

07

Advisory Board  
Report 2007

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### Presentation

The Advisory Board of Mercamadrid was set into motion following the meeting of the Board of Directors held in December 2003, for the purpose of promoting the integration of all of the social partners involved in the proper operation of the Food Complex, as well as to provide consultancy and cooperation for the improvement of the services at Mercamadrid.

All of the links in the food chain are taken into account by the company's Advisory Board, that is, all of the sectors involved in the agro-food industry, from production through to distribution, wholesale trade, retailing and up to the end consumer are integrated into this Board.

The organisations belonging to the Mercamadrid Advisory Board are listed below

- Agrupación de Industrias Cárnicas Madrileñas A.I.E.
- Asociación Agraria de Jóvenes Agricultores (ASAJA)
- Asociación de Almacenistas de Plátanos de Mercamadrid (APLAMADRID)
- Asociación de Empresarios Mayoristas del Mercado Central de Frutas y Hortalizas de Madrid
- Asociación de Empresarios Mayoristas de Pescados de Madrid
- Asociación de Empresarios Detallistas de Frutas y Hortalizas de Madrid
- Asociación de Empresarios Detallistas de Pescados y Productos Congelados de la Comunidad de Madrid
- Asociación de Usuarios de Mercamadrid (AUMERCA)
- Asociación de Usuarios de Servicios Bancarios (AUSBANC)
- Cámara Oficial de Comercio e Industria de Madrid
- Confederación de Empresarios de Comercio Minorista, Autónomos y de Servicio de la Comunidad de Madrid (Confederación CECOMA)
- Confederación Empresarial de Madrid (CEIM)
- Comisiones Obreras de Madrid (CC.OO. – Madrid)
- Centro de Transportes de Madrid (C.T.M.)
- Federación Madrileña de la Industria de la Carne (FEDECARNE)
- Federación Española de Industrias de la Alimentación y Bebidas (FIAB)
- Federación Regional de Asociaciones de Vecinos de Madrid (AA.VV.)
- Mercamadrid, S.A.
- Organización de Consumidores y Usuarios (OCU)
- Unión de Cooperativas Agrarias de Madrid (UCAM)
- Unión General de Trabajadores de Madrid (UGT – Madrid)
- Unión de Comerciantes Polivalentes de Mercamadrid

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## 2. Primary Sector, Industrial Sector, Logistics, Analysis of Infrastructures and Provision of Services

### Infrastructures

In the context of its priority objective of modernising the infrastructures of the Food Complex, Mercamadrid has been implementing an ongoing Action Plan since 2004 called the **“Food Complex Infrastructure Modernisation Plan”**.

This plan materialises, year after year, as a number of investments in works and new facilities, aimed at improving basically the activities which take place in the enclosure, improving the safety of the people and the goods entering Mercamadrid daily.

During 2007, a number of projects, initiated in 2006 within the infrastructure modernisation programme, were consolidated:

- Phase Two of the Remodelling of the Loading Docks of the Fruit and Vegetable Sheds, by remodelling on this occasion sheds C, D and E.
- Phases Two and Three of the Asphalt Campaign on the Upper Level (between January and April 2007). These phases affected the south fruit area, the seafood sector and the rest of the streets, thereby concluding the application of asphalt on the upper Level.
- Phase Four of the Asphalt Campaign on the Lower Level (July and August 2007).

This campaign affected all of the streets on the Lower Level.

- Construction work was performed in the outside western area of the Fish Market during the months of July and August for the creation of an enclosure that would expand and delimit with concrete walls the area for the provision of specific loading and unloading services for the operators of the Fish Market and for the storage of pallets and forklifts.
- New lighting for Street 23; as a consequence of the need for lighting in this area, the street was equipped with a new public lighting circuit.
- New outside lighting for the Banana Shed; the mercury vapour lamps were replaced by high-pressure sodium vapour lamps.
- Adaptation of the Processing Centres to current regulations; all of the processing centres connected to the medium voltage ring of our property have been adapted.
- Placement of 30 mirror units on the canopy of the fruit and vegetables loading docks in order facilitate manoeuvres by lorries.

**Bus Service: new T32 line**

The new T32 line of the Municipal Transport Company is the result of the cooperation between the Town Council of Madrid and the Regional Transport Consortium of the Community of Madrid and forms a part of an improved public transport offer designed to facilitate access to work centres.

The new T32 (formerly called the number 88) offers a non-stop 24-hour service daily (except Sundays and public holidays). The line starts from the Legazpi interchange and runs through Embajadores, Mercamadrid and the Madrid Transport Centre.

In addition, line 130, which had altered its itinerary in order to include the main street of the Food Complex, continues to provide this service and consequently contributes to enhancing the overall public transport services reaching the enclosure and

facilitating access by employees to their workplace.

Advantages of using the public transport providing access to the Food Complex (T32 and 130):

- Employees arrive at work quicker and easier.
- An effective and attractive alternative to travel by car.
- Improvement in the environmental quality of the city, the number of private cars is reduced, as is also the case with exhaust fumes and noise.
- Increases the competitiveness of the companies in the Complex and is a positive factor in obtaining environmental quality seals.
- Enhances the services available to the users of Mercamadrid.

### 3. Security, Occupational Risk Prevention and Environment

#### Security Plan

During 2007, a specific Security department was created and staffed under the management of the Deputy General Manager and Director of Security, Alfonso Ortega Lacuesta, which has enabled the development of a number of improvements in the Security Plan:

- Installation of 83 cameras (67 mobile and 16 fixed) distributed strategically along the streets and inside the Central Markets.
- Integration of the video-licence plate recognition systems at accesses into the information originating from the CCTV system.
- Two new patrol vehicles, increasing the presence and mobility of the security guards.

#### Security Meetings

The improvements introduced into the Security Plan, which have involved an investment of more than one million euros, were presented to the users of the Food Complex at two meetings held in November 2007 and January 2008.

Specific brochures were published for the meetings with an explanation of the Security Plan, in addition to stickers with the telephone number of the Food Complex 24-hour security service.

A large number of representatives of the three sectors –seafood, fruit and vegetables and meat- met in order to learn the details of the Security Plan, which is making Mercamadrid an increasingly safer place to operate.

#### Maintenance of fire protection installations

- The installation of the new Automatic Fire Detection System, which replaced the previous system in the six sheds of the Central Fruit and Vegetable Market.
- Supply and installation of 8 fire hydrants in the general fire fighting network of the Food Complex, together with the construction of the underground boxes where the hydrants are housed.
- New automatic fire detection system in the main meter rooms in the Fruit and Vegetable Sheds.

#### Occupational Risk Prevention Actions

During 2007, the following actions were taken in accordance with the Occupational Risk Prevention Plan:

- Dissemination among staff of the

Occupational Risk Prevention Plan and provision of the relevant information on the risks existing in each job.

- Drawing-up of specific Work Instructions, such as, for example, for jobs requiring proximity to vehicle traffic.
- Designation and Training of two employees as Preventive Resources.

#### **Municipal Meetings on the Official Control of Wholesale Markets**

In November 2007, the First Municipal Meetings on the Official Control of Wholesale Markets were held on the premises of the Mercamadrid Business Centre (Lot J-4), with the attendance of Pedro Calvo Poch, Governance Delegate for the Area of Security and Mobility.

The purpose of the meetings was to develop a Discussion Forum in order to harmonise veterinary inspection criteria in wholesale markets.

#### **Programme for the Prevention and Control of Legionellosis and Drinking Water Quality Control**

The Programme for the Prevention and Control of Legionellosis and Drinking Water Quality Control at the Mercamadrid Food Complex has carried out a number of

actions in 2007, divided into two stages:

- Stage One: preventive disinfection of the internal drinking water distribution networks in the common areas and buildings managed by Mercamadrid.
- Stage Two: taking of samples for the performance of tests for the detection of Legionella and for potability tests.

#### **Implementation of the RIS programme**

During the past financial year, the quality RIS (Risk Inspection Service) was implemented satisfactorily for the pest control service. As a planned monitoring and quality control system, the RIS programme provides an ongoing diagnosis of the real status of pest control, well documented and fully updated.

In addition, the RIS programme is certified by AENOR in accordance with the quality and environmental management standards ISO 9002 and 14001 and is completed through the follow-up and self-inspection activities carried out by Mercamadrid personnel.

#### **Actions in green areas**

The following improvements were made in the green areas for environmental purposes during 2007:

- Landscaping of the green area

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alongside the Avenida de Vallecas road

- Removal of grass on a number of traffic islands between streets and parking areas
- Landscaping improvement plan for the commercial area
- Elimination of the pine processionary caterpillar
- Clearing of shrubs and trimming of trees

### **Environmental Management System**

The Mercamadrid Environmental Management System, certified to the ISO 14001 standard, passed an internal audit in January, which reviewed the Environmental Policy, the Environmental Goals and Targets, the Environmental Training provided to Mercamadrid personnel, among other aspects.

### **Environment Forum**

The First Environment Forum was held in January 2008, as a part of the Environmental Training Plan described in the Environmental Management System implemented in Mercamadrid.

The environmental improvements introduced in Mercamadrid by the various departments were described during the Forum:

- Improvements in the Environmental Management System
- Improvements in cleaning and waste collection
- Improvements in water management and supply
- Environmental considerations in the Mercamadrid expansion project
- Application of resources by Mercamadrid for environmental improvement

## 4. Social Cohesion, Occupational Training and Employment Exchange

Mercamadrid understands Training as a basic element in the employment structure of companies, and this is the reason why Training is one of the principal projects on which the company focuses its efforts.

### **Occupational Training**

In April 2005, Fundación Mercamadrid signed a Cooperation Agreement with the Agency for Employment of the Town Council of Madrid in order to cooperate in the training of the unemployed or of underprivileged groups.

During 2007, the following occupational training courses were organised pursuant to this cooperation agreement:

- Food handler courses
- Warehouse operator course
- Second warehouse operator course

- Forklift operator course
- Clerk/ink recorder course

In addition, Fundación Mercamadrid signed another Cooperation Agreement with Fedecarne (Meat Retailers Association), under which two butcher apprentice courses were organised for training unemployed persons, with a subsequent hiring commitment.

### **Continuing Training**

Fundación Mercamadrid has developed a Basic Computer Course for the employees of the company Palacios Roca, located in the Mercamadrid Food Complex, involving a total of 220 class hours of continuing training.

Moreover, Fundación Mercamadrid has continued to organise food handler courses

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designed for both companies located in the Food Complex as well as for companies outside of Mercamadrid's facilities.

Similarly and also in the context of ongoing training courses, Fundación Mercamadrid has collaborated with Fedecarne in teaching a course for enhancing familiarisation with the Guidelines for Proper Hygiene Practices to be applied in butchering establishments

### The Mercamadrid Chair

The activities carried out by the Mercamadrid Chair during 2007 are described briefly below:

- International agro-food business course: during the months of January and February 2007, 552 class hours were taught to professionals in the commercialisation of food products who wished to operate on an international level, or university students in their last years of related university studies interested in entering into the agro-food

sector in the near future.

- Food quality and cold-storage course: during March 2007, 288 class hours were taught, aimed particularly at the users of the cold storage facilities of Mercamadrid.

- Mercamadrid Chair Prizes: awarded to the best university degree Final Projects in each of the strategic lines included in the Fundación Mercamadrid Bylaws (Guarantees in the Supply of Foods, Production of Dietetic Foods, Production, Quality & Traceability of Foods and Nutrition & Health).

### Agency for Employment of the Town Council of Madrid

The Job Intermediation Office of the Agency for Employment of the Town Council of Madrid, located in the Fundación Mercamadrid's Training Building, commenced its activity in January 2006.

The principal objective of the Office from the start has been the creation and

COMPANIES CONTACTED	TOTAL NUMBER OF OFFERS HANDLED	JOB SEEKERS HIRED	VACANCIES FILLED BY USERS OF THE AGENCY FOR EMPLOYMENT
EMAIL + BROCHURES + 771 VISITS	194	83	43%

management of an Employment Exchange for job intermediation and business support at Mercamadrid.

Significant effort has been made to raise the awareness of Complex users of the work carried out by the Office and, as a result of this effort, in 2007 the Personalised Attention Office handled a total of 194 job offers, securing the placement of a total of 83 candidates, thereby filling 43% of the vacancies.

Particular mention should be made of the number of job applications sent from the electronic offices located in the Food Complex, proving that this system is a quick and effective tool for the recruitment of people who express an interest and availability for working in the companies located in the Mercamadrid Complex.

#### **Agreement between Fundación Mercamadrid and Fundación Vallecas Todo Cultura**

On 14 September Fundación Mercamadrid signed an agreement with the cultural foundation, Fundación Vallecas Todo Cultura, which seeks to improve the education of the youngest members of our community, by instilling the principles and values of good citizens necessary for living appropriately in society.

Fundamental issues for the education of children are a healthy and balanced diet and the system for the distribution of perishable goods, as well as the quality of such goods.

This is the reason why a plan of 21 visits to the Food Complex was designed for groups of 5th and 6th grade children from schools in the districts of Villa de Vallecas and Puente de Vallecas

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## 5. Innovation and Development

**Expansion**

The Expansion of Mercamadrid will form a new complex where the development of the strategic lines of innovation, internationalisation and quality of service is the priority objective.

The Food Complex expansion project will involve an investment of 300 million euros and the creation of 1,400 jobs, positioning Mercamadrid as a leading platform in quality and innovation, in management and design of structures and installations and in

the development of new activities and services relating to the food business.

The actions carried out in relation to the expansion project are set out below:

Date	Action
7 April 2008	The urbanisation works on the grounds of the Mercamadrid expansion commenced
27 March 2008	Approval by the Governance Board of the Town Council of Madrid of the urbanisation project for the Mercamadrid expansion project
17 January 2008	Publication of the approval of the urbanisation project for the Mercamadrid expansion
6 November 2007	Opening of tenders in the calls for tenders for: drafting of the design and performance of the urbanisation works for the park; consultancy and technical assistance for coordination, safety and health: consultancy and technical assistance for worksite supervision and quality control
16 July 2007	Publication of calls for tenders for: drafting of the design and performance of the urbanisation works for the park; consultancy and technical assistance for coordination, safety and health: consultancy and technical assistance for worksite supervision and quality control

Date	Action
June 2007	Award of the four Calls for Tenders published for the performance of the work in the Special Town Planning Area A.O.E. 00.05 - Call for Tenders for the <b>Drafting of the Design and Performance of Works</b> for Urbanisation and Infrastructures: <b>FCC CONSTRUCCIÓN, S.A.</b> - Call for Tenders for Technical Assistance for the <b>Quality Control</b> of the Works for Urbanisation and Infrastructures: <b>EUROCONSULT, S.A.</b> - Call for Tenders for Technical Assistance for the Performance of the Work of Coordination of Safety and Health Issues in the Works for Urbanisation and Infrastructures: <b>INCOPE CONSULTORES, S.L.</b> - Call for Tenders for Technical Assistance for the Worksite Supervision: <b>INGENIERÍA BÁSICA OBRAS Y PROYECTOS, S.L.</b>
21 February 2007	Laying of the <b>Cornerstone</b> of the Mercamadrid Expansion with the presence of <b>Alberto Ruíz-Gallardón</b> , Mayor of Madrid, <b>Miguel Angel Villanueva</b> , Managing Director for Economy and Community Participation, and <b>Luis Blázquez</b> , Chairman of Mercamadrid.
16 February 2007	The reception of tenders and opening of offers from the four calls for tenders published for developing the <b>“Mercamadrid Tecnológico”</b> project for the expansion of the existing Food Complex.

### Cluster Project for the Distribution of Fruit and Vegetables, Seafood and Meat

During 2007, Mercamadrid Internacional conducted research on the situation of the various sectors of distribution, fruit and vegetables, seafood and meat, constituting a milestone in the company's history.

The cluster studies made are intended to reinforce the competitiveness of the players who inter-relate in a common geographical space, providing companies with tools of reflection on the potential success strategies to be developed in the sector and to elicit a pre-active attitude.

A “Cluster” can be defined as a phenomenon of geographical concentration of companies, institutions and associations concerned with the same activity, related as a result of common and complementary interests which reinforce their competitiveness, according to Michael F. Porter.

### New Statistics Management

The project for the adaptation of the MERCAMADRID Statistics to a new platform was completed during 2007. In order to do so, a technological adaptation of the application was made, and all of the data processing procedures were simplified.

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### **High-Availability Project: Virtual Servers**

In order to optimise the hardware and software infrastructure available, a server virtualisation project will be undertaken, thereby ensuring the high availability of all of the management applications.

### **Electronic Offices and WIFI Areas**

Mercamadrid has strategically distributed 20 electronic offices throughout the Complex, from which a large number of on-line services and a range of information contents are provided, attending interactively to the suggestions and claims made by all of the users.

In order to complete the technological improvement offered by these electronic offices, Mercamadrid has made available to users a network of WIFI areas in the vicinity of each office, which enable the cost-free connection of mobile devices (portable PCs, PDA's, and the like, to the Internet.

With this new service, Mercamadrid facilitates the work of buyers and other users of the Complex by enabling them to interconnect with their central services cost-free, without the need to use a physical location, thanks to the freedom of movement offered by this technology.

During 2007, the electronic offices located in Mercamadrid received more than 160,000 accesses.

## 6. International Projection, Strategies for Opening Up New Emerging Channels

Mercamadrid is an international reference, a fact reflected in the internationalisation of the Complex itself and in the promotion and actions of an international scope which are carried out at Mercamadrid.

### International Fairs

#### Fifth Edition Madrid Fusión

Mercamadrid sponsored the most important international gastronomy summit, which was held from 15 to 18 January in Madrid.

This gastronomy forum serves as a platform of presentation for the most sophisticated examples of world cuisine and for discussions on the latest trends in haute cuisine.

#### Fruit Logistica Berlin

Members of the Mercamadrid Executive Committee visited the Fruit Logistica trade fair in Berlin, which was held from 8 to 10 February 2007, together with representatives of leading companies in the Complex and of the Executive Committee of the Central Fruit and Vegetable Market of Madrid's Wholesalers Association.

#### European Seafood Exhibition Brussels

Mercamadrid participated as an exhibitor, in conjunction with the Madrid Seafood

Wholesalers Association, in the European Seafood Exhibition, which took place in Brussels from 24 to 26 April 2008.

Mercamadrid's most significant projects were presented at the company's stand: the Mercamadrid Expansion project and the Commercial Identity project "Compro en Mercamadrid" ("I buy at Mercamadrid").

#### Salón de la Alimentación (SAL) Madrid

The Salón de la Alimentación (Food Fair) was held at the IFEMA trade fair facility on 8, 9, 10 and 11 May 2007. Mercamadrid participated as an exhibitor with a 196-m<sup>2</sup> stand, where the Associations of fruit and vegetable, seafood and meat companies located in the Complex were also present.

#### Conxemar 2007

Mercamadrid participated in the International Seafood Fair, Conxemar, which took place from 2 to 4 October in the city of Vigo, with a stand in collaboration with the Central Fish Market Wholesalers Association.

#### Expotural 2007

Mercamadrid participated with a promotional stand in this trade fair, which was held on 2, 3 and 4 November 2007 at IFEMA.

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The Food Complex was promoted at the stand as an international space together with the project for the dissemination of the retailer-targeted "Compro en Mercamadrid" brand project and of the Mercamadrid Expansion project, which will form the new Mercamadrid Tecnológico complex.

### **International Visits**

#### **Visit to Bucharest**

In April, a Delegation made up by members of Mercamadrid's management staff, together with a number of entrepreneurs located in the Complex, visited Bucharest at the invitation of the Mayor of the city, who, after visiting our Food Complex, had planned a project in order to undertake an experience similar to ours in the capital of Romania.

#### **Visits received in the Complex**

In the course of 2007, the Complex was visited by 70 international companies and organisations represented by 548 people, that is, 37% more visits than in the previous year, revealing that, year after year, the level of internationalisation of Mercamadrid continues to increase.

### **Participation in International Forums**

#### **OECD International Conference 2007**

Mercamadrid sponsored the OECD International Conference, which was held in Madrid with discussions centred on the policies demanded by global cities.

#### **W.U.W.M. (World Union of Wholesale Markets) Conference**

Mercamadrid participated as a speaker in this World Union of Wholesale Markets Conference, which took place in Turin in April. The title of the paper given was "Wholesale Markets Today. The Market Players and Their Area of Influence."

This Conference brought together representatives of wholesale markets worldwide.

#### **Business Meeting in Mexico: Perishables Workshop**

Mercamadrid participated in this international business meeting, which took place from 24 to 28 September in Mexico, with a paper on the commercial opportunities of perishable goods in Spain and Europe.

### Organisation of promotional acts

#### Laying of the Expansion Project Cornerstone

On 21 February of this year, Mercamadrid initiated a new space of opportunity with the laying of the Cornerstone of the Mercamadrid Tecnológico complex by the Mayor of Madrid, Alberto Ruíz-Gallardón. This project will involve an increase of 45 hectares of surface area to be added to the 176 hectares existing at the present time.

#### Promotion of Chilean products

In April, the Association for Exportation from Chile (Asoex) and Prochile (dependent on the Embassy of Chile in Spain) offered a breakfast with Chilean products in a vehicle especially prepared for this purpose and decorated with Chile's corporate image. Business contacts were made between entrepreneurs in the fruit and vegetables sector.

#### Hermes Oro Awards 2007

On 26 March, Mercamadrid presented the Hermes Oro Awards 2007 to individuals, companies and organisations, who operate in Mercamadrid and through their entrepreneurial and professional records have contributed to technological development and innovation, to the internationalisation of companies and to the improvement of quality and social cohesion.

The prizes were awarded to the following individuals and organisations:

<b>Hermes de Oro Award 2007 for outstanding entrepreneurial and professional careers:</b>	
1.	Mr. Ángel Mozos Ramírez, of Ángel Mozos Ramírez, S.L., Central Fish Market
2.	Mr. Manuel Carrasco Alfonso, of Centrimerca, S.A., Fruit and Vegetable Market
3.	Mr. José Antonio Carlos Calbacho, of Calbacho, S.L., Meat Market
<b>Hermes de Oro Award 2007 for internationalisation and technological innovation:</b>	
1.	Seafood Wholesalers Association.
2.	Ibérica de Patatas Naturales, S.L.
<b>Special Mentions by the Mercamadrid Board of Directors:</b>	
1.	SAMUR, DIRECTORATE GENERAL FOR EMERGENCIAS AND CIVIL PROTECTION
2.	Empresa Municipal de Transportes (EMT)

#### **Presentation of the Anthology of Poetry Díez Poetas de los Ochenta**

Mercamadrid celebrated its 25th Anniversary with the publication of the book **Díez Poetas de los Ochenta**, an anthology compiled by the writer Luis Alberto de Cuenca which includes the ten most successful poets of the decade in which Mercamadrid was founded.

The book was presented in September 2007 at the famous Chicote Museum, during a literary event attended by the compiler of the anthology and a large number of the poets included in the book.

## 7. Buyers, Brand and Consumers

### Information Office

The Information Office, which was created as an instrument of support to the users of the Complex, adapted from the very start to the needs of Mercamadrid users, with ample office hours (from Monday to Friday, from 05:00 to 13:00 hours and Saturdays from 05:30 to 10:00 hours), with many services offered from its own premises.

During the past financial year, a number of improvements were introduced in the services provided by the Information Office, which in addition to the services already in place, have considerably enhanced the assistance offered by the Office:

- Incorporation of the official register of documentation in this Office from 05:00 to 08:00 hours. This service is then provided by the Administrative Centre from 08:00 to 14:00 hours.
- Addition of a shop selling Mercamadrid promotional articles and merchandising (products intended as practical gifts with an innovative and modern design, which can be used as an appreciative or friendly gesture or simply as a souvenir of Mercamadrid).
- Contracting of vehicle parking spaces with carpark surveillance.
- Sale of vehicle Access Passes to the Complex.
- General information.
- Buyer credentials processing (administrative processes).
- Accessions to the commercial identity "Compro en Mercamadrid".

- Handing out of brochures, plans, reports, and the like.

### "Compro en Mercamadrid" Brand

Since 24 January 2006, when the commercial identity "**Compro en Mercamadrid**" (**I buy at Mercamadrid**) was presented to Madrid retailers at an event attended by the Retailers Associations of Madrid, a large number of member retailers, a significant representation of wholesalers and other business associations related with the food sector, a number of actions have been taken which have made it possible to consolidate the project with **2,684 establishments** assuming the fundamental values of the brand: commitment, trust, trade and quality.

These establishments want to differentiate themselves through a symbol that offers

their customers improvements in quality and service with the assurance of provisioning themselves in a complex available to businesses, with safety and hygiene based on quality, diversity of products and origins, concentration of companies, transparency in commercial transactions, use of new technologies, training and modern facilities for the storage and preservation of goods.

A total of 908 establishments acceded to the brand in 2006, 711 establishments joined in 2007 and 80 establishments have been added up to April 2008, including major companies which have decided to adopt the “Compro en Mercamadrid” commercial identity.

Among the major enterprises adopting the brand in 2007, the following stand out:

- **Dinosol (Supersol):** with 425 establishments, 230 of which are distributed throughout the Peninsula and 195 in the Canary Islands. This is one of the leading supermarket chains in Spain, with 14,000 employees and several chains of distribution of its products.
- **Supermercados de Alimentación de Madrid,** with 28 establishments belonging to “Compro en Mercamadrid”, has shops and supermarkets located throughout the Community of Madrid: Alcorcón, Algete, Boadilla, Coslada, Fuenlabrada, Móstoles, Parla and the city of Madrid.

- **Diocarnes** with 40 establishments, a leader in the national distribution of meat and sausages, with an infrastructure that enables the company to reach any and all locations in Spain.

- **Establecimientos Plaza** with 15 shops belonging to the “Compro en Mercamadrid” brand, distributed in the city of Madrid, Coslada, Mejorada del Campo and Rivas Vaciamadrid.

#### **Promotion of the Brand in Markets**

The promotion of the “Compro en Mercamadrid” brand has continued in Municipal Markets and small neighbourhood markets where meetings have been held with the market managers, and market retailers have been visited for the dissemination of the “Compro en Mercamadrid” brand directly, providing an explanation of the requirements for accession, the list of best practices to be followed by members and handing out brochures and application forms.

The Diego de León Market, the Camino Viejo de Leganés neighbourhood market, the Federico Grases neighbourhood market, the Antonio López and the La Laguna neighbourhood markets are among those which have been visited by the Office for Retailers and Users as part of the Office’s promotional timetable for the brand.

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### Specific merchandising

Another dissemination action taken within the framework of the “Compro en Mercamadrid” brand promotion project was the handing out of specific material in such a way that, by following a previously established plan, the companies using the brand, classified by postal codes, were visited and given oven gloves and plastic bags with the “Compro en Mercamadrid” anagram. On completion of this programme, 13,480 oven gloves and 101,100 plastic bags had been distributed.

### Dissemination of the Brand at Trade Fairs and Events

In addition, the “Compro en Mercamadrid” brand has enjoyed promotional space at a number of trade fairs and events in order to inform interested attendees: “Madrid Fusión” International Gastronomy Summit

(January 2007), Fruit Logistica Fair in Berlin (February 2007), Seafood Exposition in Brussels (April 2007), ACYRE Gastronomy Event (May 2007), Salón de la Alimentación food fair (May 2007), Conxemar (October 2007) and Expotural (November 2007).

### Dissemination of the Brand in the press

In addition, the press, magazines specialised in the food and gastronomy sector and Annual Reports on Activities have been used as a means of dissemination of the brand by publishing advertisements of the Mercamadrid commercial identity (ASAJA, “Distribución y Consumo” magazine, Adepesca Annual Report, Fedecarne Annual Report, Amapesca Annual Report, the Servihostal Restaurant, Hotel, Suppliers and Services Guide, among others).

### New “Ocio y Descuento” magazine

The quarterly magazine “Ocio y Descuento” (“Leisure and Discount”) has been created to enable the retailers who have adopted the “Compro en Mercamadrid” brand to enjoy a range of promotions and discounts. Opportunities to attend shows, theme parks, to travel, purchase products, visit establishments, and the like, with very attractive discounts are offered in this publication, which is sent cost-free on a quarterly basis to the retailers using the brand.

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