The Ukrainian Market for Fruit & Vegetable
Current Situation & Perspective for Metro Ukraine

Didier Jonnier, Head Of Fresh & Ultra Fresh
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METRO Cash & Carry – a Core Brand of METRO GROUP

Self-Service Wholesale

METRO makro
Sales (bn): €30.6
Countries*: 30
Stores*: 687

Food retail

real
Sales (bn): €11.3
Countries: 6
Stores: 441

Nonfood specialty

Media Markt
Sales (bn): €19.7
Countries: 16
Stores: 818

SATURN

Department stores

GALERIA Kaufhof
Sales (bn): €3.5
Countries: 2
Stores: 141

Cross functional companies

METRO Group sales 2009: €65.5 bn

* Status: January 31, 2011
METRO Cash & Carry – a Core Brand of METRO GROUP

687 stores in 30 countries*

Over 5 million m² total sales area

More than 100,000 employees

Sales of € 30.6 billion in 2009

* Status: January 31, 2011
Today we have 29 stores in 19 cities of Ukraine
Cash & Carry wholesale Exclusively for Professional Customers

- Up to 20,000 food and 30,000 nonfood products per store satisfying all core and complementary customer needs

- Efficient store and merchandising concept designed for professional needs (warehouse style, one-stop-shopping, just-in-time purchase)

- The customer picks his merchandise, pays and transports the goods on his own

- New distribution channel: delivery piloted in 27 countries
## Exclusive & Tailor-made Offer to Professional Customers

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- Institutions
- Office-based services
- Industries
- Nonfood traders
Freshness & Quality in Food Departments

- Leading international wholesaler in fresh fruit and vegetables
- One of Europe's biggest fish and meat wholesaler, with an impressive variety and highest quality standards
Customer requirements

- Quality
- Freshness
- Availability
- Calibrated products
- Products reliability
- Width and deep assortment
- Suitable packaging
- Proper storage condition
- Continuous quality
- Solution
Opportunities and needs in Production

- Quality (productivity)
- Material quality (seeds)
- Assortment development
- Treatment (controlled)
- Production by certified process (EG: Global Gap)
- Support from external supporting company
- Packaging development
- Calibrated products
- Traceability development (EG: Own Brand)
- Bigger producer
Opportunities and needs in Logistics & Packaging

- Pre-processing services: pre-cooling / pre-selection
- Packaging
- Labeling
- Logistic organization: suppliers to platform / stores
- Quality checking
- Temperature controlled

Strategy: Partnership with long term perspective
Contact

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