

National Wholesale Market Company Inc. from Croatia in association with CEI Executive Secretariat, Food and Agriculture Organization (FAO), CEI Wholesale Market Foundation (CEI WMF) and under the high patronage of Mr. Petar Cobankovic, Croatian Minister of Agriculture, Forestry and Water Management, organized an international workshop under the name:

**«Wholesale Markets and their links with Retail Markets
– Scope for enhanced linkages and cooperation»**

The purpose of this seminar was to exchange experiences of countries, member of CEI, in wholesale market business with a special emphasis on strengthening marketing connections between wholesale markets and retail markets in the dynamic process of distributing fruit and vegetables from the producer to the ultimate consumer. The lecturers were renowned European experts in the field of horticultural marketing and representatives of the wholesale markets, members of the CEI-WMF, who have talked about their experiences. 35 representatives and experts from CEI member countries as well as representatives of Croatian retail markets and union participated the seminar.

Participants arrived to Zagreb on Sunday, 15 April, 2007.

Monday, 16 April was the first working day of the workshop. After the visit to Zagreb Wholesale Market and «Dolac» retail market, the workshop was opened in the conference hall of the restaurant «Lido». After the welcome words of the host, Mr. Zoran Krsnik, Mr. Dragan Kovačević, State Secretary of Agriculture greeted the guests. Directors of the Zagreb Wholesale Market Company and Zagreb Retail Company as well as the President of the Croatian Union of Markets presented the work and current work and problems of Zagreb Wholesale Market and retail markets in Zagreb and in the whole Croatia. Mrs. Maria Cavit, Secretary General of the World Union of Wholesale Markets presented the work of and the way of functioning of the Union as well as advantages for its members. Croatian team from TISUP (Ministry of Agriculture, Forestry and Water Management) presented Marketing Information System in Agriculture which enhances all wholesale and retail markets in Croatia. Such system enables daily information about offer and demand, retail and wholesale prices as well as quantities. After discussion and lunch, participants of the workshop went to city tour.

The second day, Tuesday was spent in National Park «Plitvička jezera». Mr. Edward Seidler started the program with his presentation named «Wholesale Markets and their links with Retail Markets – Scope for enhanced linkages and cooperation». After discussion, representatives of Albania, Croatia, Romania, Poland, Hungary and Ukraine presented their markets, plans for development and problems they are facing with. Discussion was very interested and participants have compared situations in different countries, problems and solutions. Common conclusion was that we have to develop mutual collaboration in order to identify similar problems and challenges and to exchange experiences gained in work related to marketing of fruit and vegetables through meetings, workshops, expert visits, etc. After the lunch, participants of the workshop visited national park and went to Split by bus.

The third day was reserved for the visit to Split Wholesale Market as well as the visit to retail market «Hippas» in Split. After the coffee break in hotel «Park», Ms. Nada Zvekić (FAO) and Mr. Adrian Keller (CEI) held the presentation about the future of the Foundation and possible forms of financial assistance. The Annual Meeting of the Foundation was held after this presentation. New board and new president were elected; Mr. Zoran Krsnik was elected for the new President of the Foundation Board for the period of four years. Animation of new

members has also been discussed as well as future plans and activities as well as financial issues. The program continued with lunch and city tour in Split and Trogir. Foreign participants departed Split on Thursday from the Split International Airport, while local participants left Split by bus.