

# CONGRESS **THEME**

Markets are evolving to maintain their relevance in a rapidly changing world. The way things were done in the past is unlikely to be the way of doing things in the future and management needs to be at the forefront of the latest emerging trends. The 2017 Congress will focus on the impact of technology on the market's

role in the supply chain and the user experience under the banner of market modernisation.

An exciting mix of international and Australian speakers has been secured which will inspire and challenge you well after the Congress concludes.

# CONGRESS **PROGRAM**

## **MELBOURNE, 23 – 25 OCTOBER 2017**

**MONDAY** Congress registration / half day Board meeting  
Welcome cocktail function

**TUESDAY** Melbourne Market tour & Queen Victoria Market tour  
**Congress Plenary sessions:**  
Innovation and entrepreneurship in the business of markets  
Historic marketplaces and urban regeneration  
Markets – local needs versus city icons  
Saving the local character through market preservation  
Markets and the dynamics of a growing city  
New routes to the consumers of fresh produce: macro trends affecting traditional supply chains

**WEDNESDAY** **Congress Plenary Sessions:**  
Improving the market experience through landlord and tenant collaboration  
New technologies and methods to accelerate supply chain speed  
New ways to tackle food waste  
Precinct wide sustainability initiatives  
Dealing with digital disruption  
Developing the business case for a new market (Sydney Markets)  
The business of transforming a market (Queen Victoria Market)  
Moving a market – lessons learnt (Melbourne Market)  
**WUWM membership meeting**  
**Congress banquet**

## **OPTIONAL CONGRESS PROGRAM EXTENSION: SYDNEY, 27 OCTOBER 2017**

**THURSDAY** Commute to Sydney (approximately 1 hour flying time)  
**FRIDAY** Sydney Markets tour  
Sydney Harbour Cruise cocktail function

# WE LOOK FORWARD TO SEEING YOU IN AUSTRALIA



[MelbourneMarket.com.au/2017congress](http://MelbourneMarket.com.au/2017congress)





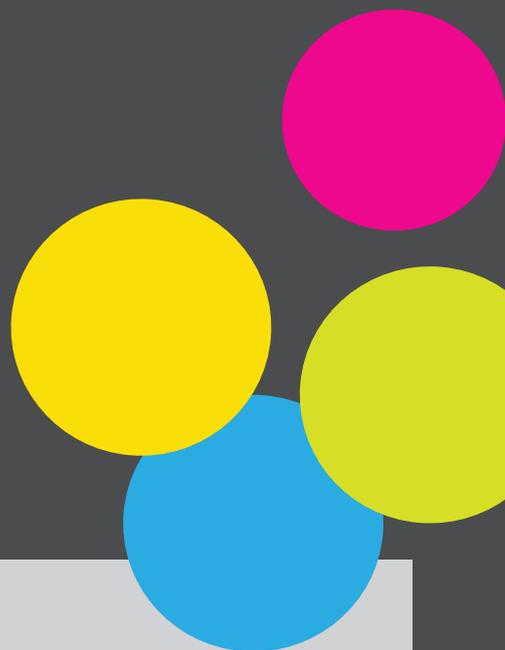
**WORLD  
MARKETS  
CONGRESS**  
WUWM October 2017  
Australia

# THERE'S NOTHING LIKE AUSTRALIA

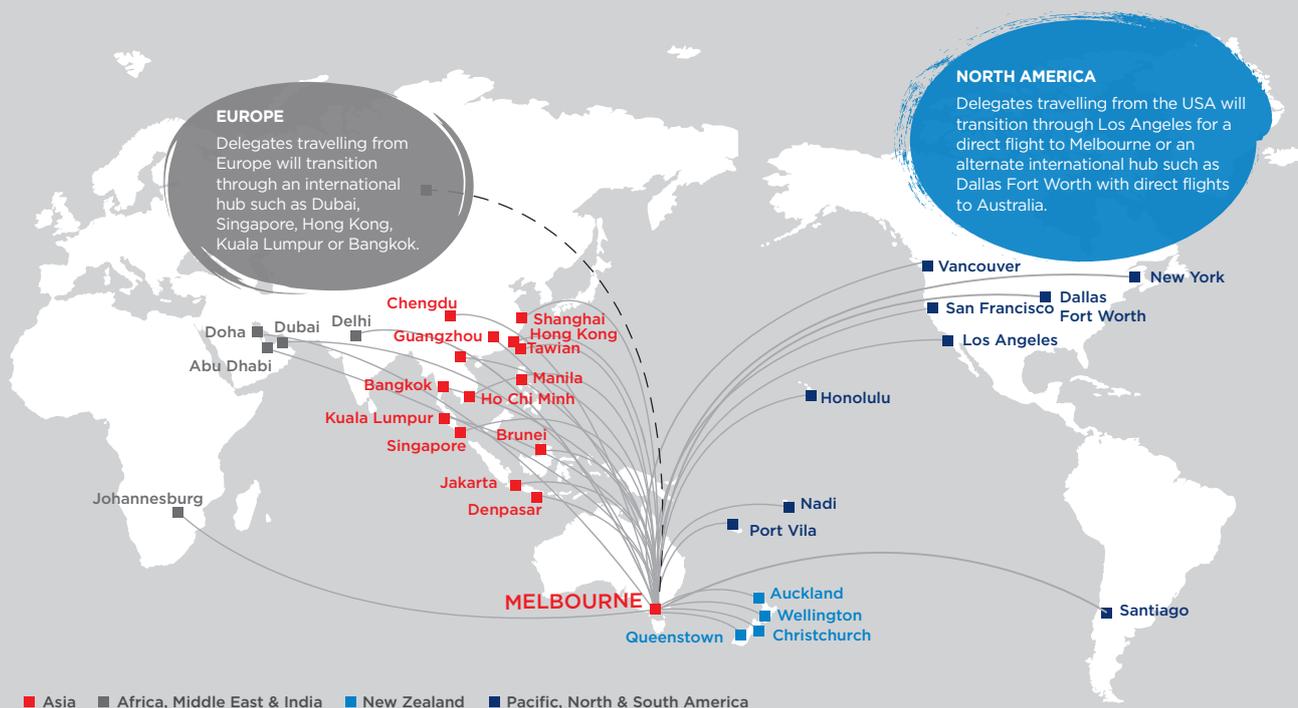


With spectacular destinations, unique experiences, an innovative culture and world-class business facilities, Australia is a welcoming and inspiring destination for the Congress of the World Union of Wholesale Markets during October, 2017.

The core Congress program will be hosted by Melbourne from 23 to 25 October, with an option to extend the Congress program for an extra day in Sydney on 27 October 2017 (approximately one hour flying time departing every 30 minutes).



## GETTING HERE



# MELBOURNE:

# A CITY OF CONSTANT DISCOVERY



With its ease of navigating, temperate climate and pure quality of life, Melbourne is an ideal destination. Around every corner and in the city's labyrinth of laneways, it's alive with eclectic culture and truly unique experiences.

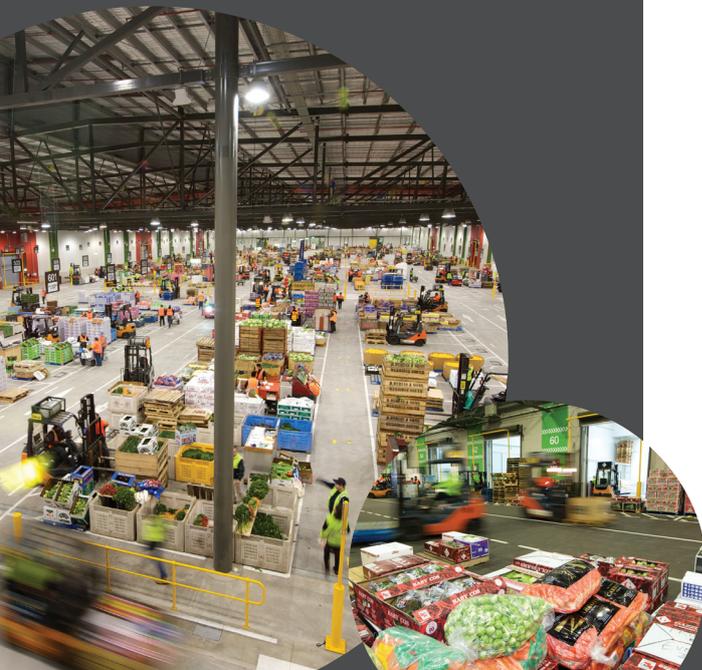
Home to monumental historic and modern architecture, an abundance of open green spaces, a wealth of attractions, and a sophisticated food and wine scene, making Melbourne a haven for exploration.

## ONE CITY **TWO GREAT**

In August 2015, the Melbourne Market completed a once in a generation move to a new purpose built USD410m facility on 70 hectares, and the outcome is spectacular. Through consultation and international benchmarking, one of the world's newest wholesale markets - the Melbourne Market - is world class both in design and operations.

The Queen Victoria Market is Australia's largest retail market precinct. Its journey of renewal is just beginning, on a massive scale. Up to USD190m is being spent restoring and renewing the Queen Victoria Market over five years, with better facilities and new public open spaces at its heart. The market is remaining open for business throughout the entire renewal program.

Delegates will participate in technical tours of both markets while in Melbourne.



# WANT TO EXPERIENCE MORE?

Then visit Sydney, one of the world's most loved cities. Its lively and vibrant buzz makes Sydney the ultimate destination – from world-class dining, shows and entertainment, to sightseeing and great walks or fun in the sand at one of Sydney's idyllic beaches.

Sydney Markets is home to the Sydney Produce, Flower and Growers Markets and several days per week transforms from a wholesale market to the bustling Paddy's retail market.

Delegates will visit Sydney Markets as part of the technical tour, gaining an insight into the pioneering operational and environmental practices which enable the market to effectively maximise return on its assets. Following the tour, delegates will enjoy a luxurious Sydney Harbour lunch cruise. Entertainment and guest speakers will accompany a three course menu along with iconic views of Sydney Harbour.

# MARKETS

*Two markets at either end of the supply chain and their development journeys. Come and share our learnings and insights.*

