

INTRODUCTION

# WHOLESALE AGRICULTURAL MARKETS: INNOVATIONS FOR A COMPETITIVE FUTURE

April 20<sup>TH</sup> 2021



**RUNGIS**  
MARCHÉ INTERNATIONAL

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# THE ROLES OF WHOLESALE MARKETS



## MAJOR ROLE OF WHOLESALE MARKETS IN EUROPE

### KEY FIGURES

- **200 million consumers** a day
- **25 million tons** of fresh produce
- **40%** of the fruit and vegetable supply
- Generate nearly **150,000 jobs**
- With more than **70 billion euros in sales**

### COMMON OBJECTIVES

- To **bring together** in one place the supply and demand of a given product
- To **ensure the food safety** and **supply the consumers** with quality products

They present **particular contributions** to the fresh food distribution and the European economy by :

- Promoting **quality and healthy food distribution**
- Ensuring **transparency and traceability**
- Enhancing **local production**
- Reducing **environmental impacts**

## CORONAVIRUS AND AGRI-FOOD FACILITIES

### ORIGINS AND CONSEQUENCES OF PANDEMICS

- **The food chain is always the source of epidemics :** *markets (Covid-19, SARS), rearing (bird flu), hunting (Ebola)*
- **Viruses emerge recurrently in the wild animal markets of Asia :**
  - The concentration of a large number of animals imply that traceability and the safety cannot be controlled
  - The lack of hygiene standards is governing in these markets
- **The circulation of viruses have a major impact on the agri-food chain**
- **The occurrence of a global epidemic or pandemic always leads to severe disruption of the global economy**

## CORONAVIRUS AND AGRI-FOOD FACILITIES

### THE CENTRAL ROLE OF THE WHOLESALE MARKETS IN PREVENTING FUTURE EPIDEMICS

**Wholesale markets can play a key role :**

- By consolidating and centralising agricultural production for a region or country
- By demanding detailed information on the origin of the products

**A global network of modern wholesale markets would facilitate :**

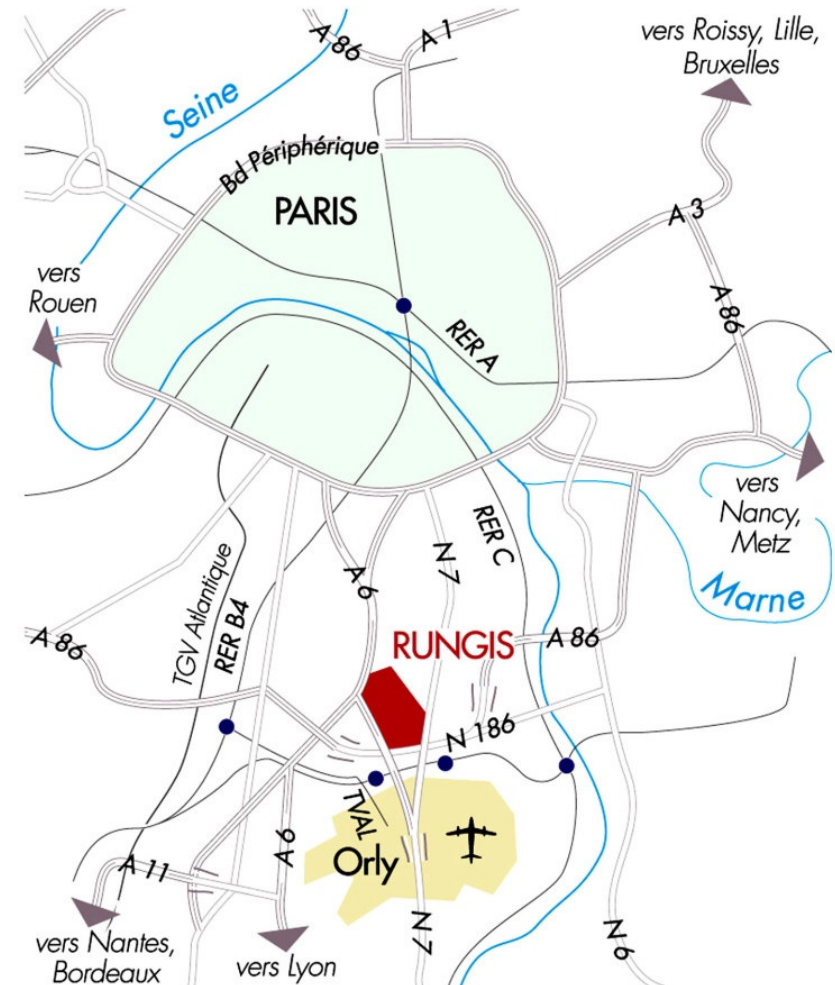
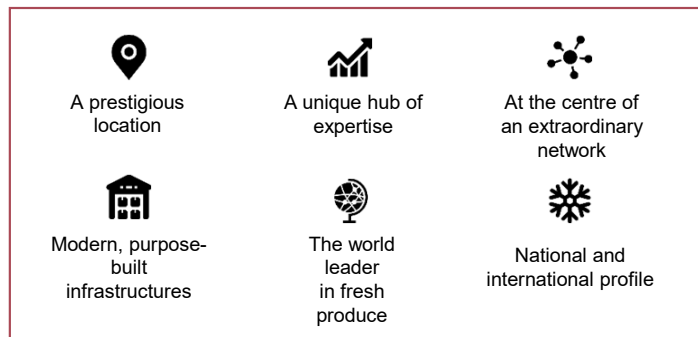
- Overall oversight
- The introduction of international hygiene standards
- Cooperation based on the improved sharing of information

# RUNGIS INTERNATIONAL MARKET



## A DEDICATED FRESH PRODUCE LOGISTICS PLATFORM JUST 7KM FROM PARIS

- Rungis is the **world's biggest fresh produce market**, offering an unrivalled variety of fresh produce,
- with over **2.9 million tonnes of food products** passing through every year!
- **High-performance logistical infrastructure** at the heart of the Île-de-France motorway network (A6, A86, etc.) and just 7km from Paris





## RUNGIS MARKET: ONE STOP SHOP



75 companies  
€ 1.4 Billion



124 companies  
€ 0,9 Billion



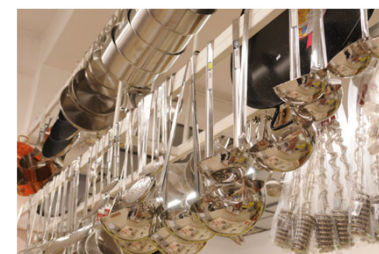
354 companies  
€ 3.5 Billion



105 companies  
€ 0.2 Billion



40 companies  
€ 0.7 Billion



493 companies  
€ 2.8 Billion



## KEY FIGURES

### TURNOVERS OF BUSINESS OPERATING AT THE MARKET (2019)

**€ 9.72 Billion**

€ 6,876 M  
Wholesale



€ 2,849 M  
Other Activity

### FOOD TRANSITING THE MARKET PER YEAR (2019)

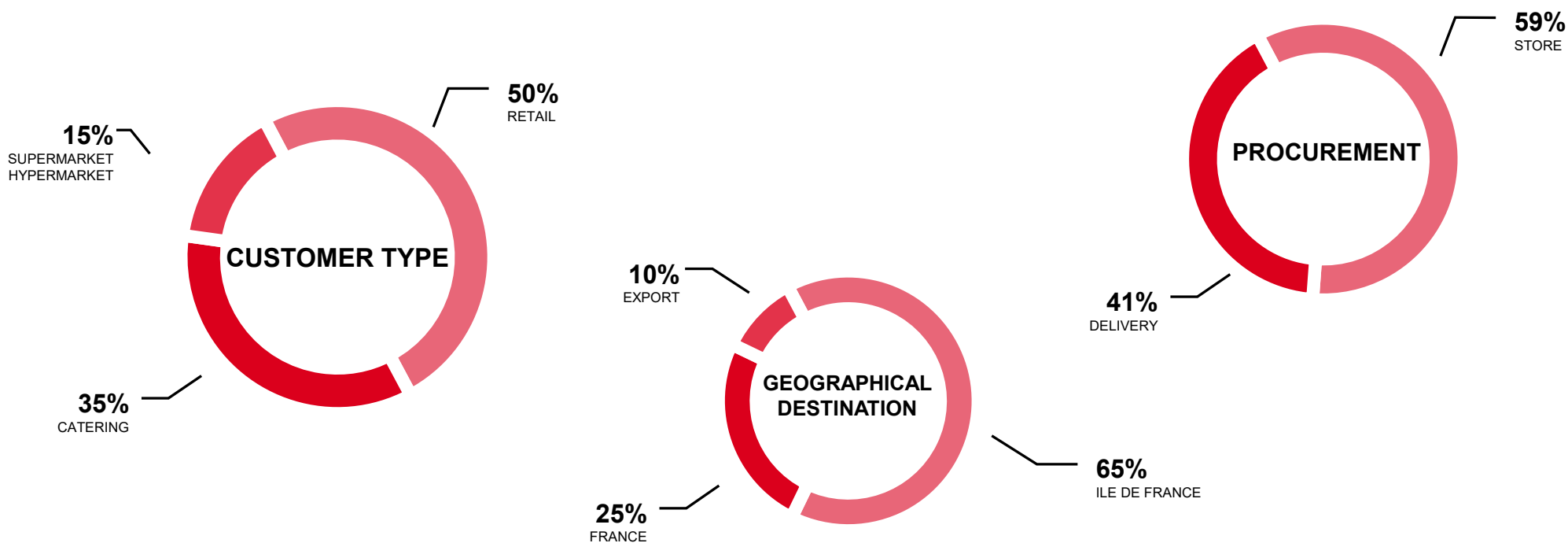
**3 000 000 tonnes**

1.8 MT/year  
physical market



1.2 MT/year  
logistic

## A DIVERSIFIED OPERATION



## AN EXCEPTIONAL REPUTATION

- The brand represents a very significant intangible asset for the Market, with many operators setting up shop at Rungis for the location and wishing to take advantage of it.
- The Rungis International Market brand boasts an exceptional reputation:
  - 87%\* of French people **associate ‘Rungis’ with the Market** or its operations
  - 92%\* of French people have a **good impression of Rungis International Market**, including 32% who have a ‘very good’ impression
  - A good image based on the **quality of its products**, the basics of expertise, safety and scale, and the more ‘emotional’ dimension of its **gastronomic heritage**.

\*Kantar Public 2018 study: Image of Rungis International Market

# A BRAND THAT KNOWS HOW TO COMMUNICATE

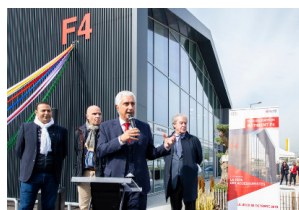
## NEW OPENINGS...



New organic indoor market



CNG station



Building F4 Props

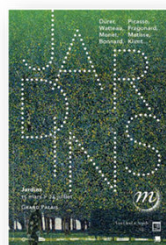


Comptoir du Carreau store

## SPONSORSHIP...



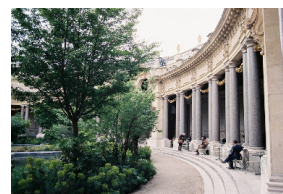
Musée de la Marine



GARDENS - Grand Palais



COLD - Cité des Sciences



Restoration of a canvas at the Petit Palais

## EVENTS AND INSTITUTIONAL PARTNERSHIPS...



Estates-General of Food at Rungis



Rungis partners the Fête de la Gastronomie food festival



Annual lily of the valley presentation at the Elysée and Paris City Hall



Rungis Literary Prize

# A BRAND THAT KNOWS HOW TO COMMUNICATE

## TRADE FAIRS...



## SOCIAL NETWORKS...



**Facebook:** for sharing 'gourmet' content with the 'food' community



**Twitter:** for circulating the very latest corporate **BtoB news** from Rungis Market



**LinkedIn:** for developing the Rungis Market **employer brand:** recruiting and sharing corporate, market-related and HR information



**Pinterest:** The **Rungis catalogue of ideas** to provide inspiration and promote the products sold at the Market and position its operators as key players in the gastronomic sphere



**Instagram:** for sharing the **guestbooks** put together by the brand's ambassadors, including employees, visitors and anyone else visiting the site - 'Rungis by its visitors'



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MEMBERS

## PRESS RELATIONS...



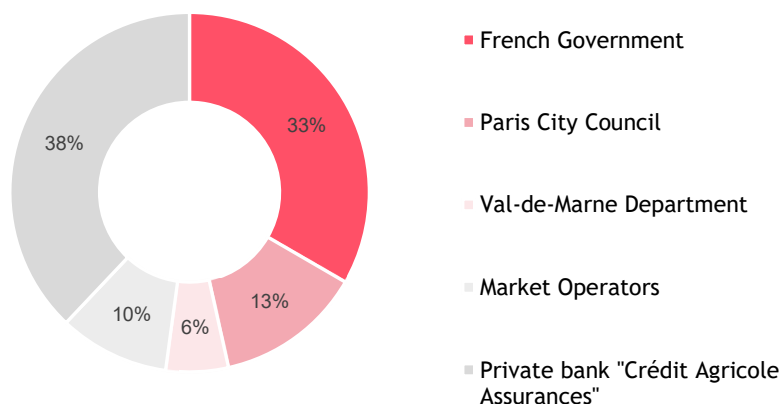
over 4,000  
MEDIA REFERENCES  
A YEAR  
ON AVERAGE



## SEMMARIS : THE MANAGING COMPANY OF RUNGIS INT. WHOLESALE MARKET

SEMMARIS was established in 1964 for the construction and the management of the Rungis International Market.

### Semmaris Shareholders



### Missions

- Food safety and security
- Develop and operate
- Manage and lease the real estate
- Promote the Market



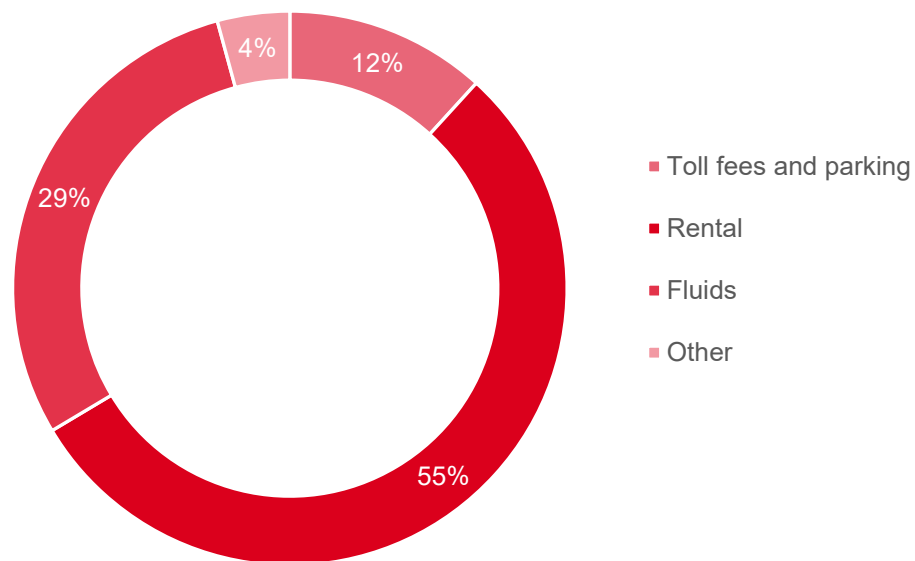
## SEMMARIS BUSINESS MODEL

Semmaris revenue 2019 is € 121,12 M

### Semmaris Revenue Breakdown

Overall traffic in the  
market  
**6 685 772**  
Entries

Leased area  
**994 121 m<sup>2</sup>**  
Occupancy rate of 97,2%



## OUR INTERNATIONAL EXPERIENCE

More than **70 missions** of technical assistance for:

- Governments
- Local authorities
- Private companies

Most recent missions in **Egypt, Vietnam, Philippines, Kazakhstan, Uzbekistan...**

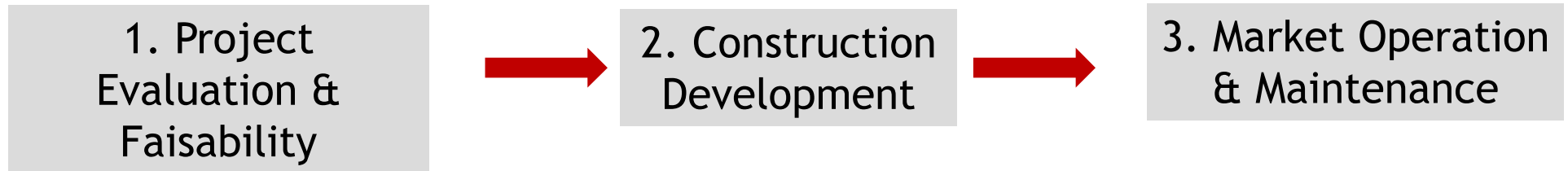


## OUR LICENSING AGREEMENT FRAMEWORK

► Provide our Clients with a technical and management assistance for developing and operating a wholesale market.

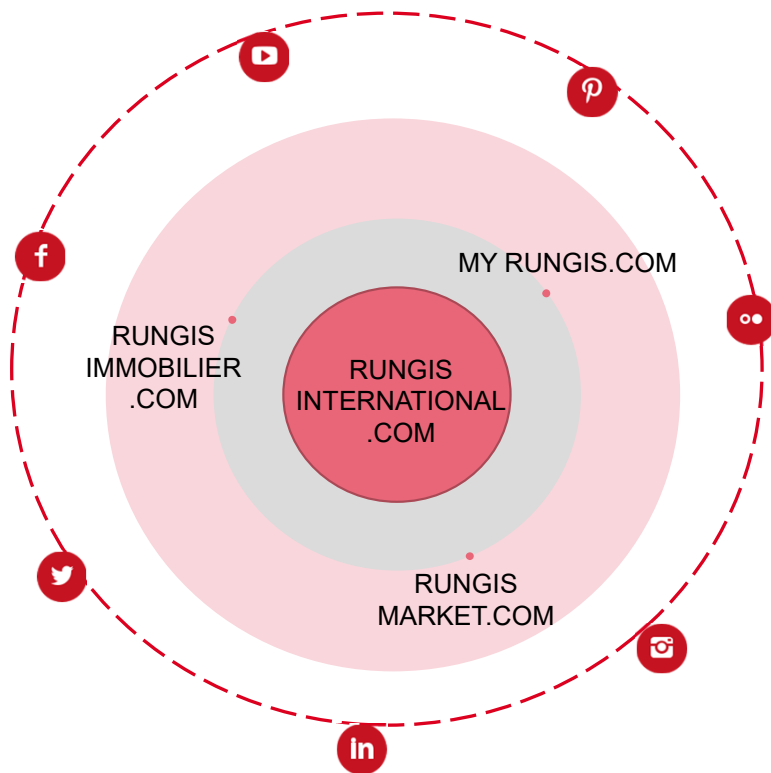
### 3-PHASES FRAMEWORK

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# THE DIGITALISATION OF CUSTOMER RELATIONS

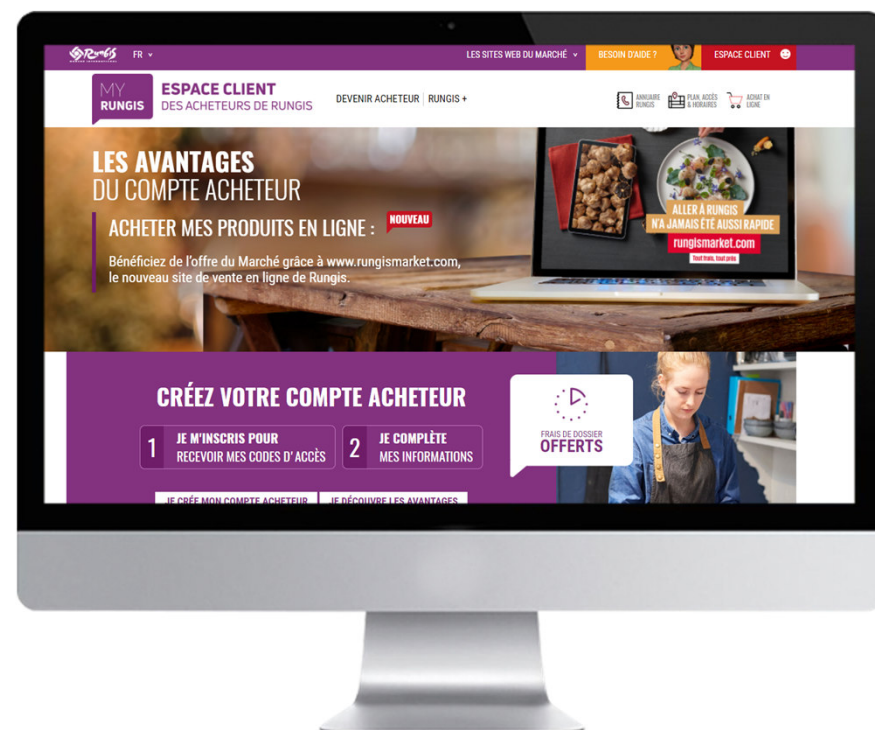
## THE BRAND'S DIGITAL ECOSYSTEM



- **RUNGISINTERNATIONAL.COM:** the 'flagship' of Rungis Market that is essentially a corporate website, a brand website, a professional website and a website for the general public all rolled into one.
- **MYRUNGIS.COM:** the Market's buyers' area. The public part serves as a platform for recruiting prospective buyers (creation of the online Buyer Account, account and card information, etc.). The connected part is aimed at buyers, to enable them to manage their accounts remotely (card top-ups, Buyer Account renewal, etc.)
- **RUNGISIMMOBILIER.COM:** the site aimed at businesses operating at the market, incorporating a public area for recruitment purposes (property ads, commercial contact, etc.) and a connected area allowing operators to manage their customer accounts.
- **RUNGISMARKET.COM:** the online sales platform for buyers at the Market.
- **SOCIAL MEDIA:** a presence on the 6 social networks with over 50,000 members

## BUYERS CUSTOMER AREA

- SEMMARIS has been **digitalising its customer relations** for a number of years now, notably by allowing buyers to create a Buyer Account via the Customer Area at [www.myrungis.com](http://www.myrungis.com)
- Over 50% of all Buyer Account applications are currently generated online.
- Regular **buyer acquisition campaigns** are also executed by the following means:
  - ✓ SEA
  - ✓ Priority target emailing campaigns
  - ✓ Google Display
  - ✓ Social network ads and Gmail Sponsored Promotions
- A very positive outcome with the creation of buyer accounts (3-fold increase on the early-September 2019 campaign)





## OPERATORS CUSTOMER AREA

- The **Rungis Immobilier** site has been **promoting the Market's property operations** since 2015. This is the SHOWCASE SITE for Rungis Market property opportunities and is aimed at any company wishing to set up shop at the Market or find about the premises available and the conditions that those operating at the market must adhere to.
- The **connected area is aimed at operators, to enable them to manage their accounts remotely** (viewing contracts, certificates, managing company details, downloading invoices, etc.)
- There are plans to optimise the site in the near future with the following goals in mind:
  - ✓ To further promote our property operations (large photos, virtual tours, etc.)
  - ✓ To optimise the SEO to reach the top 3 on BtoB property keywords
  - ✓ To optimise user pathways, notably for the purposes of commercial lead management



# **RUNGIS MARKETPLACE**

## A DIGITAL TOOL FOR PROFESSIONALS

- In light of these major issues presented by the digitalisation of food purchases it had become vital for **Rungis, as the world's largest fresh produce market, to develop its own e-commerce platform** with a view to offering new wholesale solutions for our professional customers in the food-processing and catering industries both in France and abroad.
- SEMMARIS, the Market's management company, has been working on and investing in this ambitious plan for an **online sales platform** for over four years.
- The **objectives of the platform** can be summarised as follows:
  - ✓ To raise the profile of the Market's offering online by supporting the digitalisation of wholesalers
  - ✓ To meet the expectations of buyers wishing to access the Rungis offering online

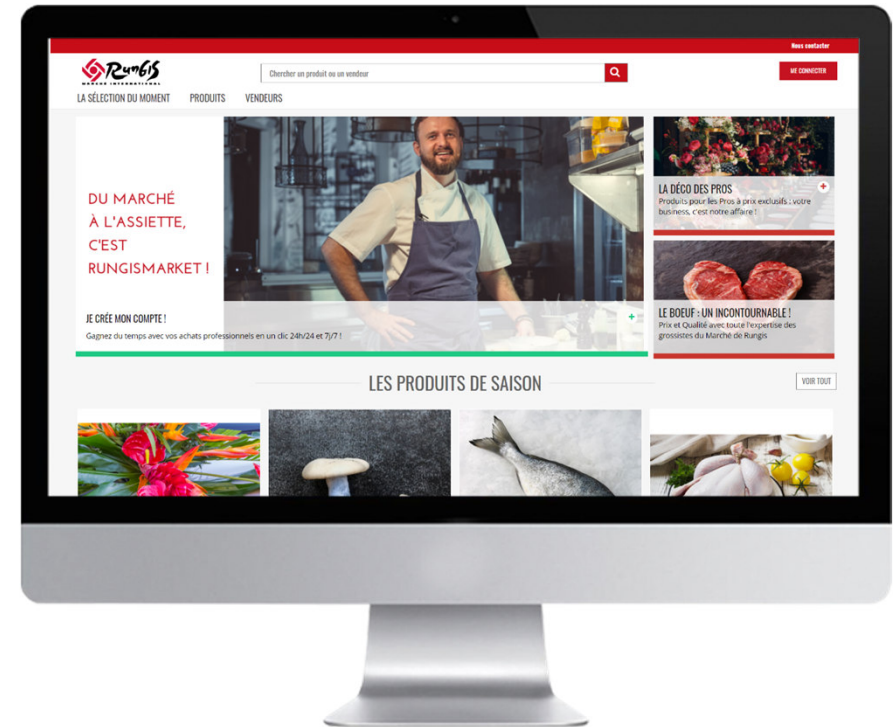
**rungismarket.com**

**All fresh, all ready**

## HOW IT WORKS

### Easy navigation by product or seller!

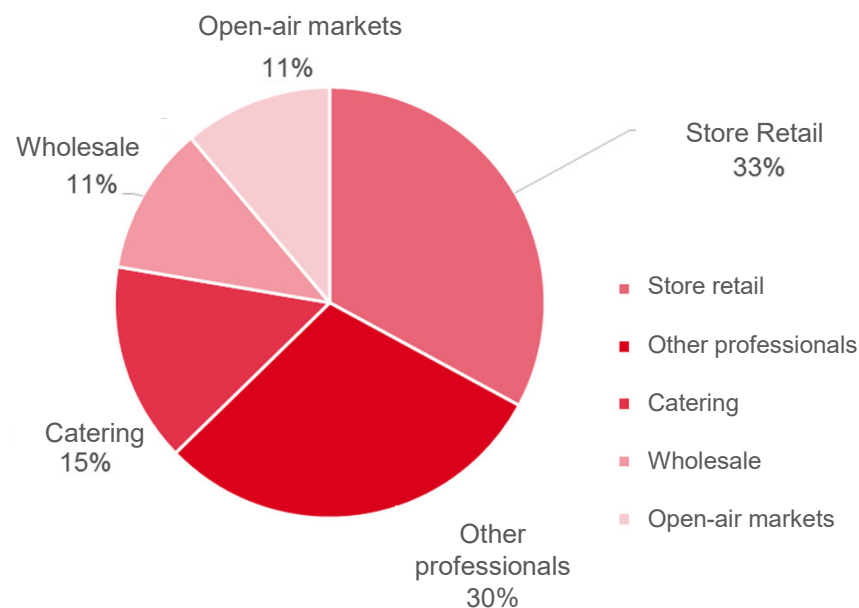
- A **search engine** that allows you to perform a direct search by product or seller
- **Product-based entry** that allows you to navigate by product category
- **Seller-based entry** that allows you to navigate by sector of activity
- **Seller-specific e-stores** to enable the user to view a trader's entire offering available on the platform



## RUNGISMARKET.COM: SOME FACTS AND FIGURES

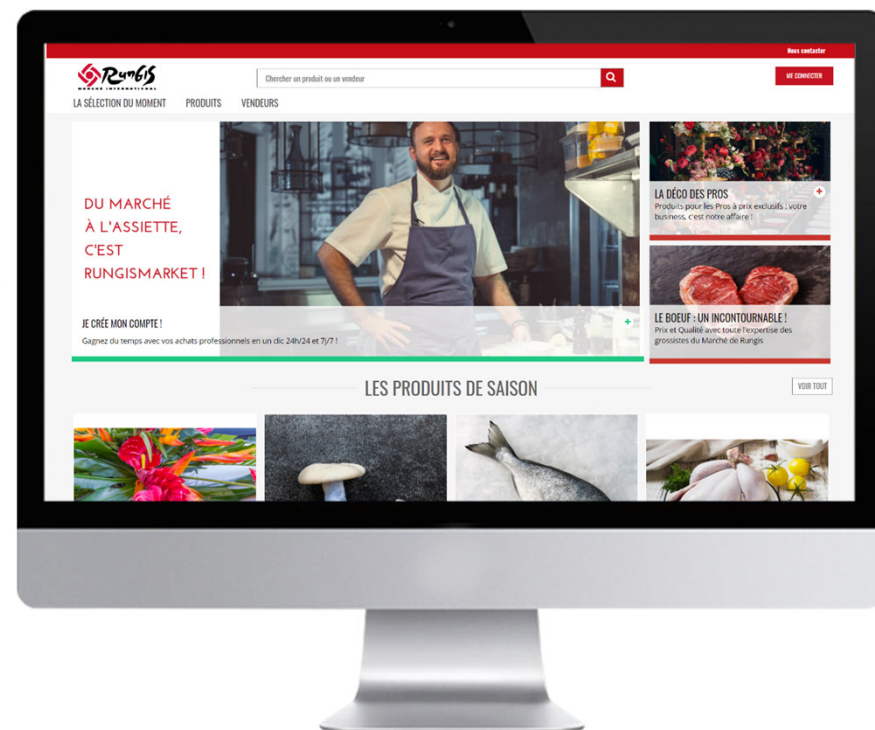
- Average daily traffic of **1,300** visits, 85% of which are new and 27% from the Ile-de-France region
- **70% of visitors** to rungismarket.com are **retailers, restaurateurs or wholesalers**
- **4,454 offerings** are available on the platform, including horticulture and decoration, groceries, fruit and vegetables, fish & seafood, meat, cooking accessories, dairy products, drinks and wines and frozen food, among other things.

DISTRIBUTION OF BUYERS BY ACTIVITY



## THE MOST POPULAR PRODUCTS AND VENDORS

- **60% of quotation requests** concern just 5 operators: 1 fish & seafood seller, 1 gourmet delicatessen business, 1 poultry seller, 1 beef seller and 1 exotic fruit seller
- **Horticulture and fish & seafood** are the most popular offerings on the site
- Demand is also **highly dependent on the season** (mushrooms in autumn, summer fruits from May, etc.)





## GOOD PRACTICES

- **Product catalogue:**

- 1) Present a coherent offering on the platform for buyers that is sufficiently representative of all product categories, particularly with regard to the most frequently searched terms.
- 2) Offer simplified Product Information Management (PIM)



## GOOD PRACTICES

- **Platform logistics:**  
Offer sellers using the platform appropriate logistics channels and service providers



## GOOD PRACTICES

- **Legal:**

Make it as easy as possible for sellers to come on board in order to improve speed and fluidity (contracts, credit insurance, etc.)



## GOOD PRACTICES

- **Digitalisation of vendors:**

Offer training for sellers to support them in their digitalisation efforts and develop their skills, particularly where the platform is concerned





## GOOD PRACTICES

- **Buyer recruitment:**  
Buyer tests, sales analysis, A/B testing. Developing the platform's buyer analysis with a view to optimising the offering



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# CONCLUSION



**In the emerging post-COVID-19 world, the new generation of connected 2.0 wholesale markets are set to become key infrastructure regarding the control and organisation of the agri-food chains**

# THANK YOU!