

BRIEFING

—Wholesale markets

# Hamburg makes concerted effort

**H**amburg's main fresh produce wholesale market could soon feature a permanent selection of imported fruit and vegetables presented by north-eastern Italian wholesale market Veronamercato, if plans are approved. Under the terms of the deal, Grossmarkt Hamburg would offer the Italian facility its own dedicated area within the market in order to showcase the best of its own offer.



According to managing director Torsten Berens, were the scheme to prove successful, similar initiatives could potentially be set up with partners in other countries. "This could be something we do with Spanish companies too or French ones," he tells EUROFRUIT. "We will start with some buyers' days this year, with around 15-20 producers from France visiting the market. In two to three years maybe we will also have platforms for France and Spain."

Meanwhile, plans to relocate 12 traders within Grossmarkt Hamburg to make room for a 4,000m<sup>2</sup> musical theatre space have now been approved, with the conversion due to begin in the autumn. Traders at the market are understood to have supported the measure with certain reservations, but are generally in favour of moves to safeguard the centre's survival. "It's good to prepare for the future," Behrens adds. "If we wait with just a traditional market, the space will become more empty. Perhaps in future the next step will be to have a restaurant or public area, like at Borough Market in London." *\_MK*

## New Covent Garden unveils plans

**Pam Alexander has been appointed chair of Covent Garden Market Authority at an exciting time in the London market's redevelopment. "This isn't just about regeneration, it's also about business development and support for businesses in the market," she explained.**

**At a meeting last month, traders were given their first glimpse of developer Vinci St Modwen's plans for the market, due to be finalised over the coming year. Building work is expected to begin in 2015. *\_CC***



## German markets on a high after positive 12 months

**GERMANY** Fresh food markets association GFI reported a successful financial year in 2012, as it focused on expanding the scope of its various departments, setting up programmes to exchange expertise with other international groups and attracting

new members. Last May, Berlin Wholesale Market hosted a conference on behalf of the World Union of Wholesale Markets, while GFI's recent visit to Bolzano in northern Italy (right) included several excursions and educational visits. *\_MK*



## Sweet opportunity

**UK** Tom Lias (right) has joined UK sweet potato grower and importer Scott Farms International as head of wholesale at its Evesham office, where he is responsible for developing the wholesale business in the UK and Europe. The group said it saw huge potential to grow its sales via a number of European wholesale channels. *\_CC*



## Tel Aviv adapts site

**ISRAEL** Part of Tel Aviv's main wholesale market has apparently been marked by its owners for redevelopment, with plans already in place to build a 45-storey residential tower. The tower is one of four planned for the second stage of the wholesale market development plan in the centre of the city. *\_MK*