



**Central European Initiative Wholesale Markets Foundation**

**Warsaw Wholesale Market Bronisze**

**I FORUM OF TRADERS AND PRODUCERS  
FROM WHOLESALE MARKETS  
OF CENTRAL AND EASTERN EUROPE**

28 May 2012 – Bronisze, Poland

<b>Arrival day</b>		
<b>27 May (Sunday)</b>		
		Arrival of the participants to Warsaw Check-in at the Hotel IBIS Warszawa Stare Miasto (Warsaw Old Town)
<b>20.00</b>		Informal welcome meeting and a glass of wine at the IBIS hotel bar
<b>FORUM DAY</b>		
<b>28 May (Monday)</b>		
<b>6.30</b>		Breakfast at the hotel restaurant
<b>7.00</b>		Meeting in the hotel lobby Departure from the hotel for the Bronisze Wholesale Market
<b>7.30</b>	<b>10.00</b>	Tour of the Bronisze Wholesale Market
<b>10.00</b>	<b>10.30</b>	Coffee break
<b>10.30</b>	<b>12.15</b>	I FORUM OF TRADERS AND PRODUCERS FROM CEE WHOLESALE MARKETS Session 1 – Wholesale Markets and challenges of modern trade
<b>12.15</b>	<b>12.30</b>	Coffee break
<b>12.30</b>	<b>14.30</b>	I FORUM OF TRADERS AND PRODUCERS FROM CEE WHOLESALE MARKETS Session 2 – Forms of cooperation between traders and producers and CEE Wholesale Markets
<b>14.30</b>	<b>15.30</b>	Lunch at the Bronisze Wholesale Market
<b>15.30</b>		Departure from the Bronisze WM
<b>15.30</b>	<b>16.30</b>	Transfer to Green Factory in Zdunowo (60 km)
<b>16.30</b>	<b>19.00</b>	Tour of Green Factory - one the largest vegetable producers and distributors in Poland Meeting with the company management
<b>19.00</b>	<b>19.10</b>	Transfer to the Zdunowo Palace
<b>19.10</b>	<b>22.00</b>	Dinner at the Zdunowo Palace
<b>22.00</b>	<b>22.30</b>	Transfer from Zdunowo to Warsaw
<b>22.30</b>		Return to Hotel IBIS Warszawa Stare Miasto

## **Profile of the company to be visited during the Forum event:**

### **Green Factory Group**

"Fresh vegetables all year round"

The company is one the largest and most advanced vegetable producers and distributors in Poland.

#### Short history

The company was established in 2006 using a long-term experience in vegetable production of the company owners gained over generations.

#### Core business

The company's all-year sales offer includes: lettuce (Iceberg, Lollo Bionda, Lollo Rossa, Romaine, Frisee), radicchio chicory, celery, broccoli, cauliflower, spinach, rucola, lamb lettuce. The vegetables are grown in the company own fields of approximately 250 ha (May-October) and in the fields of their contracted producers, covering an area of approximately 200 ha. From November to April, vegetables for Green Factory are grown e.g. in Spain, Italy, France, Cyprus and Greece.

The company's clients include most of the supermarket chains present in the Polish market, such as Tesco, Metro, Carrefour, Auchan, Biedronka, Kaufland, Lidl) and clients in the traditional market.

The company's export business has been developing dynamically to countries such as e.g.: Germany, Holland, the Czech Republic, the Scandinavian countries, Cyprus.

The company is constantly introducing new products, including "baby leaves" products (rucola, lamb lettuce, spinach) and ready-made mixed "Fit & Easy" salads.

#### World standards

Green Factory ensures health safety of its products and meets the HACCP, GMP, GHP and GLP requirements.

#### Presence at the Bronisze Wholesale Market

The company has its strategic unit at the Warsaw Wholesale Market Bronisze (since 2008). It is one of the most modern traders at the Bronisze WM, targeting mainly wholesalers and the HoReCa sector.

Apart from its leading products, the company also sells seasonal products at the Bronisze WM: e.g. grapes, watermelons, peppers, tomatoes and cucumbers.

#### Logistics business

Green Factory Logistics is a part of the Green Factory Group, a company established in 2008. Its core business includes logistics services (offering the 2-6°C conditions in the entire logistics chain). The company provides services to its own Group and to external clients. Professional staff, certified warehouses and a modern car fleet make it possible to provide the top quality logistics services.

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