

WUWM Speech to the Chinese Media on 30 August 2007
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It is my great pleasure to be here and have the opportunity to meet the Chinese media on this special occasion.

非常荣幸有机会在这特殊的时刻能与中国新闻界的朋友们见面。

The Chinese National Agricultural Market Association (CAWA) joined the World Union in 2004 after a search for international collaborators. They found in WUWM many associates and friends that also realise the very important role and function of markets in the food chain. As you will know, both retail and wholesale markets are vital public services that help ensure communities have access to safe, nutritious food at affordable prices while also helping small businesses and food enterprises compete in a fast-changing world with many environmental and economic challenges.

全国城市农贸中心联合会（CAWA）致力于寻求国际合作伙伴，并于2004年加入了世界批发市场联合会。他们在世批联中结识了许多的同业和朋友，他们都在各自的国家实现了批发市场在食品供应链中的重要作用和职能。正如你们即将了解到的，零售市场和批发市场都是公共服务不可或缺的重要部分，它们不仅有助于确保社区居民以合适的价格获得安全、营养的食品，而且有助于帮助小型零售商和食品企业在瞬息万变的世界中，积极应对环境和经济等方面所带来的挑战。

Hosting the 25th Congress of the World Union of Wholesale Markets (WUWM) in China is one of the many efforts our CAWA colleagues have made to provide the international wholesale market community with important information on the situation of the agricultural market sector in the Chinese economy. Since Chinese agricultural wholesale companies will be vital participants in the future progress and development of international agricultural trade, the information resulting from this congress is not only important now but also for many years to come.

在中国承办第25届世界批发市场联合会代表大会是CAWA为使世界批发市场业界了解中国经济中农产品批发市场发展现状的重要信息所作的众多努力之一。因为中国农产品批发市场企业即将成为农产品国际贸易未来发展进程中必不可少的参与者，所以本次大会所搜集的信息，不仅是在现在，而且是在未来的许多年后，都仍然有着深远的意义。

I have been very impressed with the dedication, expertise and efficiency of my colleagues here in China in their preparations for this congress. I am sure that this congress will be an event that WUWM members proudly remember well into the future. It is clear from the participation of 32 countries in this congress, that Chinese markets have much to offer to the future of the global agricultural sector.

在本次会议的筹备工作中，中国同事们所体现出的勤于奉献、过硬的专业技能以及惊人的工作效率等等，这些给我留下及其深刻的印象。我坚信这次会议将是世界批发市场联合会成员引以为豪的、最成功的一次盛会。中国的批发市场为全球农产品行业所作出的努力也将清晰的展示给来自42个国家的参会代表。

The World Union has members from all types of food markets: large and small, retail and wholesale, working together to educate decision makers on the importance of local food markets,

while developing new ways to modernize infrastructure and technology, increase logistical efficiency, and improve sanitation, food handling and storage. Our members are dedicated to improving the ways that global food markets support the production and delivery of food products to citizens around the world.

WUWM 的成员包括各种类型的食品市场: 规模大的、小的、零售以及批发, 我们一直在努力探索新的方法以更好地应用各种现代化的硬件基础设施和软件技术, 以便提高物流效率, 改善环境卫生和食品的储藏。我们的成员致力于寻求世界食品市场在支持全球范围内的食品生产和流通过程中的更好的方法和有效的途径。

Today's leaders in the management of the world's food supply chain are facing formidable challenges. The world's growing economy continues to make increasing demands on their abilities to efficiently and effectively manage today's global food supply chain. As fisheries shrink, as the demand for grain increases, as forests continue to be destroyed, as farming soils erode, as temperatures rise, and as irrigation water tables fall, we will all be challenged on an international scale to meet the world's food demands like never before in history.

现在世界食品供应链管理者们正面临着严峻的挑战。世界经济的持续增长对该领域管理者的能力提出了越来越高的要求。伴随着渔业的萎缩, 粮食需求的增长, 森林资源的破坏, 耕地受侵蚀, 气温的提升, 灌溉水位的下降等等问题的产生, 我们将面临史无前例的全球范围食品需求的挑战。

As the world's economy continues to outpace our planet's natural resources, food supply chain professionals must increase their efforts to improve the ways in which we produce and deliver food to all citizens of the world.

随着世界经济增长速度的加快已经超过地球上自然资源的供给能力, 食物供应链中的专业人士都应该为完善世界范围的食品大流通作出努力。

It is important to the future efficiency of our global food supply chain and local economies that our leaders understand how best to use our earth's natural resources and limit the environmental pressures that exist. Being aware, for example, that we can be more effective in the transportation of product, and understanding that often there is no need to transport food from one country to another if that same food product can be safely and efficiently grown, produced or harvested locally.

批发市场的管理者们应该知道, 农产品从一个地区运输到另一个能够生产出相同产品的地区, 从供应链结构的角度来说会造成资源的浪费。反之, 这将促进当地农产品安全、有效的种植, 直至丰收, 这对全球化食品供应链和本地经济得发展来说是非常重要的、值得考虑的问题。

One of the most effective links in the global food supply chain is the world's food markets, which exist in all sizes and function in a variety of ways. Markets not only give small businesses, caterers, processors, growers, farmers and independent retailers an opportunity to prosper and compete, but they can promote food safety and hygiene standards and control also. Markets have also many social benefits such as health, employment, ensuring continuity of supply, and facilitating quality control monitoring. In this way, WUWM is committed to working towards establishing a global network of trading links between members.

批发市场行业是全球食品供应链中最重要的一环之一，他们存在的规模、功能各异。他们不仅为小型零售商、集团采购商、生产商、农民和大型零售企业更多的机会获得成功和竞争，同时还有效地促进食品安全标准制定、监测和管理，保证地区的食品供应，解决就业等方面做出贡献。鉴于此，世批联将以建立各成员之间全球化的贸易网络为目标而投身其中

We always emphasize the importance of a market having its own local identity. It reflects the diversity of the global market. It is good to see that Chinese agricultural wholesale markets have their own strong character. As China is large and highly populated, people from each province have their own customs and dinning pattern and such diversity gives the Chinese wholesale market a great opportunity to be a central hub for food distribution.

我们一直强调，市场要保持本土的特色。这是世界多样性要求的体现。对批发市场而言，中国的农产品批发市场有着其独特的个性，这很正常。事实上，因为中国土地广阔，人口众多，每个省份的人们生活习性、饮食口味都有着明显的地域特征，这也使作为农产品集散中心的批发市场有着非常巨大的空间。

I understand it is only 30 years since markets started dominating the Chinese economy. The Chinese agricultural wholesale market has developed for only 20 years. It is understandable that the 'baby' market is technically less advanced and managerially less well organized. However, we all know that the Chinese are fast and smart learners. They learned much from the west and have applied chain management, information techniques and 'green' techniques to their existing market management. Their pace is surprisingly fast.

我了解到，中国进入市场化只有短短不到 30 年的时间，中国的农产品批发市场也不过发展了 20 多年，他们与其它国家存在技术和管理上的差异是非常正常的事情。我们看到，中国人非常善于学习和借鉴的，他们以惊人的吸收力，将供应链管理、信息技术、环保技术等应用于现有的市场管理当中。他们追赶世界同行的脚步快得惊人。

The upcoming 25th Congress of the World Union of Wholesale Markets will be well attended and enjoy a positive impact. The Chinese Ministry of Commerce and other government departments have also provided good support. During the past year we have been discussing the congress session topics with our Chinese colleagues, making sure that they are of interest to both the Chinese and international delegates. In the end we decided to focus discussions on the recent developments of the global food chain and the role of markets, assessing how these factors will influence the global food chain of the future. I am confident this congress will successfully draw the attention of global food markets and decision-makers to the many important developments taking place here in China. Thank you.

即将在中国召开的第 25 届世界批发市场联合代表大会在规模和影响力方面将是空前的，包括商务部等政府部门都给与了极大的理解和支持。在过去的近一年时间里，我们一直与中国的同行不断探讨，什么是中国和国际会员共同关心的话题，最终我们把焦点放在食品供应链的发展、食品市场的地位以及这些在未来情况下将怎样影响全球食品供应链的发展等方面。我们期盼着此次世批联会议能引起世界食品市场团体对中国目前发展态势的关注。谢谢。