



4<sup>th</sup>  
EDITION  
THE **RUNGIS**  
**SYMPOSIUM**  
24 September 2009 – Espace Rungis

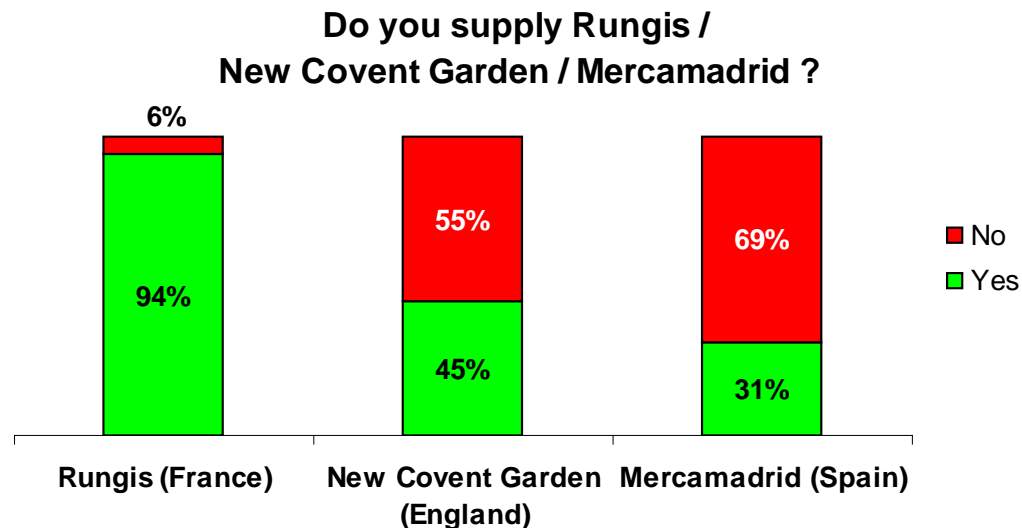
Session 2:  
**The stakes of sustainable logistics**





## PRODUCTION

Business done with Rungis / New Covent Garden / Mercamadrid



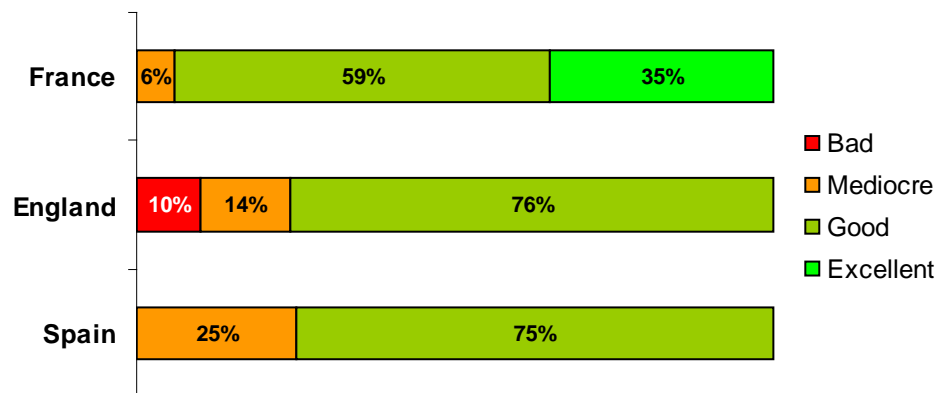
- Rungis gathers a significant part of the French volumes, with a large majority of the producers interviewed supplying it
- New Covent Garden and Mercamadrid are less obvious outlets, with more competition from the alternative networks (among which supermarkets in England, and national wholesale markets in Spain)



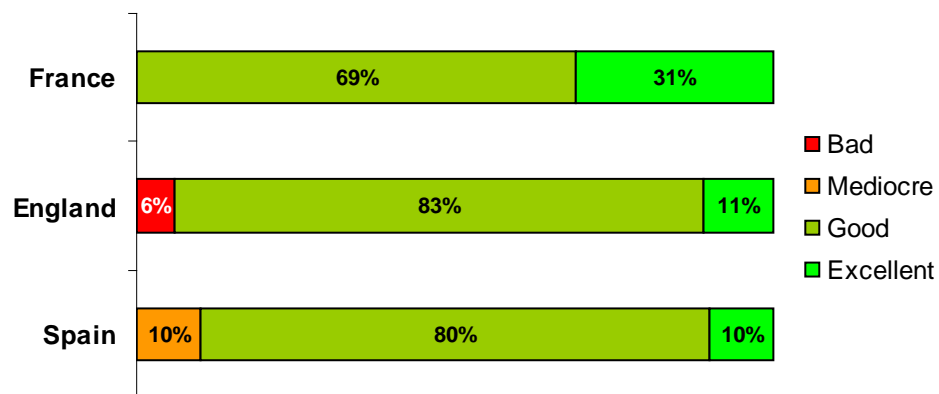
## PRODUCTION

### Logistics are performing well

How do you evaluate the logistics to ship your produce to the wholesale markets?



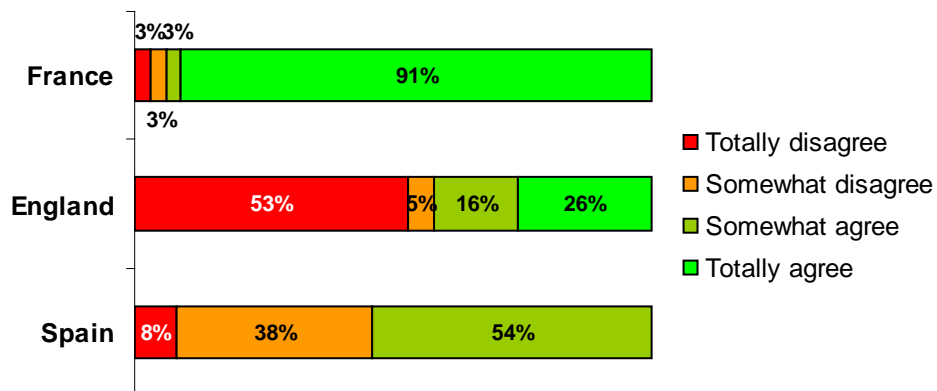
How do you evaluate the split of your produce when they arrive at wholesale markets?



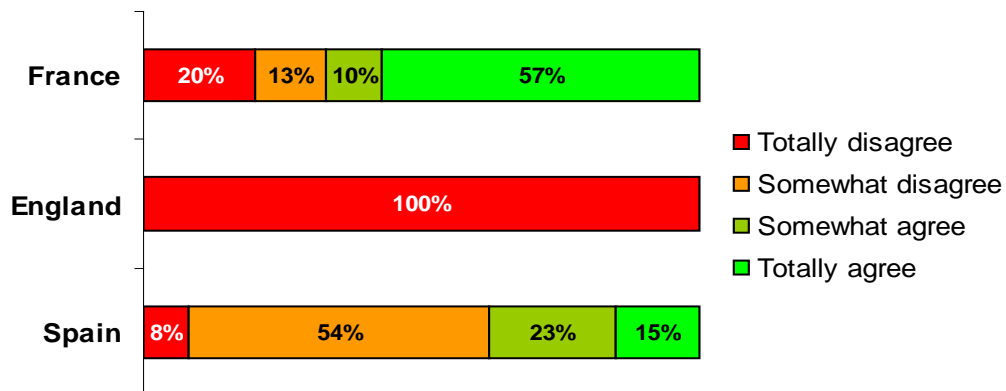
## PRODUCTION

### Items of particular interest when supplying wholesale markets

Is being a platform to reach other domestic counties a major interest of wholesale markets?



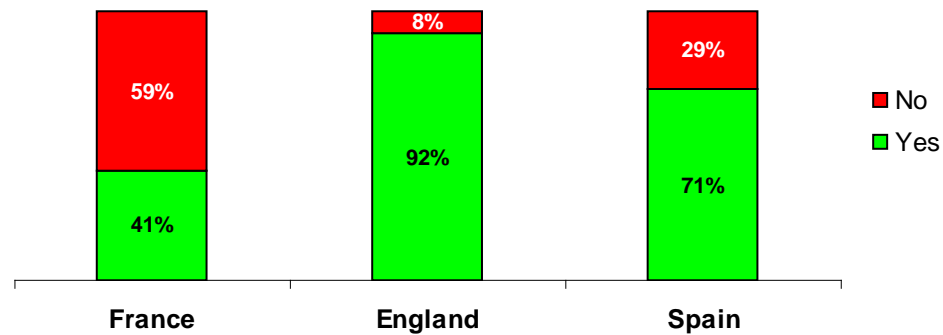
Is being a platform for export a major interest of wholesale markets?



## CUSTOMERS

### Mitigated interest in delivery services according to the country

**Deliveries:**  
is it the service you are the most interested in?



- Of particular notice is the situation in England where delivery services are absolutely essential

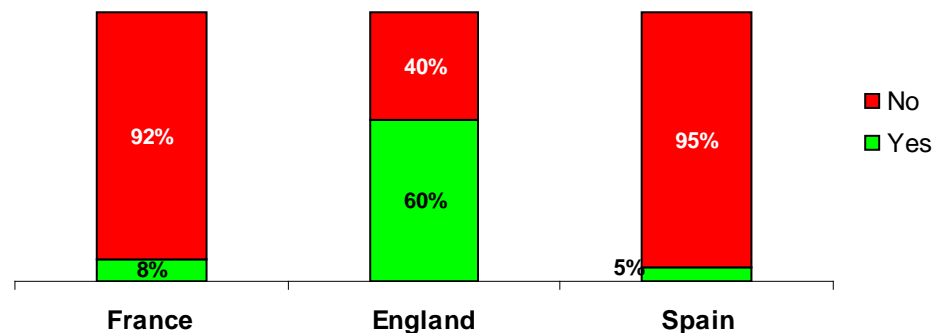


## CUSTOMERS

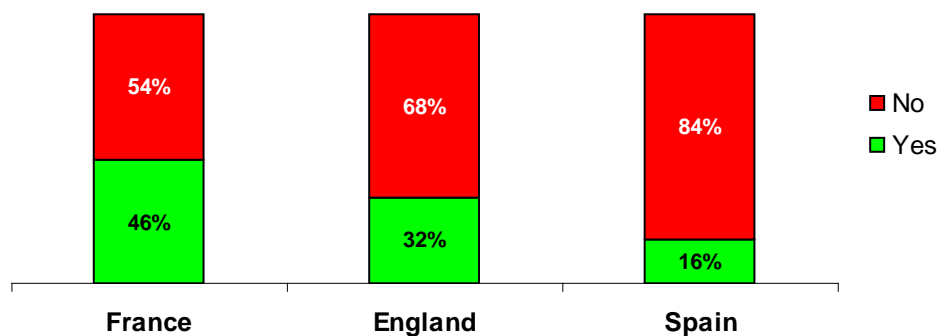
### Mitigated interest in processing and packaging according to the country

- Once again England differs from France and Spain with a real interest in processing; the demand for such a service is above all from the restaurants

Transformation/processing:  
is it the service you are the most interested in?



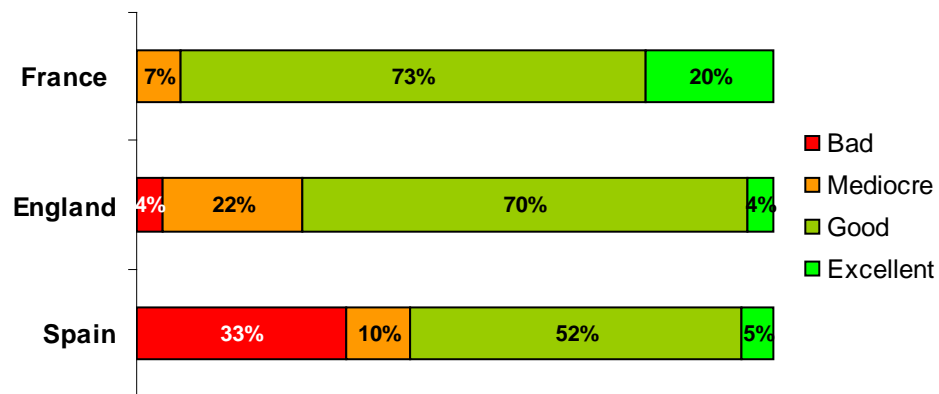
Packaging:  
is it the service you are the most interested in?



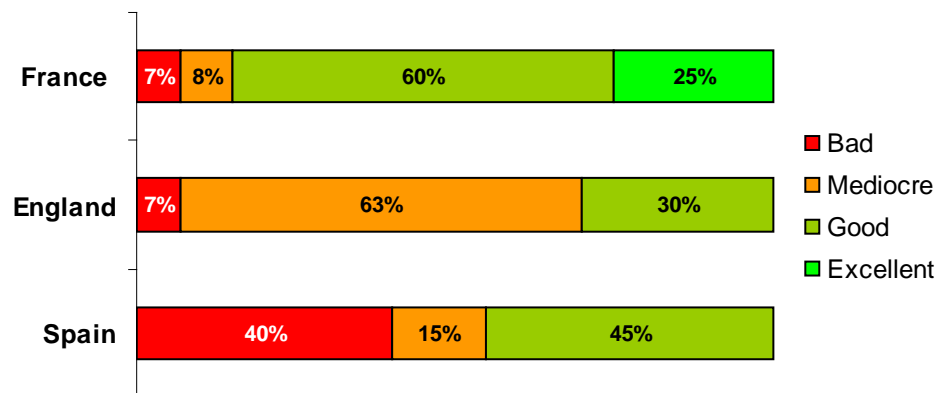
## CUSTOMERS

### Evaluation of the access to wholesale markets

How do you evaluate  
the access to wholesale markets?



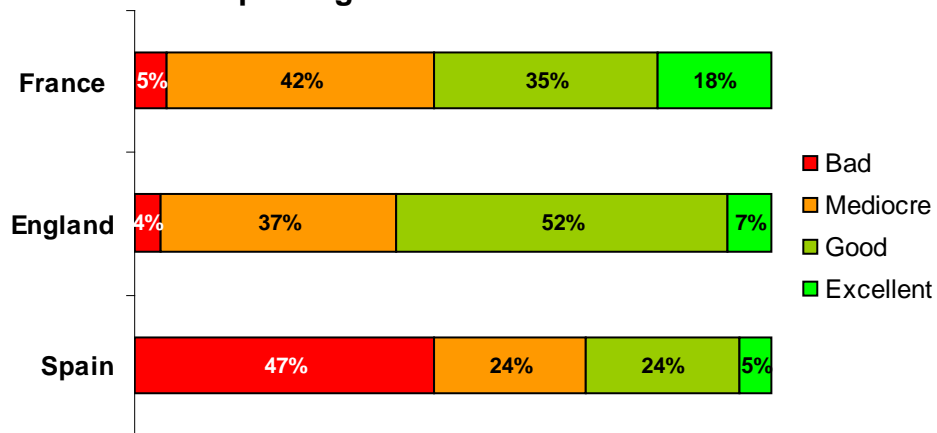
How do you evaluate  
the entry card/permit system?



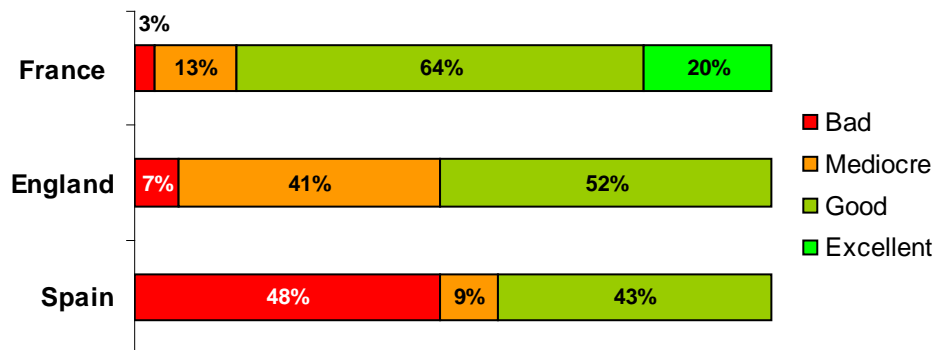
## CUSTOMERS

### Buying conditions

How do you evaluate parking at wholesale markets?



How do you evaluate the working conditions when doing your purchases at wholesale markets?

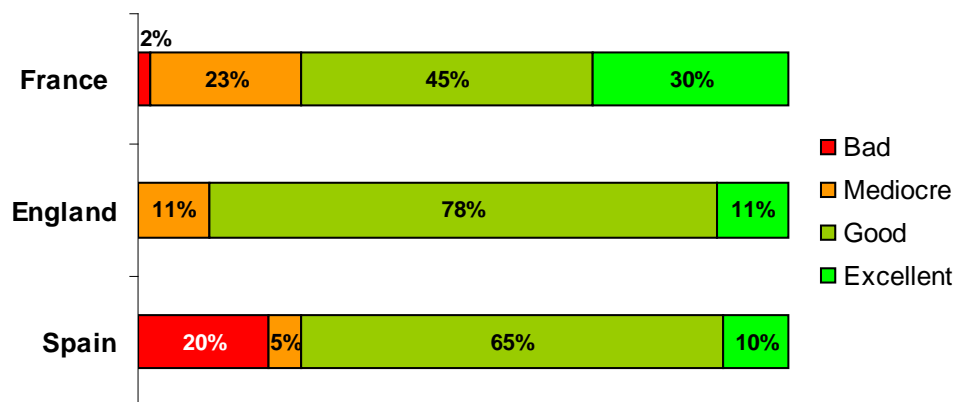




## CUSTOMERS

### Satisfaction in the welcome conditions

How do you evaluate  
the wholesale markets' opening hours?



## Session 2: The stakes of sustainable logistics



*Cranfield*  
UNIVERSITY

Main Speaker:

**Andrew PALMER, Professor at Cranfield University**



MAIRIE DE PARIS 

Case study:

**Hervé LEVIFVE, in charge of goods transportation at Paris City Hall**