



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

VISIT **EMILIA
ROMAGNA**
ITALY



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° 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

ARENGO ROOM - PLENARY HALL

GENERAL ASSEMBLY (reserved for WUWM members only)

- 12:30 - 14:00

Buffet Lunch

FRIDAY, NOVEMBER 1 - 3° 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

wuwmrimini2024.com



CONFERENCE VENUE

Palacongressi di Rimini
Via della Fiera, 23
Rimini - Italy



ORGANIZING SECRETARIAT

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HOST

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