

# Market Trade for Economic Development and as a Business Model

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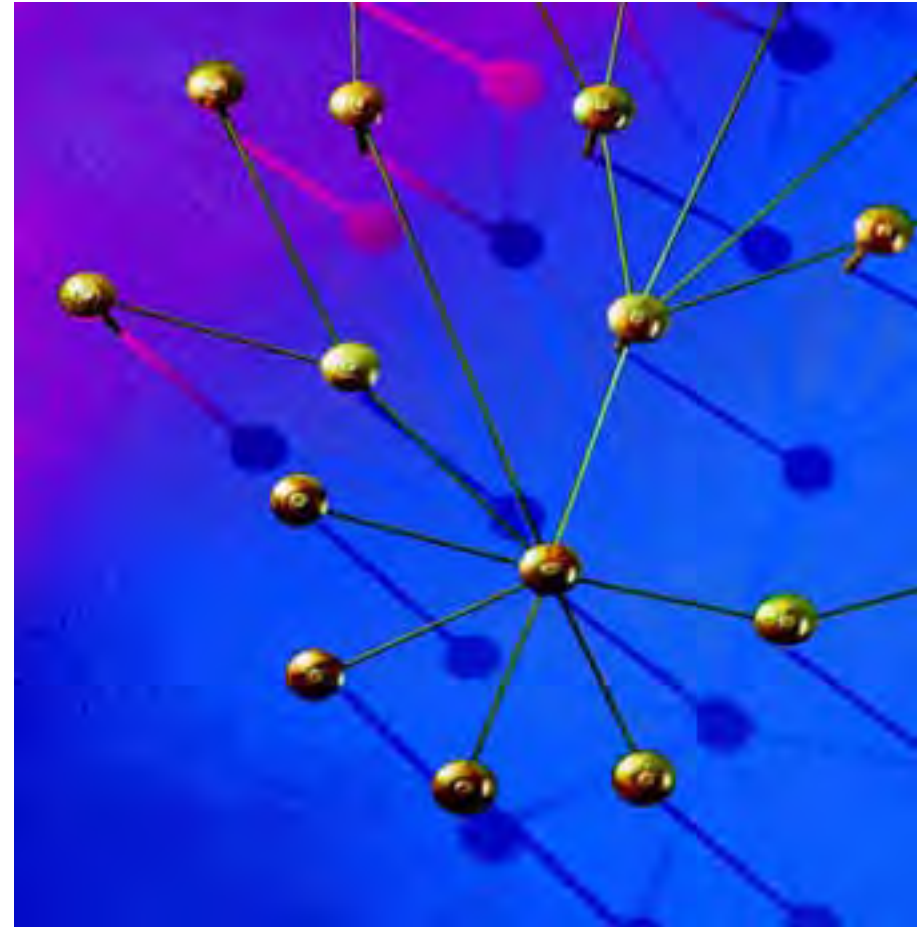
Presentation at the Panel of Experts on Market Trade

February 24th, 2007

## Targets

founded for East German Cities  
in 1993

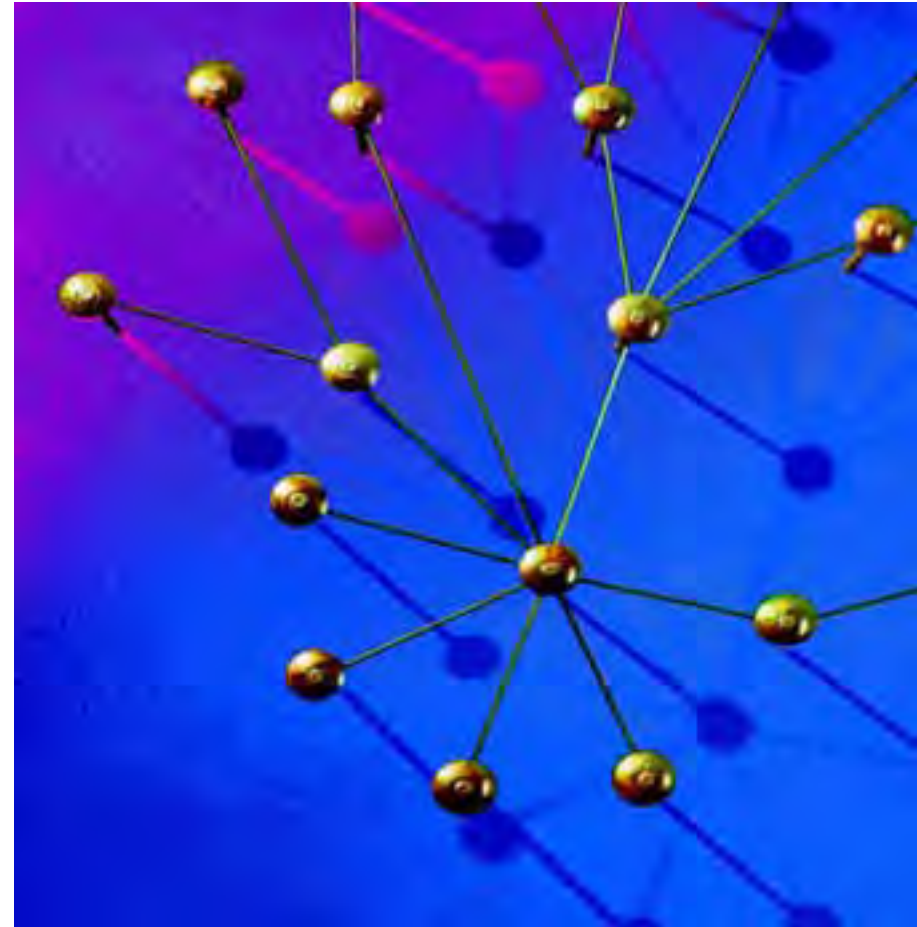
> **revitalisation** of town centres  
and promotion of Small and  
medium enterprises (**SME**)



## Organisational Background

financed by the Federal Ministry  
of Economics and Technology

branch of the German  
Association for Housing, Urban  
and Spatial Development



## **Fields of Work**

Marketing

Location development

Coordination of locations

## **Trade and services**

Accessibility

European cooperation

## **Tools and media**

Know-How transfer

**Research, Surveys**

Consulting

Political advice

Public Relations

# Characteristics and potentials of Public Markets

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## Study in 2003

- > **supply** and **vitalisation** function
- > **synergies** between public markets and local retailing
- > even competing retail branches profit broadly from market trade



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## Study in 2006 - 07

- > research and surveys on **European market organisations**
- > meetings with experts in 2006/2007
- > contact with **microfinance** - experts

# Range of Public Markets: Trends

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rising demand for regional  
and healthy food



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rising demand for regional  
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rise of city tourism,  
event shopping

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bigger share of older people,  
local retail deficiencies,  
migrant cultures with  
market tradition

# Range of Public Markets: Trends



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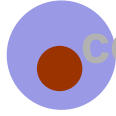
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Lifestyle & Smart Shopping

Small suburban centres



City centre



Neighbouring municipality



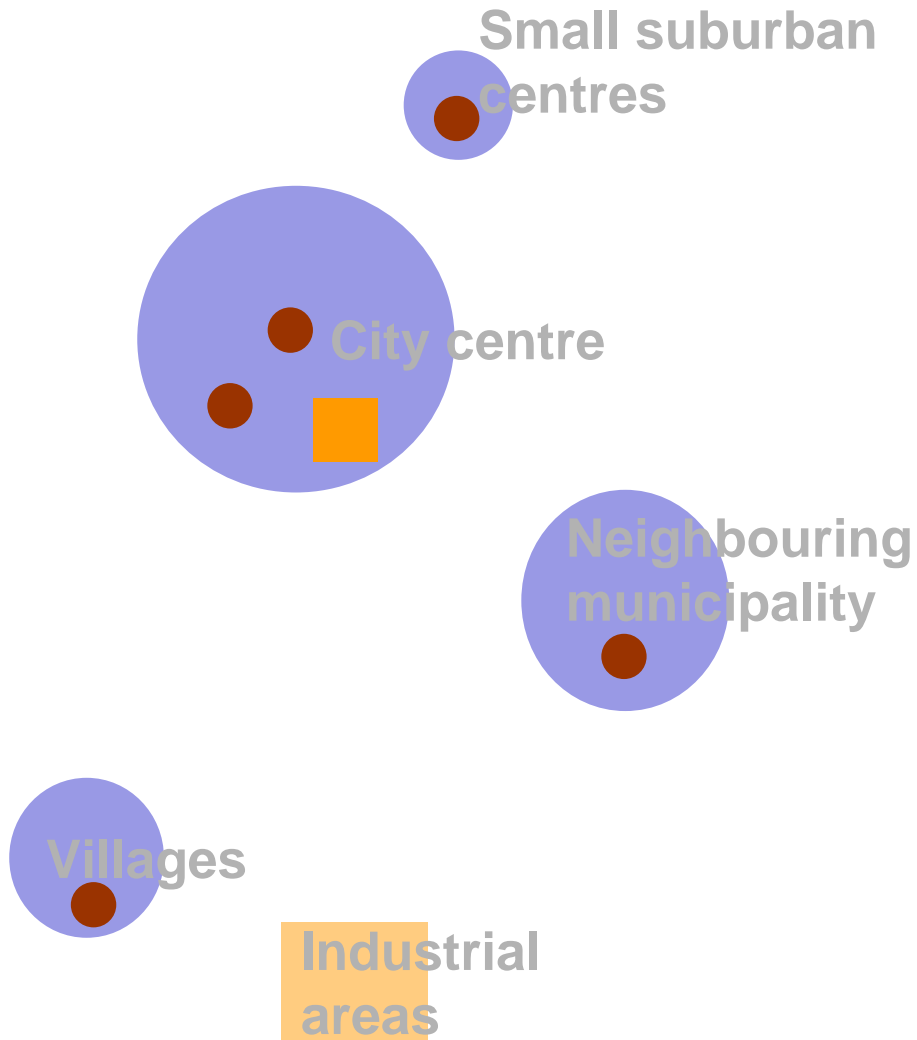
Villages



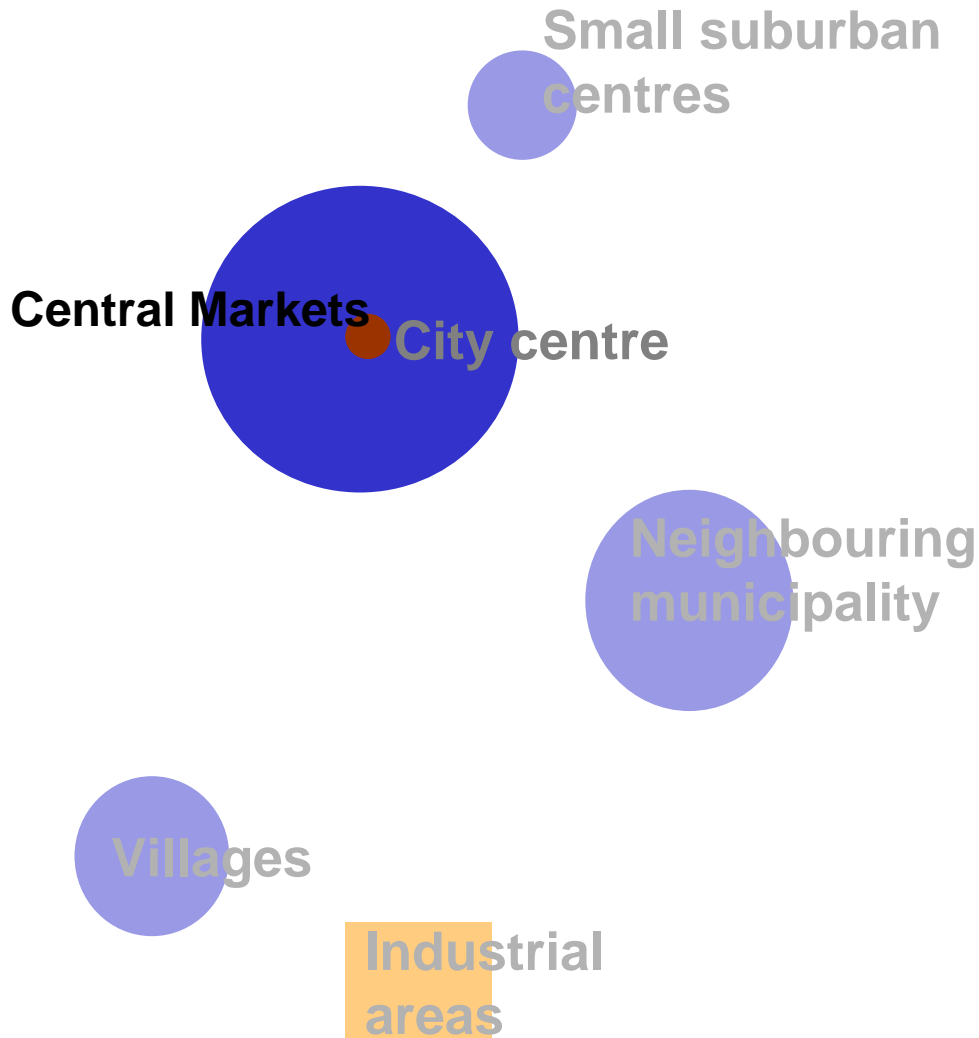
Industrial areas



# Location and type of market



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rising demand for regional and healthy food

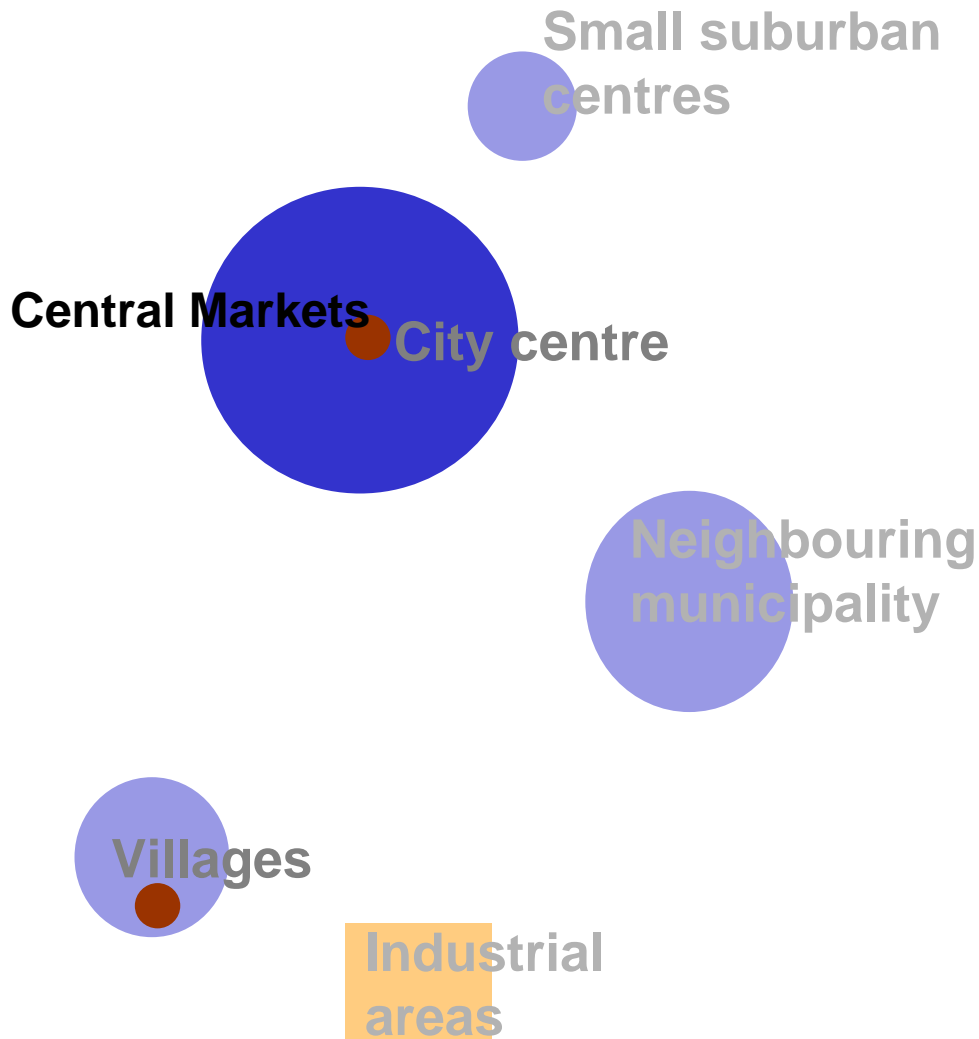
> **Green markets**  
(often upmarket)

> **Farmers markets**

> **Special markets**  
(e.g. Fish markets)

>> regional products and local identity

# Location and type of market



rise of city tourism,  
event shopping

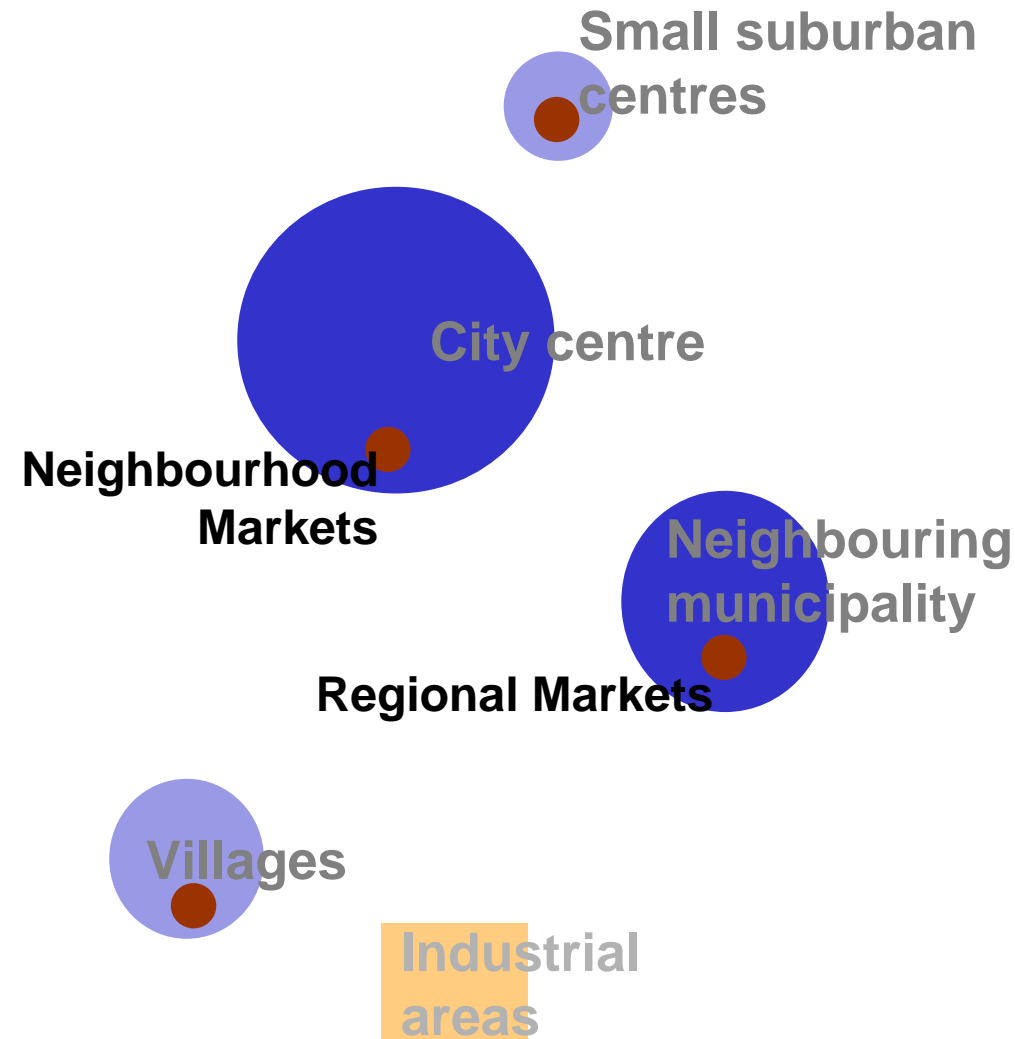
> **touristic attraction**

> **seasonal** and **regional**  
**markets**

> **events** and **fairs**

>> **linkup to city-events**

# Location and type of market



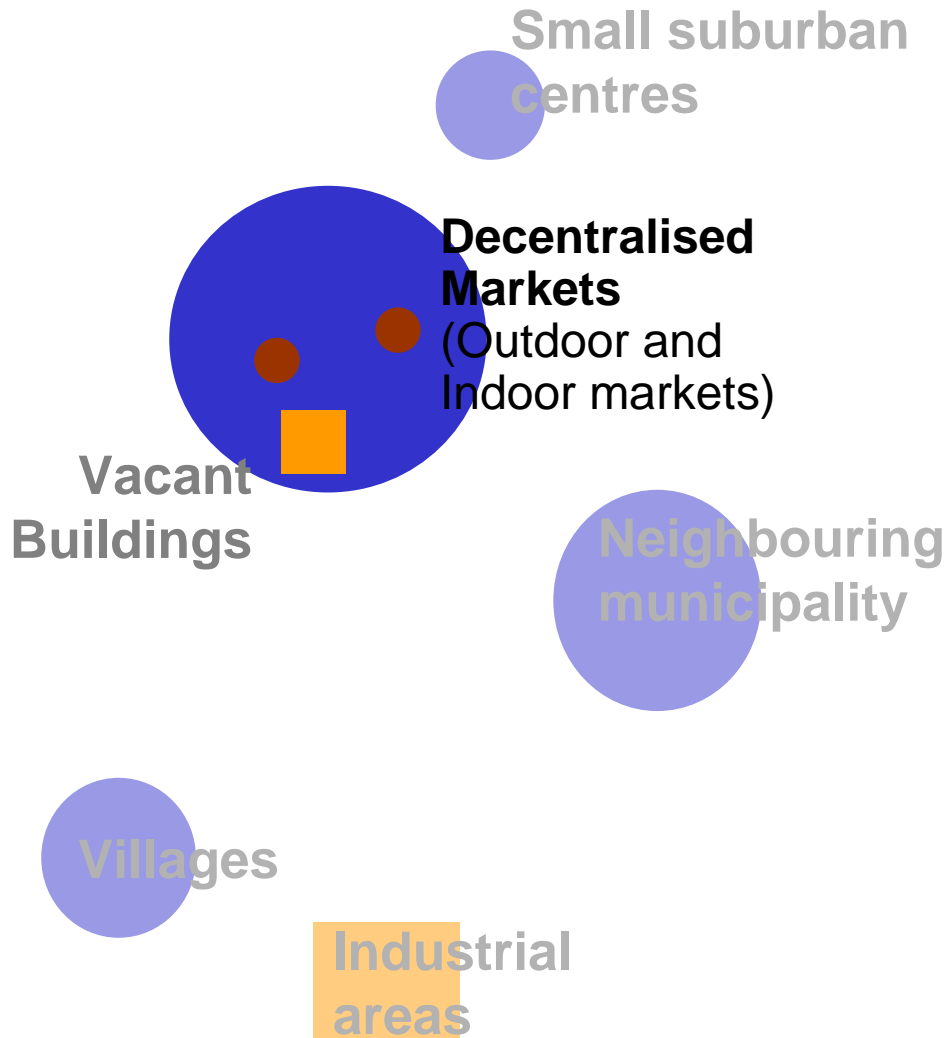
bigger share of older people,  
local retail deficiencies,  
migrant cultures with  
market tradition

> **local supply and  
social centre**

> **Food and Non Food**

> **low priced**

# Location and type of market



## Lifestyle & Smart Shopping

- > **Non Food**
- > **Second Hand**
- > **Flea markets**
- > **Antiques markets**
- > **Special markets**  
(e.g. Oldtimer-accessories)

>> diversity of  
ages (customers) and  
business backgrounds  
(traders)

# Range of products

**Organic Food**

**Regional Markets**

**Event markets**

**Local  
Food Markets**

# Range of products

Upmarket  
**Organic Food**

**Regional Markets**  
with broad  
product range and  
reasonable prices

**Event Markets**  
with  
quality gastronomy/  
regional focus

**Local  
Food Markets**  
with  
reasonable prices

# Range of products

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## Range of products

food and plants

self-made products,  
textiles and clothes,  
natural products

gastronomy  
and cafés

entertainment  
and culture

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## Type of entrepreneur

- (part-time) market traders
- handicraftsmen
- farmers
- small producers
- (freelance) designers, artists
- „market criers“

# (potential) start-ups

## **Type of entrepreneur**

(part-time) market traders

handicraftsmen

farmers

small producers

(freelance) designers, artists

## Organisation

**council** (weekly markets)

**private company** (events, special markets)

**umbrella associations** (traders/organisers)

## Coaching and consulting

> for organisers

(e.g. umbrella associations)

> for market traders

(e.g. economic development office)



## Concerted Management

- > Food / Non Food
- > Higher / Lower quality
- > ...

## Coaching and consulting

- > for young start-ups
- > for part-time market traders
- > ...

## >> Acquisition, Microfinancing



**thanks for your attention**

**take a look at our website**

**[www.dssw.de](http://www.dssw.de)**

**also in english**

