

**CEI WHOLESALE MARKET FOUNDATION &  
SHUVAR WHOLESALE MARKET, LVIV, UKRAINE**

**WORKSHOP**

**Marketing as an important tool for increase the efficiency of  
wholesale market operations**

September 9-13, 2007

Kyiv - Lviv

Tentative agenda

**Sunday, Sep 9, 2007**

Arrival of the participants to Kyiv

Accommodation in hotel "Ukraina" or "Dnipro"

Free time

**Monday, Sep 10, 2007**

<b>08:30</b>	<b>Meeting at the reception desk and departure for the "Farmer" Kyiv Wholesale Market</b>
<b>09:00-09:30</b>	<b>Short tour of the market</b>
<b>09:30- 10:30</b>	<b>Visit to retail market "Besarabski"</b>
<b>11:00-12:00</b>	<b>Meeting at the Ministry of Agriculture</b>
<b>12:00-13:30</b>	<b>Lunch time</b>
<b>13:30-16:00</b>	<b>City tour in Kyiv</b>
<b>16:00-22:00</b>	<b>Departure for Lviv</b>
<b>22:00-23:00</b>	<b>Accommodation in hotel "Suputnyk". Dinner and overnight stay in Lviv</b>

**Tuesday, Sep 11, 2007**

<b>07:30-08:30</b>	<b>Breakfast</b>
<b>09:00-09:30</b>	<b>Meeting at the reception desk and departure for the "Shuvar" wholesale market</b>
<b>09.30-10:30</b>	<b>Tour of the market</b>
<b>11:00-13:00</b>	<b>Session 1. Opening the seminar "Marketing as an important tool for increasing the efficiency of wholesale market operations". Conference - hall, Suputnyk hotel. Moderator: Roman Fedyshyn, director, Shuvar Wholesale market.</b>
<b>11:00-11:15</b>	<b>Welcome Speech. Roman Fedyshyn, director, Shuvar Wholesale Market</b>
<b>11:15-11:30</b>	<b>Wholesale market – an important part of the infrastructure of the city and the region (representative of the city/ region administration)</b>
<b>11:30-11:50</b>	<b>Joint projects of the Foundation's members - positive experience and future perspectives. Zoran Krstnik, CEIWMF President</b>
<b>11:50-12:20</b>	<b>Modern marketing of fresh fruits and vegetables, Krzysztof Karpa, vice-president, Bronisze Wholesale market</b>
<b>12:20-12:50</b>	<b>Joint market information system as an important tool for reaching the success. Roman Fedyshyn, director, Shuvar Wholesale Market</b>

- 12:50-13:00** European support programs for the wholesale markets development – new opportunities. Krzysztof Moscicki, CEIWMF head of the Board
- 13:00-14:00** Lunch time
- 14:00-16:00** Session 2. Best marketing practises of the wholesale market as a basis for development of a joint market information system. Moderator: Krzysztof Moscicki, CEIWMF head of the Board
- 14:00-14:20** Best marketing practises and latest achievements of the Budapest Wholesale Market, Hungary
- 14:20-14:40** Best marketing practises and latest achievements of the Bucharest Wholesale Market, Romania
- 14:40-15:00** Best marketing practises and latest achievements of the Bronisze Wholesale Market, Poland
- 15:00-15:20** Best marketing practises and latest achievements of the Albanian Wholesale Market
- 15:20-15:40** Best marketing practises and latest achievements of the Croatian Wholesale Markets
- 15:40-16:00** Best marketing practises and latest achievements of the Shuvar Wholesale Market, Ukraine
- 16:00-16:15** Discussions
- 16:30-19:30** City tour of Lviv
- 20:00-23:00** Dinner. Free time

**Wednesday, Sep 12, 2007**

- 08:00** Meeting at the reception desk and departure for “Pryvokzalny” and “Halytsky” retail markets
- 08:30-09:00** Short tours of the markets
- 09:00-11:30** Departure for the tour of two castles from Carpathian Golden Ring
- 11:30-13:00** Tour of the castles
- 13:00-14:00** Lunch time
- 14:00-15:30** Departure for Bibrka. Visit of the “Shuvar” produce processing (packing) facility.
- 16:30-19:00** Session 3. Conclusions of the seminar. Planning of the future activities. Conference hall of “Uzlissia” complex. Moderator: Zoran Krsnik, CEIWMF President
- 19:00-23:00** Dinner.

**Thursday, Sep 13, 2007**

- Departure of participants from Lviv airport.