

PRESS RELEASE

Barcelona, world food capital for a week

Barcelona's Mercabarna to organise the World Union of Wholesale Markets conference in 2018

The event will tie in with the Alimentària and Hostelco trade fairs

The theme of the congress will be “The markets of the future: socially responsible and efficient”

Mercabarna will be organising the 33rd international conference of the World Union of Wholesale Markets (WUWM) in Barcelona, in 2018. The congress will be held from 16th to 18th April as part of the Alimentària and Hostelco trade fairs.

Barcelona City Council's councillor for trade and markets and CEO of Mercabarna, Montserrat Ballarín, said the reason for holding the conference to tie in with these trade fairs was: “to ensure Barcelona will become the world food capital for a week, with representatives from the entire chain of value from around the world taking part”.

Barcelona competed with Mexico and Strasbourg in its bid to host the event, and was supported by Barcelona City Council, the Department of Agriculture of the Catalan Government and the Barcelona trade fair, Fira de Barcelona.

Keys to winning the candidacy

According to the Mercabarna CEO, “a number of factors have been key in order to secure the bid: the prestige of Mercabarna as one of the world's main wholesale food markets; the fact that it is being held at the same time as a benchmark trade fair like Alimentària; the important chain of retail food markets (43 markets) in Barcelona which make it a key city for this type of food distribution”.

Food waste, education and the environment

The event will host 300 delegates, including representatives and entrepreneurs from the world's leading food markets, mainly wholesalers but also including retailers from some 30 countries.

Under the slogan “The markets of the future: responsible and efficient”, the congress will address the responsibility of markets towards society and the environment. The issue of food waste will be discussed as well as the way markets can create jobs, the importance of educating children in good eating habits, excellence in waste management, efficient mobility...

the conference will also discuss the way markets can bring society together and forge future alliances among wholesale and retail markets.

The World Union of Wholesale Markets

The World Union of Wholesale Markets (WUWM) was founded in 1955, and is a not-for-profit organisation dedicated to promoting the exchange of information between wholesale and retail markets around the world, with the aim of improving the way they are organised, run and built.

The WUWM consists of more than 800 wholesale and retail markets from 42 countries around the world.

Its mission is to promote the essential role markets play among the world community to ensure the availability and supply of a wide variety of fresh, quality produce, at competitive prices to the highest food-safety standards.

Barcelona City Council press office
<http://www.barcelona.cat/premsa>