



WUWM Berlin Conference Line-Up of Programme Participants...

The GREEN MARKET: A Profitable Investment

WUWM Conference 22-25 May 2012 Berlin, Germany

Tuesday, 22 May

- 13.00 – 14.30 WUWM Board Lunch (by invitation only)
- 14.30 – 17.30 WUWM Board Meeting (by invitation only)
- 13.30 – 18.00 Delegate and partner registration
- 18.00 Departure to Red City Hall, Berlin
- 18.30 Welcome Cocktail, Berlin City Hall (Wappensaal)

Introduction by:



Sybille von Obernitz, Senator for Economy, Technology and Research, State of Berlin

Sybille von Obernitz has been serving as Senator for Economy, Technology and Research since December 2011. An independent economist, she was nominated for her office by the CDU. Von Obernitz had previously worked for the German Chamber of Industry and Commerce (DIHK) for approximately eight years, ending up as department head for vocational education and educational policy. Before switching to the DIHK, this native of Augsburg worked for the IHK in Berlin from early 1997 to late 2003, among other things as a personal assistant to the IHK managing director and the IHK president.



Torben Flinch, WUWM Chairman and Managing Director, Copenhagen Markets (Denmark)

Torben Flinch is since 2003 the Managing Director of the Copenhagen Wholesale Market in Denmark. He is the current Chairman of the WUWM. Mr Flinch has a Master of Science in Agricultural Economics from the Royal Veterinary and Agricultural University in Copenhagen. Prior to his current position he was Managing Director of the Northwest Zealand Agricultural Advisory Centre, having worked beforehand as Chief of Education at the Danish Institute of Agricultural Information and Education (LOK). He has also worked as a consultant and project manager for the Danish Agricultural Council, the Danish Federation of Cooperatives and the Danish Institute of Agricultural Information and Education.



Andreas Foidl, Managing Director of Berliner Grossmarkt GmbH

Andreas Foidl has been the Managing Director of Berliner Grossmarkt GmbH since 2005. During his tenure as manager of the state-owned company, he has placed his focus on the future viability of the Berlin wholesale market. Under his authority, the fruit and vegetable hall of Fruchthof Berlin and Berlin's Marheineke market hall were thoroughly renovated. On the wholesale market grounds he built a large and modern wholesale flower market as well as a logistics centre for the wholesale fish business. His 2012 investment programme particularly stands out due to the measures he has taken to promote sustainable energy production. His goal is to create a wholesale market that can also be profitable under ecological operating conditions. Andreas Foidl was born in Austria and has lived in Berlin since his childhood. He studied economics, and before his activity at the Berlin wholesale market he worked as managing director and/or head of companies in the real estate, transportation and logistics industries, and also as a corporate consultant. Andreas Foidl is married and has a daughter.





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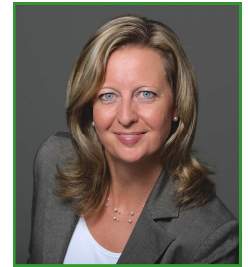
Wednesday, 23 May

09.00 – 09.30

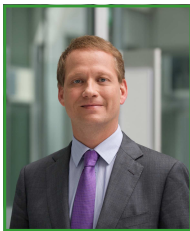
Welcome and Opening Ceremony

Moderator: Aimée-Désirée Bauer

The event's moderator, Aimée-Désirée Bauer from Hamburg, is an expert specialising in professional events, conferences and congresses. One of the most heavily discussed topics she is currently working on is the use of alternative energy sources and future-oriented energy management. During a discussion with this year's guest speakers at the WUWM conference, she will examine the current opportunities and challenges facing the world's wholesale markets. The discussion will focus on green markets, forward-looking models for sustainable energy management and efficient disaster management.



(Key-note)



Dr Eric Schweitzer, President, Chamber of Commerce, Berlin

Dr Eric Schweitzer was born in Malaysia in 1965. From 1984 to 1987 he studied business administration at the Free University of Berlin, where he completed his PhD in political science. After 6 months working in the American waste management industry, he joined ALBA AG where, as a member of management, he was responsible for development and activities in the former East German states. Since 1993 Dr Schweitzer has been a member of the Executive Board of the Federal Association of the German Waste Management Industry (BDE), and from 1999 to 2006 he was also a member of the Executive Council of the European Federation of the Waste Management Industry. Since June 2004, Dr Schweitzer has been serving as president of the IHK Berlin. In 2010 he was appointed a member of the Council for Sustainable Development. Selected additional positions: Chairman of the Executive Board of INTERSEROH SE, Member of the Advisory Board of DZ Bank, Member of the Executive Board of Berlin Partner GmbH, Chairman of the Board of Trustees of ESCP-EAP, Berlin.

09.30 - 11.00

Session 1: Green Building on Markets - Win-Win for Landlord, Tenant and Environment

(Debate)



Ephraim Gothe, State Secretary of Senate for Urban Development and the Environment, Berlin

Ephraim Gothe has been State Secretary for Building and Housing in the Senate Administration for Urban Development and the Environment since 2012. Born in 1964, he grew up in Lübeck and followed engineering studies at the Technical University of Berlin. This was followed by a variety of internships in Brandenburg and Berlin as well as a study trip to Paris, after which he was hired as an urban planner in the Capital Commission of the Senate Administration for Building and Housing in 1994. In 1998, Gothe was appointed as government building officer. A short time later (2000) he became the Senate Building Director's assistant. He has held the title of Building Director since 2005. In 2006, Ephraim Gothe became district building officer for the Berlin district of Mitte, where he is responsible for the Office of Planning and Approval, the Office of Environment and Nature as well as the Office of Roads and Green Spaces.



Jan Lloyd, CEO, New Covent Garden Market, London (United Kingdom)

Jan Lloyd was appointed Chief Executive of London's Covent Garden Market Authority (CGMA) in September 2005. Prior to this appointment, Ms Lloyd was the Managing Director of the Anglo-French joint venture Yoplait Dairy Crest for six years. She has been in commercial management for some 20 years working for organisations such as Dairy Crest and Johnson Wax. Much of her career has been in the food industry, covering food manufacturing, marketing, product development and distribution, and she has extensive experience of managing major programmes of change. Ms Lloyd has also been involved in running joint ventures and working with international businesses.



Michel Schutzbach, Vice President, Scandic Hotel Group Stockholm (Sweden)

Born 1961 in Switzerland, Michael Schutzbach graduated from Swiss hotel school in 1986. His international assignments include Denmark, France, Poland, Belgium, China and South Africa and in his most recent assignment he was responsible for a pool of 19 hotels in Ireland. He joined Scandic in January 2009 serving as the Country Vice President Europe. Since March 2011 Mr Schutzbach is General Manager of the Scandic Berlin Potsdamer Platz. "Environmental work is an ongoing process of improvement and when we set up new hotels, we ensure a clear focus on environmental and sustainability issues throughout the entire process," comments Michel Schutzbach, "Naturally, we are extremely proud that our new hotel in Berlin now carries several Eco-Labels such as the EU Flower and the Green Globe and at the same time has won a prize for sustainable building. This makes it easy for guests to choose more eco-aware accommodation.



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Hermann Horster, Regional Director, BNP Paribas Real Estate Consult

Mr Horster is Head of Stability and Regional Director of BNP Paribas Real Estate Consult GmbH. BNP Paribas Real Estate forms part of the globally active BNP Paribas group of companies. With its broad range of services in all segments of the real estate market, BNP specialises in individual solutions for users and investors in both public and private organisations. The company advises its customers in advance of project development and supports them to realisation. Before beginning at BNP he studied economics at the University of Bremen and real estate economics at the European Business School, working as a project developer in northern Germany thereafter. Today his focus is real estate analysis and assessment, concept development and asset strategies, sustainability and green building. Mr Horster is vice president of the German Society for Sustainable Building.



Eric Poncin, President, MABRU Brussels Market (Belgium)

Mr Poncin has a Bachelor of Law and Master of Public Management of the Free University of Brussels. He is currently Chairman of the Morning Market of Brussels, Belgium's main wholesale market. Since 2004 he has been General Secretary of a political party involved in the various governmental majorities (Humanist Democratic Centre (CDH), affiliated with the European Popular Party). In addition, he is Deputy Chairman of a public company that is mainly active in the depollution of derelict former industrial land and the post-management of public rubbish dumps (the state-owned SPAQuE SA). He is also the Federal Government Commissioner with the public corporation that manages, maintains and develops the Belgian rail network (the state-owned INFRAABEL SA).

11.00 - 11.15
11.15 - 13.00
(Round Table)

Coffee Break

Session 2: Sustainable Energy Concepts: The benefits of combining different Energy Systems



Michael Geißler, CEO Berliner Energieagentur GmbH, Berlin (Germany)

After his university studies in Process and Environmental Engineering, Mr Geißler worked as a project manager at BEWAG AG (today: Vattenfall Europe) and then as an independent consulting engineer. Against this background and with another degree in industrial engineering and management he was assigned the development of the Technique/Projects division when in 1994 he joined Berliner Energieagentur. In 1997 he was appointed sole Chief Executive Officer of the company. He is the honorary Secretary General of FEDARENE, the European Federation of Agencies and Regions for Energy and Environment, President of the Federal Association of Energy and Climate Protection Agencies in Germany - eaD e.V. - as well as member of the Climate Protection Expert Council of the State of Berlin.



Carsten Beier, Fraunhofer Institute for Environmental, Safety & Energy Technology UMSICHT, Oberhausen (Germany)

Carsten Beier studied engine building at the Aachen Technical University, specialising in energy technology, and has been a research associate at the Fraunhofer Institute in Oberhausen. As team leader, he is responsible for projects in the field of energy optimisation. Since 2011 he has served as deputy director of the energy efficiency technology division. During his career in the field of applied research, he implemented and directed projects in the fields of energy concepts, energy analysis and energy system optimisation for both industrial and public sector clients. Since 2009 he has developed supply concepts for a German discounter as well as for Berliner Großmarkt GmbH, among others. In addition, Mr Beier has been a member of the accompanying research team of the Efficient City funding initiative of the Federal Ministry for Economics and Technology (BMWi).



Dr Christoph Zschocke, Managing Partner Ökotec Energiemanagement GmbH, Berlin

Dr Zschocke was born in Cologne in 1962 and studied chemistry and biology at the Free University of Berlin. He received his doctorate in 1995 with a dissertation on the risk assessment of genetically altered microorganisms. In 1992 he co-founded ÖKOTEC Management GmbH. From the field of energy he developed innovative concepts in the area of energy efficiency for industry. In 1999 he founded the subsidiary ÖKOTEC Energiemanagement GmbH. The company is a leader in the successful development of intelligent solutions for the reduction of energy costs. Today, with its 25 staff members and its projects at more than 400 industrial and commercial locations, it is one of the leading consulting companies for energy efficiency and energy conservation. As a company founder, Dr Zschocke regards himself as an innovator of strategic projects as well as a provider of ideas and impulses for his clients.



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Wednesday, 23 May (continued)



Timo Kalevi Taulavuori, Managing Director, City of Helsinki Wholesale Market (Finland)

Timo Taulavuori graduated with a M.Sc from the University of Helsinki faculty of Agriculture in 1990. His main interests have been marketing and the production of horticultural crops. After his studies he worked as a product specialist of imported fruits and as an advisor for greenhouse growers. In 1999 he became CEO of the Association of Finnish Horticultural Products, enhancing the quality of products and promoting the consumption of F&V in Finland – creating the Finnish Half a Kilo a Day F&V Campaign. In 1995 he became CEO of the Wholesale Market of the City of Helsinki and is active in developing the wholesale area, as well as enhancing the food culture in Finland. Since 2011 he has also been responsible for developing activities at the retail markets in three historical market halls in Helsinki.



Colin Wolstenholme, Markets Manager, Bradford City (UK)

Colin Wolstenholme began his career in retail markets in 1979, working for Leeds City Council in the United Kingdom. This role included all aspects of retail market management, including responsibility for managing various major development schemes and an 8 million Euro refurbishment of the city's retail market. After 24 years at Leeds City Council he moved to the neighbouring city of Bradford and began as the Markets Manager and head of team, managing three indoor retail markets and a horticultural wholesale market, as well as delivering specialist markets both in Bradford and across the UK also working for other local authorities. The Bradford wholesale market has been at the forefront of adopting green technology and has recently implemented a 130,000 Euro scheme to install solar panels on the roof to generate electricity for the market. The Market was awarded 'Best Wholesale Market' in 2011 and 2012 by the National Association of British Market Authorities (NABMA). As well as being involved in market management, he has also studied shopping centre management, obtaining a Diploma in Shopping Centre Management awarded by the British Council of Shopping Centres in 2001.

13.00 – 14.00

Lunch

14.00 – 15.00

Transfer to Feldheim/Treuenbrietzen

15.00 – 15.30

Coffee Break (Linther Hof) and Presentation by Energiequelle GmbH

15.30 – 17.30

Session 3 (Field Study): Circular Economy: Guided Tour through Feldheim (Energiequelle GmbH)

17.30 – 18.30

Transfer to Berlin

18.30

Evening free

Thursday, 24 May

**09.00 – 12.00
(Case Studies)**

Session 4: Disaster Management and Insurance Strategies



Peter Joppa, Managing Director, FrischeKontor Duisburg GmbH (Germany)

Peter Joppa has been Managing Director of the FrischeKontor Duisburg GmbH for the past ten years. He is also a member of the board of management of "GFI Deutsche Frischemärkte" and spokesman for the "weekly market study group" in North Rhine-Westphalia. FrischeKontor Duisburg GmbH is a company that is completely owned by the city of Duisburg. It is responsible for the operation of a wholesale market (30 companies, 150,000 tons of goods sold per annum), the organisation of 30 weekly markets (60 events per week, 800 merchants) and the operation of a meat centre (15 companies). Mr Joppa has focused his activities on the strengthening of the weekly market landscape in Duisburg. In the process, FrischeKontor has also developed a nationally prominent marketing structure to strengthen the weekly markets. Since the Duisburg wholesale market conducts approximately 50% of its turnover with the merchants of the weekly markets, strengthening the markets simultaneously ensures the stabilization of the wholesale market. As a public enterprise, FrischeKontor sees its principle task in supporting small retailers and medium-sized companies. As an element in economic promotion, it provides its contract partners with optimal business parameters, including low rents and fees. With its infrastructure, FrischeKontor Duisburg GmbH is creating a working platform for approximately 800 companies from Duisburg and surroundings. This brings together between 2,500 and 3,000 jobs, thus representing an important factor for the Ruhr District.



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Thursday, 24 May (continued)



Vanessa Moreno, Management Controller, MERCASA (Spain)

Management Controller in MERCASA since 2005, Mrs Moreno also acts as Member to the Boards of Directors of the Spanish wholesale markets: Mercalicante, Mercagranada, Mercajerez, Mercapalma and Mercasantander. She is the former Managing Director of Getafe-3, a Shopping Mall in Madrid. Recently, she has been in charge of the coordination of the tender for offers for the global insurance services for the Spanish Wholesale Markets. She obtained her degree in Business Administration in Paris Dauphine and is also Master of Commercial Distribution Management. She is professor for the online courses of Interior Commerce at the "Fundación Ceddet".



Dr Donald J. Darnall, Executive Director, MFCA Baltimore (USA)

Dr Darnall is the Executive Director of the Maryland Food Center Authority (MFCA) in Maryland, USA since 1985, overseeing the 400+ acre market, including the operations of the 36 unit Maryland Wholesale Seafood Market. He has served on the WUWM Board of Directors since 1992 - in the role of Chairman (2006 - 2008), and vice Chairman (2004-2006). He is also a long standing member of the US National Association of Produce Market Managers (NAPMM), United Fresh Produce Assoc, and the Produce for Better Health Foundation. One of his long-term goals is to develop a more global focus on the importance of food markets while maintaining specific involvement in regional areas and issues. He holds a bachelors and masters degree in engineering, an MBA, a law degree, and a doctorate in management.

N.N. (Insurance strategies for markets), deas Deutsche Assekuranz-Makler GmbH/ JLT International Network, Berlin (Germany)

Profile still to come

12.00 – 14.00

Lunch

14.00 – 16.30

WUWM Membership Meeting and Board Elections (including Coffee Break)

16.30 – 17.00

Summary / Closing Ceremony

Evening free

Friday, 25 May

06.30

Departure for Berlin Market

07.00 – 07.30

Breakfast, Introduction and Quiz

07.30 – 09.00

Visit to Berlin Wholesale Market

09.00 – 10.00

Return to conference venue with coffee break

10.30 – 12.00

WUWM Regional Working Group Meetings

- Europe (Aurora Borealis)
- The Americas (Copenhagen)
- Asia/Pacific (Stockholm)

12.00 – 13.00

Lunch

13.00

Departure for Retail Market

13.30

Tour of Marheineke Market Hall

14.30

Afternoon free

19.00

Departure for Gala Dinner

19.30

Gala Dinner (Historical Waterworks)

