

The GFI - Fruit Logistica Success Story Continues in 2014

Held from 5-7 February 2014, Fruit Logistica attracted more than 62,000 professional visitors from over 141 countries. People came from over the world to visit the biggest fair the international fruit trade has ever seen. More than 2,600 exhibitors from 84 countries presented the entire range of goods and services available at every stage of the trade and a great many innovations too.

GFI Stand Concept: "Diversity in Unity" appealed to target groups

This 13th year at the fair generated a satisfactory response notes the German Markets Association (GFI) Board Chairman, Uwe Kluge, managing director of Bremen

Wholesale Market. "The new stand concept we first presented in 2012 - Diversity in Unity - once more proved very popular. On Thursday the stand was extremely busy but we would have liked to see more people on the Friday." As in the past, the GFI stand tailored its programme to specific target groups. Experience shows that the fair stand is popular with large numbers of wholesalers and importers as somewhere to hold in-depth talks and negotiate with clients and suppliers from all over the world. The large info counter gave visitors to the fair a central point to head for when in search of information and people to talk with. Apimex, a trader from Munich Wholesale Market, and Elbegarten and Don Limón, both from Hamburg market, used the exclusive "partner area" to present their companies.

Important topics for the future

Representatives from wholesale markets in Berlin, Bremen, Dortmund, Duisburg, Düsseldorf, Essen, Frankfurt, Hamburg, Hannover, Leipzig, Mannheim, Munich and Stuttgart were at the stand for queries. Important issues for the future were also discussed together, such as opening up wholesale markets for consumers, developing the range, trends towards regional products, and creating added value throughout the supply chain and online business.



Upcoming Events	
2014	
7-9 April 2014	Amsterdam,
Global Berry Congress	Netherlands
24-26 April 2014	Pune,
Fresh Produce India	India
14-17 May 2014	Thessaloniki,
WUWM Conference	Greece
14-28 May 2014	Throughout
Love Your Local Market (LYLM)	the UK
28-30 May 2014	Hangzhou,
Asiafruit Market	China
24- 27 September 2014	London,
WUWM Conference	UK
8-10 October 2014	Madrid
Fruit Attraction	Spain
Please send your events to: info@wuum.org	



The National Association of British Market Authorities awarded the 'UK's Best Wholesale Market' to London's New Covent Garden Market at its annual conference on 30 January.

Jan Lloyd, Covent Garden Market Authority (CGMA) CEO accepted the award on behalf of

the team. "I was delighted to receive the 2014 Best Wholesale Market of the Year award. At the start of the year in which NCGM will celebrate its 40th anniversary of moving to Nine Elms, and as we begin our redevelopment in earnest, it's great to see the tenants, customers and suppliers recognised and acknowledged by our peers in the industry."