



A strong development of fresh food products international trade.

Technical factors :

- low transport costs
- the cold chain

Economic factors :

- specialisation to take profit of competitive advantages
- consumer demand



1) - Food hygiene and tracability

- National rules
- EC rules
- The WUWM « Good Practice Guide »



2) - Marketing policies :

- Marketing support of market operators
- Brands :

Rungis Marché International

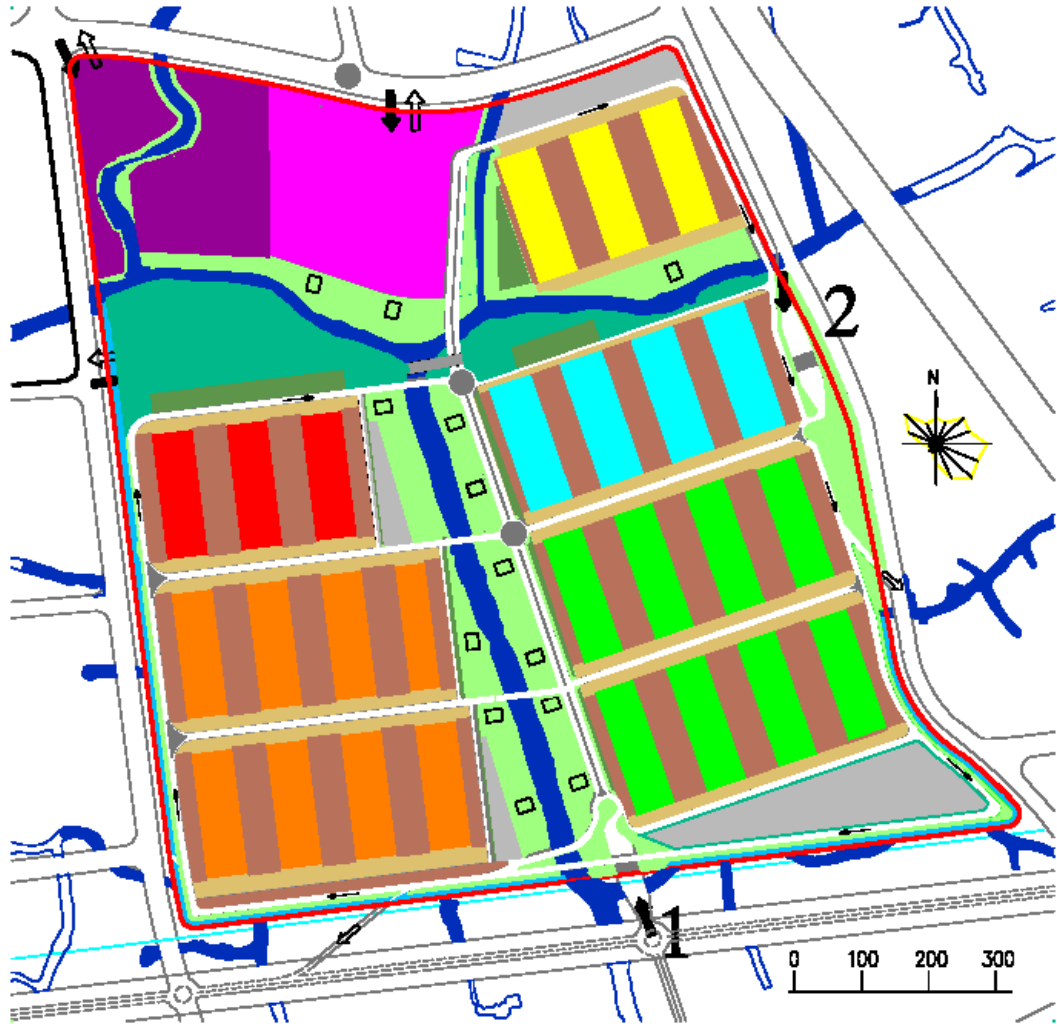


Rungis, the french route to quality



3) – International cooperation between market authorities :

- **Shanghai and Rungis**



• Madrid and Rungis

