



WUWM

World Union of Wholesale Markets

Promoting wholesale and retail markets world-wide



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German Markets Meet in Munich

20 November 2007

The 12th regular General Meeting of the development society GFI German Wholesale Markets was held in Munich on 6 and 7 November 2007. This year, as in past years, members had a packed agenda to work through. GFI members have initiated numerous new marketing activities.

Marketing activities for 2008

- The PR and media work will continue to concentrate on making the business and political community as well as consumers more aware of wholesale markets. Apart from producing new information material that offers a wealth of background knowledge about Germany's fresh produce centres, some specific projects have been planned to arouse interest among economics and business affairs editors.

- At the Fruit Logistica 2008 Germany's wholesale markets will be making their 5th joint presentation, sharing a 400 m² GFI stand at a new location in hall 21. The fair stand concept was reviewed in 2007 and the improved design illustrates even better than before how modern and important Germany's fresh produce centres are.

- Following the success of its first such event at this year's trade fair, GFI will be organizing an evening panel discussion at the Fruit Logistica 2008 on 7 February; this time the topic will be "Regional food – the renaissance of old trading structures". The recipe is unchanged: contrasting views on the topic will be debated by prominent people representing agriculture, wholesaling, retailing, consumers, politics and associations. The venue is the Ludwig Erhard Haus, where Berlin's Chamber of Industry and Commerce is located.

- Next year there will be greater focus on new marketing partnerships in the form of cooperation between international growers and marketing organizations. In 2008, for example, the first "Pink Lady" promotions for the independent retail trade will be held in cooperation with Sopexa. Sopexa is thus following the example of Zespri to become the second major marketing partner of the "GFI Freshness Network" consisting of independent retailers at popular street markets, in greengrocery shops and covered markets.

Peter Joppa and Andreas Foidl re-elected to the Board

Apart from the marketing projects, items on the agenda included those required by the statutes, such as the Board's progress report and the budget for 2008. The assembled members unanimously voted to renew the mandates of Board members Peter Joppa and Andreas Foidl. Peter Joppa, managing director of Frischekontor Duisburg GmbH, has been a member of the GFI board for 4 years, responsible for the website, 5 a day, and events for members. Andreas Foidl, managing director of Berliner Großmarkt GmbH has been on the GFI board for 2 years and is responsible for public relations.

At the end of the event, Uwe Kluge, managing director of Großmarkt Bremen GmbH and chairman of the GFI board, said how very pleased he was with the course of the event. "Among GFI members we have created an exceptionally amicable and constructive atmosphere. All members are looking forward to starting the new projects and doing everything they can to help the association, by implementing the schemes in their local areas and making their contribution to the efforts of the two working groups, one for marketing and one for public relations".

The next GFI General Meeting will be held in November 2008 in Stuttgart.

