



Rungis 40th anniversary: official launch of the celebrations

27 November 2008: Mr Marc Spielrein, CEO of SEMMARIS, Rungis' Market Authority, officially launches the celebrations for the 40th anniversary of Rungis International Market.

Rungis, Fresh Produce Capital of the World

In the context of its 40th anniversary, Rungis is proud to become the Fresh Produce Capital of The World. The 27th of November 2008 is the starting point of the countdown which will end on the 3rd of March 2009, 40 years after the heroic move from Les Halles de Paris to Rungis.

A Capital because of its importance; it is the largest wholesale food market in the world, with a turnover of 7.6 billion euros.

A Fresh Produce Capital because of the diversity of its produce range, given all the production networks represented at Rungis and its one-stop-shop model.

A Fresh Produce Capital of the World for its global influence; export accounts for 10% of the Market's turnover. Thanks to Rungis, French produce are available in the major foodhalls and the best restaurants in Europe, Hong Kong or even Dubai.

A World Capital also for the strength of its concept, with a ground-floor organization considered as a reference for many wholesale markets abroad. SEMMARIS therefore takes part in development projects as a consultant in countries such as Russia and China.

For 40 years, Rungis Market has evolved a lot, constantly modernizing its infrastructures and developing its product and services offer, adapting to major changes such as the boom in the catering industry and the growing influence of supermarkets with new competencies in logistics, brokerage, food processing... Thanks to strong values and a daily commitment to quality, Rungis has become an international hub, a huge change given its local original purpose.

Planning of the celebrations organized for the anniversary

- **27 November 2008: launch of the celebrations**

Inauguration of the "Fresh Produce Capital of the World" signature.

Live activities putting forward the men and women of Rungis. This gathering event aims at reflecting the image of the Market: modern, dynamic and unique.

Live performances in the pavilions, festive products 2008, launch of the digital countdown to the 3rd of March 2009.

- **24-28 January 2009: SIRHA show, Lyon**

Rungis exhibits and supports Philippe Mille, the French candidate for the Bocuse d'Or.2009.

- **January to September 2009: educational operations**

Workshops at Rungis about food for young Ile de France pupils.

Creation of an educational exhibition

Visit of the Market for 7,000 students in catering

- **3 March 2009: the anniversary**

Gala dinner at Rungis with an exclusive show from the Crazy Horse Paris

- **March 2009: “Les Gueules de Rungis” picture exhibition (“The Rungis Emblematic Faces”)**

Pictures shown on the pavilions’ walls.

- **March to June 2009: “Fête du Frais” in the pavilions (“A celebration of Freshness”)**

Promotion of Fresh produce in the Market’s pavilions with dedicated operations

- **23-25 September 2009: WUWM Conference at Rungis**

Rungis hosts a conference of the World Union of Wholesale Markets in the context of the fourth edition of the “Entretiens de Rungis” (“Rungis Conferences”), which will deal with the future of wholesale markets.

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