



Warsaw Agricultural and Foodstuffs Wholesale Market

We are 10 years old!

September 2005



Who was constructing ?

SMITS Engineering – construction design



MOSTOSTAL EXPORT S.A. – halls and buildings



WAYSS & FREYTAG – roads and infrastructure



MOSTOSTAL PROJEKT – construction supervision



Who financed?

EBRD	15 million USD
Kredyt Bank	10 million USD
FAPA – construction design	(1 million USD)
Own capital	30 million USD
<u>Total investment</u>	<u>56 million USD</u>

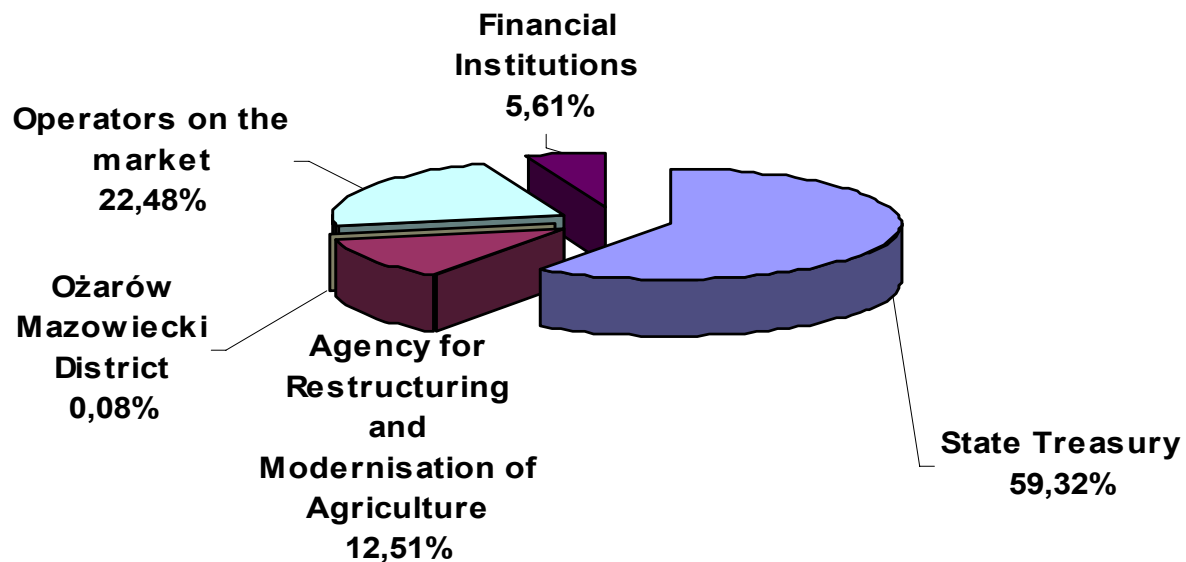


Important dates in the company's history

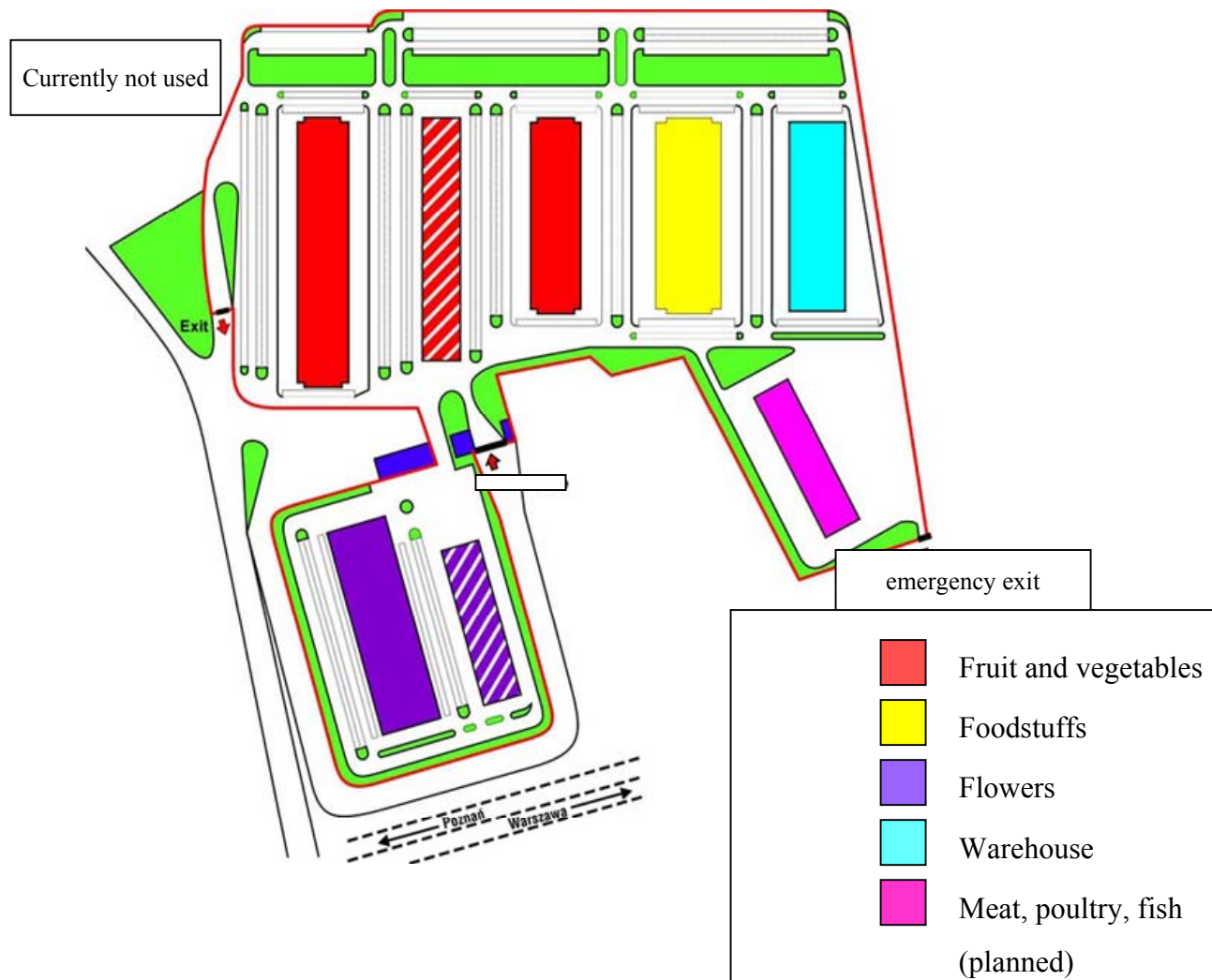
- 19.07.1995 – establishment of the joint-stock company Warsaw Agricultural and Foodstuffs Wholesale Market
- 10.10.1996 – laying of the foundation stone
- 21.09.1997 – start of construction works
- 29.05.1999 – opening of the market
- 20.03 2000 – transfer of trade from old Okęcie market
- 22.12.2000 – entry of 1 millionth client



Shareholders structure

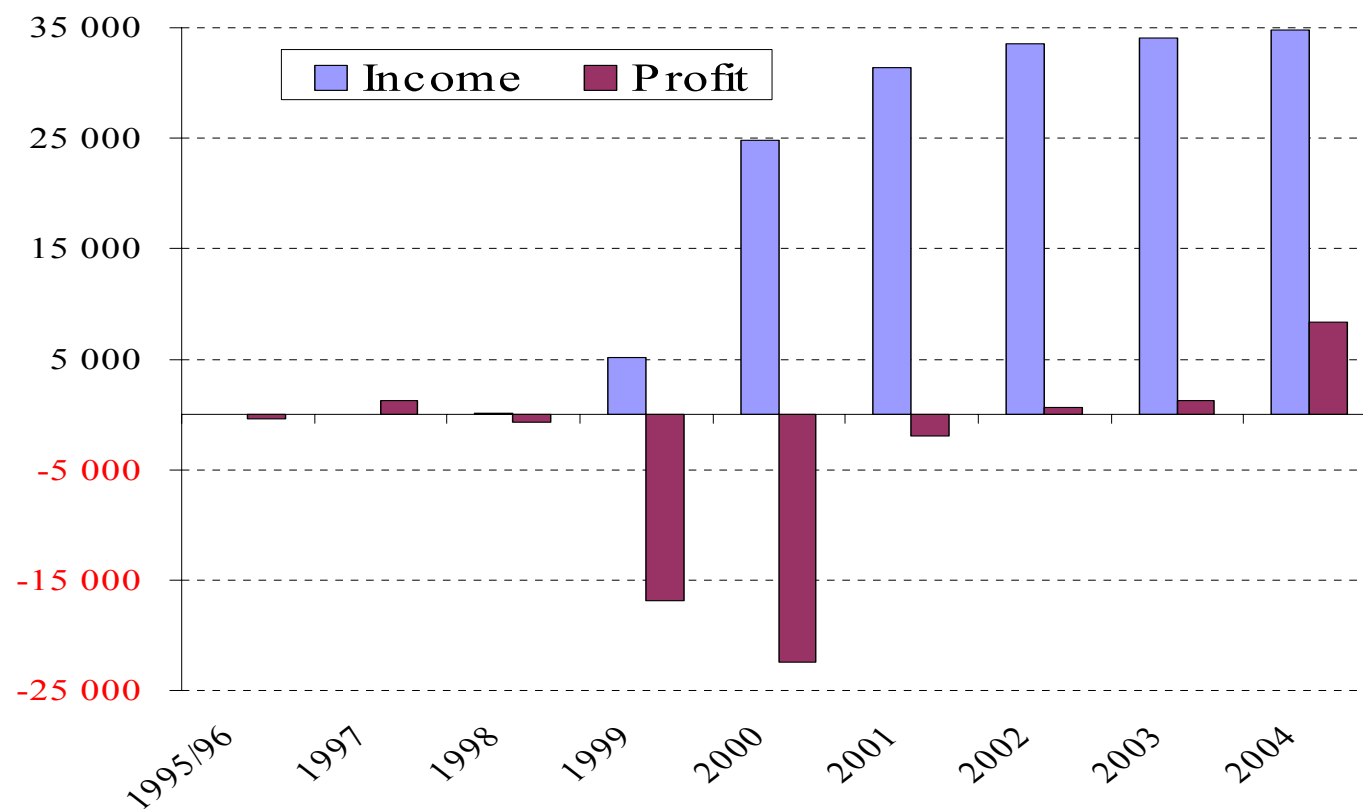


Layout of the market



Financial data

(thousands of PLN)



Market in numbers

Building area – **35 ha**

Area under roof – **7 ha**

Average number of vehicles per 24 hours – **5500**

Number of long-term tenants – **450**

Estimated total volume of goods per year – **720 000 tonnes**

Main area of influence – **Mazowieckie, Warmińsko-Mazurskie, Podlaskie and Lubelskie Provinces**

Estimated number of consumers using „Bronisze” goods – **14 million**



Clients of the market

- farmers
- wholesalers
- shops, restaurants
- catering
- importers, exporters



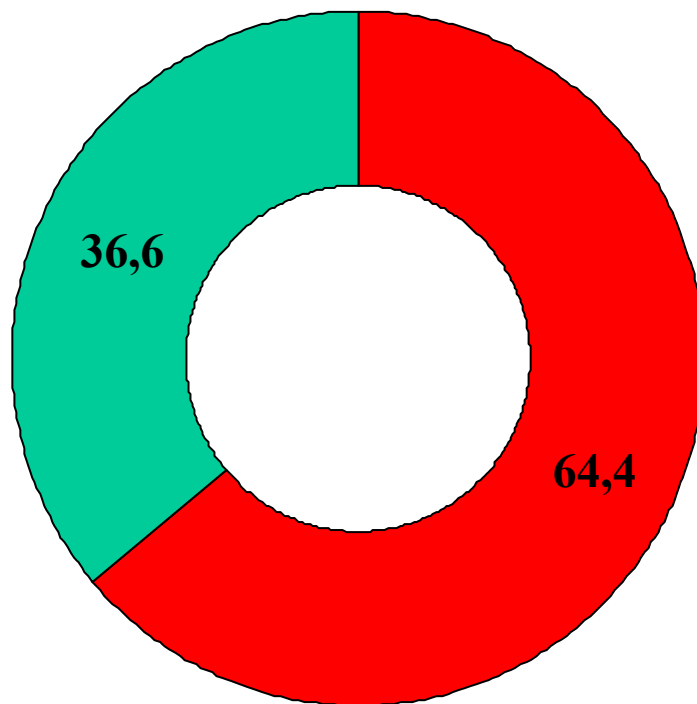
Structure of clients

(according to provenance)



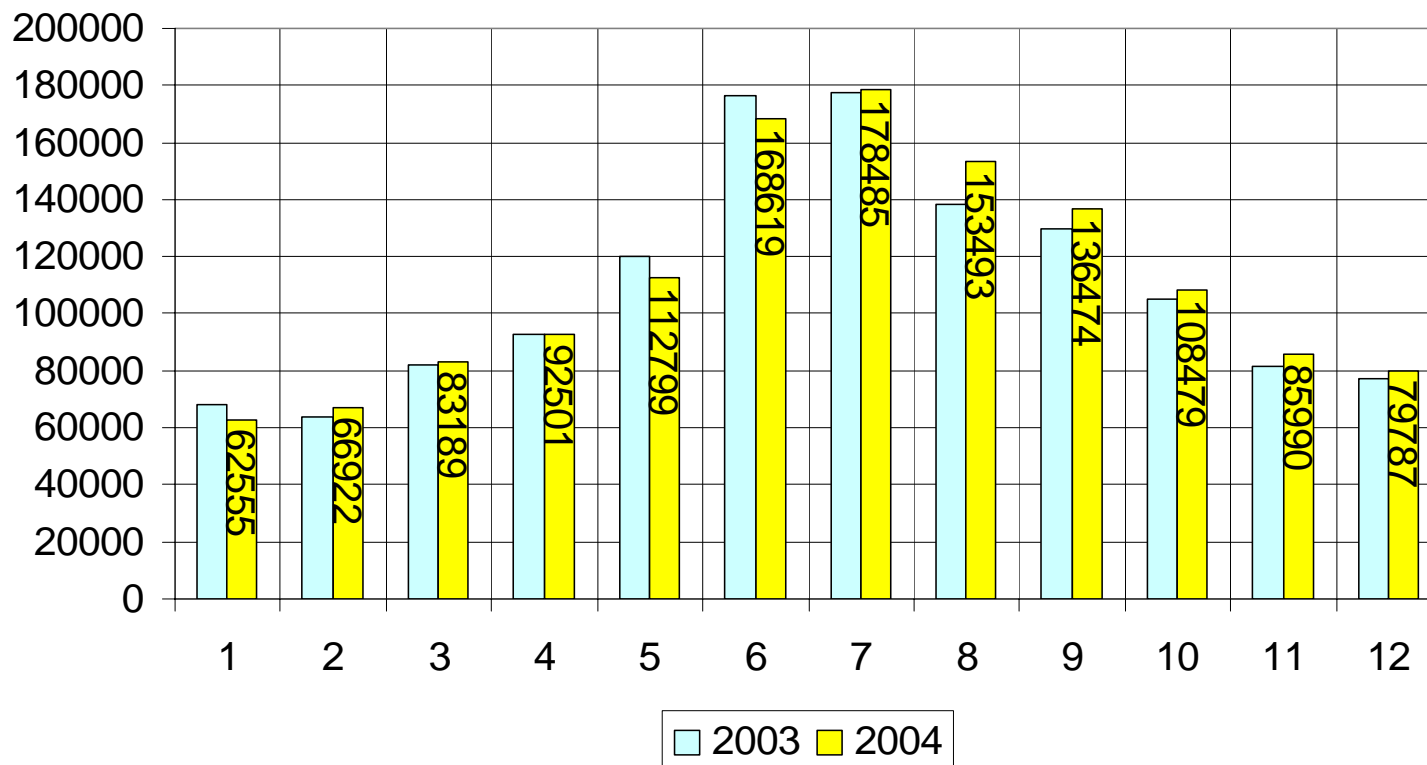
Structure of clients

(according to number of entries)

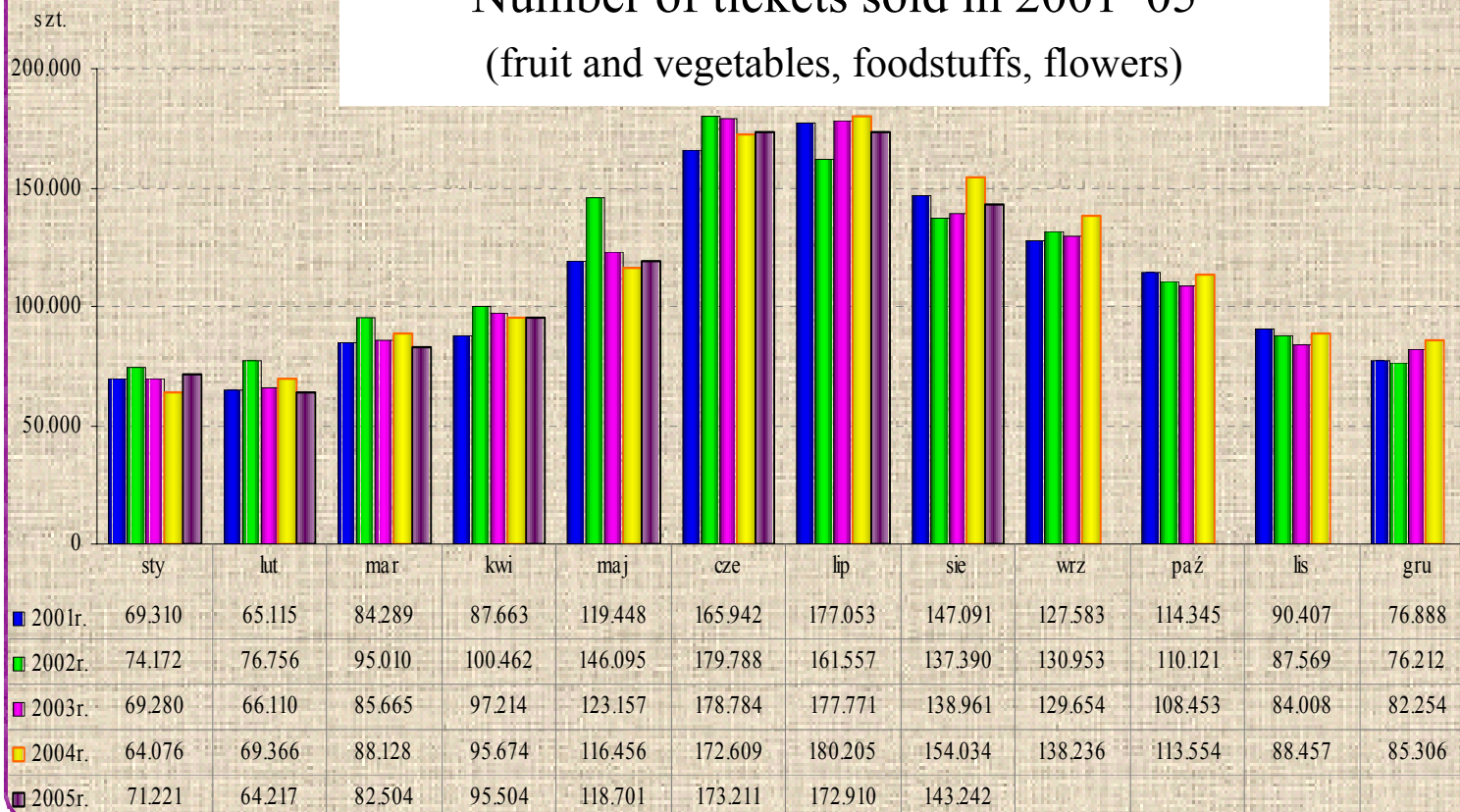


Number of entries during year

Entries 2003/2004



Number of tickets sold in 2001–05 (fruit and vegetables, foodstuffs, flowers)



Educational activities of the market

Market carries out some educational activities in cooperation with following institutions:

- Agricultural Extension Services (WODR)
- Agricultural Chambers
- Foundations (FSW, CEI WMF, FRANCE-POLOGNE, FAPA)
- Governmental Agencies (ARiMR)
- Warsaw Agricultural University (SGGW)
- Banks



Marketing Information System

The information on prices of fruit and vegetables is collected every day and published through following media:

- Internet – **www.bronisze.com.pl** (in Polish)
- non-stop automatic telephone information service
+48 22 7215510 (in Polish)
- directly from the PR Department – phone number
+48 22 7215523



Development plans

- full operation of the flower sector
- creation of the meat, poultry and fish sector
- start up of a customs-logistics terminal
- distribution of safe fresh fruit, vegetables and flowers under „Bronisze” trademark



Thank you

