINI
(For A Minimum Of 15 Persons)

- 20.30 – 24:00 GALA DINNER AT CASA ZANNI - VILLA VERUCCHIO

wuwmrimini2024.com



CONFERENCE VENUE
Palacongressi di Rimini
Via della Fiera, 23
Rimini - Italy



ORGANIZING SECRETARIAT
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HOST
CAAR S.P.A.
Via Emilia Vecchia, 75
Rimini - Italy

CONFERENCE REGISTRATION

It is possible to register online
through the following link
wuwmrimini2024.com/register/

