

07

annual report
Fundación mercamadrid

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Presentation

The foundation, Fundación Mercamadrid, was created under MERCAMADRID as an independent institution, with its own legal personality and independent management, for the purpose of having the foundation concern itself with those collateral issues which, although important and necessary for rounding out the work of Mercamadrid, were situated beyond the company's principal purpose.

Therefore, a support organisation was needed in order to focus on, among other aspects, the search for formulas to improve the competitiveness of companies, further R&D&I, promote the safety, quality and healthy properties of foods, all to be achieved through training, research and promotion. That is, a laboratory of ideas, an experimental and executive school, which would enable Mercamadrid to professionalise and strengthen the sector, as well as to fill the existing gaps, thereby facilitating its work and paving the way for Mercamadrid.

In addition, Fundación Mercamadrid is a necessary instrument for the economic policy designed by the economy area of the Town Council of Madrid, in order to support the Capital City's industrial base through its initiatives and serve as a meeting point between other associations with the aim of developing new initiatives designed to improve the quality of life of the citizens of Madrid.

In order to attain these goals, Fundación Mercamadrid engages in the following activities, among others:

1. Training, by means of the organisation of courses and seminars, for the promotion and dissemination of:
 - Food quality in relation to the handling, labelling and distribution of products.
 - Safety in the food industry (environment and technical/health standards and regulations).

- The protection of products and of companies through a knowledge and dissemination of industrial property rights (brands, designs and patents).

- The publication of studies which fall within the areas relevant to its purpose.

2. The furtherance and promotion of research, development and innovation activities geared to the attainment of the following goals:

- Improvement, design, optimisation and validation of new production processes, preparation, processing and preservation of agro-food products with particular emphasis on the application of emerging technologies, such as Biotechnology and Genomics, to the development of new food products.

- Improvement and optimisation of the quality and safety of foods by means of the development and application of techniques

for the determination of the origin, traceability, safety and authenticity of raw materials, ingredients, microorganisms and food products, including prion agents.

- Improvement of the obtaining, preparation, production and processing of agro-food products, focussing on the characteristics of quality and stability of the products and on the nutritional and functional aspects.

- Reduction of the environmental impact of agro-food production and processing systems.

3. Technical assistance and advisory actions in the activities comprising the purpose of the Foundation.

Similarly, and on a generic basis, Fundación Mercamadrid may carry out whatever actions as may be conducive to the better attainment of its ends.

Fundación Mercamadrid Organisational Chart

Fundación Mercamadrid - Board of Trustees

Comprised by the same members as those on the mercamadrid internacional Board

Executive Committee

Chairman

Luis Blázquez Torres

Legal and Administrative Advisor
Jerónimo Callejo Clemente

Mercamadrid Representative on
the Executive Committee
María Dolores Román Gallego

General Manager
Antonio Roldán Bonilla

Technical Secretary
Patricia Blanco Gonçalves

Training

Occupational and Continuing Training

The Training Plan implemented by Fundación Mercamadrid is intended to cover two kinds of training:

- 1- Occupational Training
- 2- Continuing Training

1. OCCUPATIONAL TRAINING

COOPERATION WITH THE EMPLOYMENT AGENCY OF THE TOWN COUNCIL OF MADRID

Under the agreement signed between Fundación Mercamadrid and the Agency for Employment of the Town Council of Madrid on 16 April 2005, which established a framework of cooperation between the two institutions in the training of the unemployed or of underprivileged groups, the following training actions were carried out in 2007:

a) Food Handler Courses

The Town Council of Madrid's Agency for Employment approved the award of 5 food handler courses for unemployed women or for job improvement in the districts of Villaverde, Vallecas and Usera, included in the EQUAL project which the Town Council is implementing in these districts. 75 unemployed women have been trained, and 750 class hours were taught.

b) Warehouse Operator (Logistics) Course

The Agency for Employment of the Town Council of Madrid, in collaboration with the training provider IFI, organised this warehouse operator course at the Fundación Mercamadrid's facilities, within the framework of the Plan for Women carried out by the Town Council of Madrid.

The duration of the course totalled 70 hours, 40 of which were devoted to practical training. 21 women completed this course, and 1,470 class hours were taught.

c) Second Warehouse Operator (Logistics) Course

The Town Council of Madrid's Agency for Employment, in collaboration with the training provider CORSOFORUM, organised this warehouse operator course at the Fundación Mercamadrid's facilities, within the framework of the Plan for Women carried out by the Town Council of Madrid.

The duration of the course totalled 70 hours, 40 of which were devoted to practical training. 20 women completed this course, and 1,400 class hours were taught.

d) Forklift Operator (Logistics) Course

The Agency for Employment of the Town Council of Madrid, in collaboration with the training provider IFTEM, organised this forklift operator course at the Fundación Mercamadrid's facilities, within the framework of

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the EQUAL-SUR project being carried out by the Town Council of Madrid in the districts of Villaverde, Usera and Vallecas.

The duration of the course totalled 25 hours, 15 of which were devoted to practical training.

15 women completed this course, and 375 class hours were taught.

e) Clerk/Ink Recorder Course.

The Town Council of Madrid's Agency for Employment approved the award of 1 Clerk/Ink Recorder course, specialised in warehousing management, in response to the demand by Mercamadrid wholesalers, within the framework of the EQUAL-SUR project being carried out by the Town Council of Madrid in the districts of Villaverde, Usera and Vallecas.

24 students were trained, and 1,680 class hours were taught.

COOPERATION WITH FEDECARNE

Fundación Mercamadrid signed a cooperation agreement with the Asociación de Detallistas de la Carne (FEDECARNE – Meat Retailers Association), through which the two organisations undertook to teach **Apprentice Butcher Courses**, on the occasion of the public call for subsidies for 2007 by the Madrid Agency for Employment,

aimed at companies and non-profit organisations carrying out occupational training projects with a hiring commitment in the City of Madrid.

Two **Apprentice Butcher Courses** have been held.

Group I: Given from 12 November to 13 December 2007. Number of Students: 13. Number of Hours: 6 hours per day. Duration: 12 days. 936 class hours were taught.

Group II: Given from 12 November to 13 December 2007. Number of Students: 14. Number of Hours: 6 hours per day. Duration: 12 days. 1,008 class hours were taught.

A total of 1,944 class hours were taught.

2. CONTINUING TRAINING

FOOD HANDLER COURSES

Fundación Mercamadrid, as a centre type-approved by the Directorate General for Public Health under the Department of Health and Consumer Affairs, teaches food handler courses both for fruit as well as for group catering for companies operating both inside as well as outside of the Food Complex.

During 2007, sixteen 10-hour courses were held, with a total of 223 students.

A total of 2,230 class hours were taught.

COOPERATION WITH PALACIOS ROCA

Fundación Mercamadrid organised and coordinated a BASIC COMPUTER COURSE, in conjunction with the training provider firm, San Román, for employees of the Palacios Roca company located in the Mercamadrid Food Complex.

Eleven workers attended the 20-hour course, taught between 5 March and 2 April 2007.

A total of 220 class hours were taught.

COOPERATION WITH FEDECARNE

Fundación Mercamadrid, in virtue of the cooperation agreement entered into with the Asociación de Detallistas de la Carne (FEDECARNE – Meat Retailers Association), collaborated in offering a familiarisation course on Guidelines for Proper Hygiene Practices to be applied in butchering establishments.

Number of groups: 41

Number of hours: 10

Total number of students: 869

A total of 8,690 class hours were taught.

IN-HOUSE TRAINING FOR MERCAMADRID PERSONNEL

Under the Cooperation Agreement, signed with Mercamadrid, S.A. in October 2004 and approved at the Board of Directors' meeting held on the 15th of that same month, during 2007 Fundación Mercamadrid taught the

courses included in the Training Plan for the Mercamadrid S.A. personnel, which had been designed through a consensus with the H.R. Department.

Fundación Mercamadrid was responsible for the planning, coordination and control of the following courses:

a) Commercial English (9-01-07 to 26-04-07)

Number of students: 6
 Number of hours: 1 hr/day
 Number of days: 31
 Number of class hours taught 186

b) Advanced English (15-01-07 to 30-04-07)

Number of students: 3
 Number of hours: 1.5 hr/day
 Number of days: 74

Number of class hours taught 333

c) Protocol and Business Communication (9-01-07 to 30-01-07)

Number of students: 9
 Number of hours: 10
 Number of class hours taught 90

d) The Internet (12-03-07 to 28-03-07)

Number of students: 11
 Number of hours: 10
 Number of class hours taught 110

e) Basic Office Automation for Market Clerks (12-06-07 to 29-06-07)

Number of students: 8
 Number of hours: 12
 Number of class hours taught 96

f) Basic Office Automation for Market Clerks (12-06-07 to 29-06-07)

Number of students: 8
 Number of hours: 12
 Number of class hours taught 96

g) Basic Office Automation for Market Clerks (12-06-07 to 29-06-07)

Number of students: 10
 Number of hours: 12
 Number of class hours taught 120

h) Basic Office Automation for Market Clerks (18-09-07 to 5-10-07)

Number of students: 7
 Number of hours: 12
 Number of class hours taught 84

i) Basic Office Automation for Market Clerks (18-09-07 to 5-11-07)

Number of students: 6
 Number of hours: 12
 Number of class hours taught 72

j) Intermediate Office Automation for Market Clerks (18-09-07 to 5-11-07)

Number of students: 8
 Number of hours: 12
 Number of class hours taught 96

k) Advanced English (3-10-07 to 21-11-07)

Number of students: 7
 Number of hours: 2 hr/day
 Number of days: 15

Number of class hours taught 210

l) Intermediate English (2-10-07 to 22-11-07)

Number of students: 6

Number of hours: 2 hr/day
 Number of days: 15
 Number of class hours taught 180
m) Intermediate Excel (9-10-07 to 13-11-07)
 Number of students: 8
 Number of hours: 20
 Number of class hours taught 160
n) Job Motivation (6-11-07 to 11-12-07)
 Number of students: 9
 Number of hours: 20
 Number of class hours taught 180

The overall number of class hours taught to the Mercamadrid S.A. personnel as Continuing Training totalled 2,013 .

A comparison with the figures for 2006 with respect to the number of class hours taught is set out below

No. class hours	MM personnel	Non-MM personnel	Year
21,612	2,013	19,599	2007
14,164	2,632	11,532	2006

CONCLUSION: In 2007, the total number of class hours taught increased 52.58%.

As can be observed, there was a decline in the number of class hours taught to the Mercamadrid S.A. personnel, while the number of class hours taught to students from companies other than Mercamadrid S.A. grew 69.95%.

COOPERATION WITH MUNICIPAL VETERINARIANS

Fundación Mercamadrid worked with the municipal veterinarians in the organisation of a course on "Labelling, Legislation, Minimum Size Control and Identification of Fish", aimed at the inspectors responsible for the control of the commercialisation of seafood at the district Municipal Boards and inspectors belonging to the autonomous organisation Madrid – Health, which took place on the 19th and 20th of April at the Fundación Mercamadrid's facilities, specifically in the specialised fish classroom located in the Seafood Shed.

Fundación Mercamadrid also collaborated in the teaching of the "Official Control of Mushrooms" course, set in the framework of the 2007 Municipal Training Plan of the Town Council of Madrid, which took place on 12, 13 and 14 November 2007.

Agreements with other organisations

AGREEMENT WITH THE MADRID EMPLOYMENT AGENCY

The cooperation agreement between Fundación Mercamadrid and the Agency for Employment of the Town Council of Madrid was signed on 16 April 2007. The PERSONALISED ATTENTION AND BUSINESS SUPPORT OFFICE was set up in December 2005 with the direct presence of an Employment and Local Development Agent from the Agency for the promotion of employment and local development.

It was during 2007 when the work of this office was sincerely welcomed by the various stakeholders operating in the Food Complex. Since September 2007, two Employment and Local Development Agents have taken up their positions at the Personalised Attention and Business Support Office, with hours from Monday to Friday from 08:00 to 15:00. This signifies an increase in resources which the Agency for Employment and Fundación Mercamadrid have placed at the service of both entrepreneurs as well as job seekers.

The lines of work pursued include:

- Dissemination of information among the Complex entrepreneurs concerning the activity of the Office.

- Unification of all of the job offers available in Mercamadrid.
- Raising of the awareness of entrepreneurs with respect to the fact that this Office can deliver solutions cost-free in their search for job candidates. The Office provides proximity and direct contact with specialised employment agents and, in addition, has candidates processed who, a priori, wish to work in Mercamadrid.
- Cooperation with immigrant associations.
- Promotion of training with hiring commitments.
- Design of training courses by involving the companies and wholesaler associations located in Mercamadrid in the development of course content.

In conclusion, with respect to the activity of this Office, particular mention should be made that 43% of the offers received have been covered by Complex entrepreneurs, taking into account that this evidences:

- The speed in hiring by entrepreneurs mainly on site. For this reason, our response in the management of offers received takes no more than three days at the most.
- High percentage of job seekers derived from resources, with a low profile and in urgent need of training.

**ACTIVITY OF THE AGENCY FOR
EMPLOYMENT – FUNDACION
MERCAMADRID**

**COMPARISON WITH 2006
(19 DECEMBER 2007)**

	2006	2007 (up to 19 December)	% Increase
Persons attended to	359	1,369	281 %
Offers managed	129	204	58 %
Persons hired	64	79	23 %

OBSERVATIONS:

Increases as a result of:

- Longer office hours for attention to the public
- The addition: of a full-time technician from Monday to Friday.
Reinforced with a support technician since October, three days per week.
- Increased referral of candidates by the technicians of the Agency for Employment, Association, Employment Resources, institutions, etc., working with job seekers.
- The ongoing dissemination of the employment intermediation service aimed at the entrepreneurs and associations of the Complex.

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POLYTECHNIC UNIVERSITY OF MADRID. MERCAMADRID CHAIR

On 26 July 2005, Fundación Mercamadrid signed a Cooperation Agreement with the Polytechnic University of Madrid for the creation of the Mercamadrid Chair for the purpose of cooperating both in training, scientific and technological fields of common interest, as well as in joint participation in R&D projects.

During 2006, all of the actions necessary were taken, both for remodelling as well as for obtaining approvals by the Board of the University for the definitive location of the Chair.

In the end, the Mercamadrid Chair has two official sites. The first is located in the School of Agricultural Engineers and the second in the Fundación Mercamadrid's training building.

On 21 November 2006, the schedule of the activities to be carried out by the Mercamadrid Chair for 2007 was presented to the academic authorities and the various stakeholders operating in Mercamadrid.

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

1.- INTERNATIONAL AGRO-FOOD BUSINESS COURSE.

The duration of the course totalled 24 class hours divided into 8 modules and it was held at Fundación Mercamadrid's facilities from 16 January to 8 February 2007.

The course was aimed at professionals in the commercialisation of perishable food products who wished to operate in European and international markets, as well as university students in their last year of studies or post-graduate students interested in entering into the agro-food sector in the near future.

The course was completed by 23 students, including management staff members of Mercamadrid companies and students from the School of Agricultural Engineers of the Polytechnic University of Madrid.

A total of 522 class hours were taught.

2.- FOOD QUALITY AND COLD-STORAGE COURSE

The duration of the course totalled 24 class hours divided into 8 modules and was held at Fundación Mercamadrid's facilities from 6 March to 29 March 2007.

Featuring a significant practical content, the course was aimed at the users of the cold storage facilities of Mercamadrid, with particular emphasis on improvement in the quality of their products thanks to proper handling and a better knowledge of the cold chambers.

The course was completed by 12 students, including management staff members of Mercamadrid companies and students from the School of Agricultural Engineers of the Polytechnic University of Madrid.

A total of 288 class hours were taught.

3.- MERCAMADRID CHAIR PRIZES

The first awards ceremony for the presentation of the "Mercamadrid Chair Prizes" was held on 12 May 2007 at the

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School of Agricultural Engineers of the Polytechnic University of Madrid.

The Mercamadrid Chair Prizes consist of a cash award of 1,500 € 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).

The Final Projects awarded Prizes are listed below:

“Estudio experimental sobre la conservación de pescado mediante hielo líquido”, by Félix Pérez.

“Selección de levaduras autóctonas para la elaboración de vinos tintos para Bodegas y Viñedos Trujillo, S.L.”, by Elena Abad.

“Estudio de Viabilidad de una planta de producción de leche de Soja”, by Javier Becerra.

“Evacuación hedónica de pan de molde por consumidores de distinto origen cultural”, by Enma Lage.

4.- MANAGEMENT OF THE LIBRARY AND DOCUMENTATION CENTRE OF MERCAMADRID

Mercamadrid S.A. has donated to the Mercamadrid Chair all of its documentary holdings and its library and has entrusted Fundación Mercamadrid, through the Mercamadrid Chair, with the management and dissemination of these holdings.

AGREEMENT WITH THE FUNDACION VALLECAS TODO CULTURA

On 14 September Fundación Mercamadrid signed a cooperation agreement with the cultural foundation, Fundación Vallecas Todo Cultura.

The purpose of this agreement is that the two foundations, aware of the importance of training and educating the youngest members of our society, will work together to instil in our children the values and principles of good citizens. In this context, it was considered of interest to take children to Mercamadrid to enable them to see how the complex operates and to learn about the system for the distribution of perishable goods and the preservation of their quality.

In this way, they will become aware of how the foods they consume arrive at their homes and will be able to appreciate the work involved and the effort made by the professionals who participate in the distribution system.

A plan of 21 visits was designed for groups of 5th and 6th grade children from schools in the districts of Villa de Vallecas and Puente de Vallecas, to take place between October 2007 and May 2008, with one visit every two weeks.

Participation by Mercamadrid in a range of forums

Pursuant to the Framework Cooperation Agreement between Mercamadrid, SA and Fundación Mercamadrid, which establishes in Clause One, point 3 the possibility of the Foundation's engaging in actions designed to ensure a quality presence of Mercamadrid, SA in certain Forums, Trade Fairs and/or Conferences, Fundación Mercamadrid has participated in a range of forums for the purpose of progressively shaping the Mercamadrid brand image.

In 2007 the Executive Committee of Mercamadrid, SA decided to entrust to the Foundation the organisation of Mercamadrid, SA's participation in a number of very different forums.

1.- PARTICIPATION BY MERCAMADRID, S.A. IN THE FOURTH INTERNATIONAL MADRID-FUSIÓN GASTRONOMY SUMMIT 2006

Fundación Mercamadrid was responsible for all of the actions necessary in order to organise, prepare and implement the participation of Mercamadrid S.A. in the Fourth International Madrid-Fusión Gastronomy Summit held on 15, 16 and 17 January 2007.

Other contributions to the event included the preparation of a three-page article on Mercamadrid for the booklet distributed to all attendees at the summit, in addition to the design and coordination of a full-page advertisement inserted in the booklet.

Fundación Mercamadrid staff members were present in the Multiuse Room throughout the Summit, enabling the preparation of daily summaries of the activities taking place for the purpose of forwarding such updates to Mercamadrid.

2.- PARTICIPATION BY MERCAMADRID, S.A. IN THE SEAFOOD EXPOSITION HELD IN BRUSSELS.

The Executive Committee of Mercamadrid S.A. decided to entrust to Fundación Mercamadrid, in cooperation with its Promotion Department, the organisation and coordination of Mercamadrid S.A.'s participation in the EUROPEAN SEAFOOD EXPOSITION, which took place from 24 to 26 April 2007 in Brussels.

The actions tasks performed by Fundación Mercamadrid are set out below:

- a) Arrangement of flight and hotel bookings for the team travelling to the fair.
- b) Contracting with the fair organisation of the space for the installation of the Stand.
- c) Arrangement of all of the meetings necessary with the company MR Asociados for the design and building of the Mercamadrid institutional Stand.
- d) Review of the companies participating in the fair, both in the case of companies located

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in Mercamadrid itself as well as outside companies, together with the preparation of an agenda of visits for the Mercamadrid S.A. management team attending the event.

e) Fundación Mercamadrid staff members were present throughout the duration of the fair in support of the Mercamadrid S.A. management team.

3.- PARTICIPATION BY MERCAMADRID IN THE SEMANA DE LA ALIMENTACIÓN

The Executive Committee of Mercamadrid S.A. decided to entrust to Fundación Mercamadrid, in cooperation with its Promotion Department, the organisation and coordination of Mercamadrid S.A.'s participation in the SEMANA DE LA ALIMENTACIÓN (FOOD WEEK), which was held in Madrid from 8 to 11 May 2007.

The tasks performed by Fundación Mercamadrid are set out below:

- a) Coordination of the contracting with the fair organisation of the space for the installation of the Stand.
- b) Arrangement of a number of meetings with the company MR for the design of the Stand.
- c) Fundación Mercamadrid staff were present throughout the duration of the fair.

Participation by Mercamadrid in a range of forums 21**4.- PARTICIPATION BY MERCAMADRID S.A. IN THE SUMMER COURSE OF THE POLYTECHNIC UNIVERSITY OF MADRID**

Fundación Mercamadrid participated in the summer course on "FOOD SAFETY AND DEVELOPMENT", within the framework of the UPM summer courses, held from 9 to 12 July 2007.

The Director of Fundación Mercamadrid gave a talk on "Wholesale Markets as a Guarantee of Food Safety, a Model Applicable to Developing Countries".

5.- PARTICIPATION BY MERCAMADRID IN THE 18TH INTERNATIONAL SPECIALISED COURSE ON RURAL DEVELOPMENT AND AGRICULTURAL EXTENSION

Fundación Mercamadrid participated in the 18th International Specialised Course On Rural Development and Agricultural Extension, which took place on 5 July 2007.

The Director of Fundación Mercamadrid gave a talk on the "Role of Wholesale Markets as Guarantors of Food Distribution and Health, as well as Transparency in Price Formation".

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6.- PARTICIPATION BY MERCAMADRID, S.A. IN THE 11TH EDITION OF EXPOTURAL.

Fundación Mercamadrid managed and coordinated the presence of Mercamadrid S.A., with a stand, at EXPOTURAL 2007, which was held on 1, 2, 3 and 4 November 2007, at the Pabellón de Cristal pavilion in the Casa de Campo park, Madrid.

Fundación Mercamadrid took charge of coordinating with specialised firms the design, contracting and setting up of the stand.

The Foundation also organised and planned the programme of activities which took place throughout the fair.

Foundation staff members were present at the stand at all times during the fair, and the executives of the Foundation attended the various public acts and business meetings held.

7.- PARTICIPATION BY MERCAMADRID, S.A. IN THE 9TH CONXEMAR INTERNATIONAL FRESH AND FROZEN SEAFOOD TRADE FAIR

Fundación Mercamadrid was entrusted with organising the presence of Mercamadrid S.A., in collaboration with the Seafood Wholesalers Association, with a stand, at the International CONXEMAR Trade Fair, which was held on 2, 3, 4 and 5 October 2007, in the city of Vigo.

In this effort, Fundación Mercamadrid coordinated the design, setting up and contracting of the stand with specialised firms.

Throughout the fair, Fundación Mercamadrid staff members were present in Vigo and coordinated all of the business meetings and public acts attended by the Mercamadrid deputy managers.

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