

CONFERENCE AGENDA

For all inquiries

The information/registration desk is located in the Foyer - CCCB Teatre Building and is open 3-7pm Wednesday, 8am-6:30pm Thursday and 10am-1pm Saturday morning.

Receptions, Meals, Refreshments

Meals that are included in the conference fee are listed for each day in this guide. A list of local restaurants is included in your conference packet.

WEDNESDAY, MARCH 25

REGISTRATION

3-7pm

Foyer - CCCB Teatre Building

THURSDAY, MARCH 26

REGISTRATION

8am-6:30pm

Foyer - CCCB Teatre Building

Registration/information desk is open all day for inquiries

WELCOME

9-9:30am

Hall - CCCB

Steve Davies, Co-Founder and Executive Vice President, Project for Public Spaces, New York, NY, USA

The Honorable Xavier Trias, Mayor of Barcelona, Barcelona, Spain

Frederic Saliez, Human Settlements Officer, UN-Habitat Liaison Office, Brussels, Belgium

OPENING PLENARY

9:30-10:45am

Hall - CCCB

Placemaking & Market Cities: a New Paradigm

Barcelona as a Market City

Raimond Blasi
Councillor for Commerce,
Consumer Affairs, and Markets
Barcelona City Council
President, IMMB
Barcelona, Spain

Placemaking & The Future of Cities

Fred Kent
Founder and President
Project for Public Spaces
New York, NY, USA

Vanessa September
Principal
September Architects
PPS Board Member
Cape Town, South Africa

Barcelona: Metropolis of Neighborhoods

Vicente Guallart
Chief Architect
Barcelona City Council
Barcelona, Spain

BREAK

10:45-11:15am

Pati de les Dones - CCCB (rain location: Foyer Teatre Building)

Beverages and Snacks

GLOBAL MARKETS ROUNDUP

11:15am-12:15pm

Hall - CCCB

A Multicultural Snapshot of Market Trends

Steve Davies, Co-Founder and Executive Vice President, Project for Public Spaces, New York, NY, USA

Leslie Alu
City Manager
National Capital District
Commission (NCDC)
Port Moresby, Papua New
Guinea

Françoise Clavère
Director in Charge of
Markets
City of Toulouse
Toulouse, France

Patrizia Cusinato
Communication Director
Public Markets of
Montréal
Montréal, QC, Canada

Andrea González
Advisor
City Hall of Medellín
Medellín, Colombia

Kamana Manandhar
Program Officer
Resource Centre for
Primary Health Care
Kathmandu, Nepal

Peter Merza
CEO
Pécs Urban Development
cPlc
Pécs, Hungary

Simon Quin
Director
Institute of Place
Management
Manchester, UK

Nasir Ahmad Salehzada
Municipal Governance
Team Leader
UNDP-ASGP
Kabul, Afghanistan

Mohamed Sefiani
Mayor of Chefchaouen
Representing United Cities
and Local Governments
(UCLG)
Chefchaouen, Morocco

Jon Smith
Executive Director
French Market Corporation
New Orleans, LA, USA

THURSDAY, MARCH 26

BREAK

12:15-12:30pm

SESSION ONE

12:30pm-2pm

Sala Teatre – CCCB Teatre Building

Market Trends: How New and Old Public Markets Stay Relevant in Today's Competitive Marketplace

MODERATOR

Kelly Verel
Vice President
Project for Public Spaces
New York, NY, USA

PANEL

Larry Lund
Principal
Real Estate Planning Group
Chicago, IL, USA

René Van Gool

Owner and Managing Director
VGA Food Concepts and
Development/
Markthal Rotterdam
The Hague, Netherlands

Marcel Van Ooyen

Executive Director
GrowNYC – Greenmarket
New York, NY, USA

Mirador – CCCB

Markets as Engines of Entrepreneurship

MODERATOR

Tiffani Emig
Market Manager
Boston Public Market
Boston, MA, USA

PANEL

Nikolaus Driessen & Florian Niedermeier
Co-Founders and Managers
Markthalle Neun
Berlin, Germany

Òscar Martín

Head of Studies
Institut Municipal de Mercats de
Barcelona
Barcelona, Spain

Myron Ng

Assistant General Manager
Fresh Market Asset
Management
Hong Kong, China

Sala Raval – CCCB Teatre Building

Building Policy Support for Public Markets: Linking Rural and Urban Economies and Communities

MODERATOR

Frederic Saliez
Human Settlements Officer
UN-Habitat Liaison Office
Brussels, Belgium

PANEL

Oran Hesterman
President and CEO
Fair Food Network
Ann Arbor, MI, USA

Sara Hoefflich

Programme Manager
United Cities and Local
Governments (UCLG)
Barcelona, Spain

Alessandro Portinaro

Project Manager
Conservatoria delle Cucine
Mediterranee
Torino, Italy

LUNCH

2-3pm

Pati de les Dones – CCCB (rain location: Hall – CCCB)

SESSION TWO

3-4:30pm

Sala Teatre – CCCB Teatre Building

More than a Market: How Public Markets can be Community Destinations that Serve Civic, Social and Physical Needs

MODERATOR

Núria Costa
Head of Communications
Institut Municipal de Mercats de
Barcelona
Barcelona, Spain

PANEL

Kārlis Dambergs
Senior Director
Kalnciema Quarter
Riga, Latvia

Will Fulford

Co-Founder
Urban Market Company
London, England

Stevi Stoesz

Executive Director
Indianapolis City Market
Corporation
Indianapolis, IN, USA

Mirador – CCCB

Save the Market: How Endangered Public Markets from Around the World have been Preserved

MODERATOR

Krista Dempsey
Vice President of Real Estate
Halifax Port Authority
Halifax, NS, Canada

PANEL

Julio César Robles Guevara
Mayor
Municipio de Tulcán
Tulcán, Ecuador

Tran Thi Kieu Thanh Ha

Project Manager, Livable Cities
HealthBridge
Hanoi, Vietnam

Illah Van Oijen

Market Manager
Allianca Stara Trznica
(Old Markethall)
Bratislava, Slovakia

Sala Raval – CCCB Teatre Building

Wholesale-Retail Interactions: from Producer to Consumer

MODERATOR

Debra Churchill
VP - Property Management
City Market – Kansas City
Kansas City, MO, USA

PANEL

Michel Ganneau
Secretary General (Hon)
SEMMARIS
Rungis Cedex, France

Josep Tejado

Managing Director
Mercabarna
Barcelona, Spain

Fiona Whitworth

Director of Strategy
Queen Victoria Market
Melbourne, Australia

BREAK

4:30-5pm

Pati de les Dones – CCCB (rain location: Foyer Teatre Building)

Beverages and Snacks

THURSDAY, MARCH 26

SESSION THREE

5-6:30pm

Sala Teatre – CCCB Teatre Building

Design Impacts: How Architects and Developers are Creating Infrastructure to Improve the Operations of Public Markets

MODERATOR

Pere Xavier Sirvent

Director of Projects
Institut Municipal de Mercats de
Barcelona
Barcelona, Spain

PANEL

Josep Llobet-Bach

Architect
Pb2 Project
Barcelona, Spain

John Turnbull

Director of Asset Management and
Development
Pike Place Market
Seattle, WA, USA

Gladys Wong

Marketing Manager
Uni-China Group Holdings Ltd.
Hong Kong, China

Mirador – CCCB

Public Markets as a Stepping Stone: Securing Business Opportunities for Underserved Populations

MODERATOR

Montserrat Miller, Ph. D.

Professor of History
Marshall University
Huntington, WV, USA

PANEL

Erika Battisti

Commerce Department
Communication Manager
City of Torino
Torino, Italy

Dr. Jeffrey Buchanan

Country Representative Papua New
Guinea
UN Women
Port Moresby, Papua New Guinea

Julie Busch

Chairman, Board of Directors
Dandenong Market Pty Ltd
Melbourne, Australia

Sala Raval – CCCB Teatre Building

Market Cities in Transition: Taking Steps to Leverage the Power of Public Markets

MODERATOR

José Luis Oyón

University Professor
Universitat Politècnica de Catalunya
Barcelona, Spain

PANEL

Owain Jones

Place Making Project Manager
Cross River Partnership
London, England

Jaume Barnada

Deputy Chief Architect
Barcelona City Council
Barcelona, Spain

Ann Yonkers

Co-Executive Director
FRESHFARM Markets
Washington DC, USA

WELCOME RECEPTION

8-9:30pm

Barcelona City Hall/Ajuntament de Barcelona

Saló de Cent (Plaça Sant Jaume, 1 - Please see map enclosed in conference packet)

Please join us for refreshments, wine, beer and great conversation.

Dress: *Smart Casual*

FRIDAY, MARCH 27

EARLY MARKET TOURS

Tour buses will depart from
Plaça Universitat

Mercabarna – 6-8am

Be at the departure point promptly at 5:50am

Please see map enclosed in conference packet

La Boqueria – 7-8:30am

Meet at La Boqueria (Rambla, 91)

Please see map enclosed in conference packet

MARKET TOURS

9am-4pm

Tour buses will depart from
Plaça Universitat

**Please be at the departure
point promptly at 8:50am.**

Tour #1

Remodeled Markets

- Abaceria Central Market
- Llibertat Market
- Ninot Market
- Encants Market

Tour #2

Historic Modernista Markets

- Sants Market
- Sant Antoni Market
- Concepció Market
- Encants Market

Tour #3

New Architecture of Markets

- Ninot Market
- Barceloneta Market
- Santa Caterina Market
- Encants Market

Tour #4

Markets and their Neighborhood Impacts

- Guineueta Market
- Fort Pienc Market
- Provençals Market
- Encants Market

Buses will return to the departure point, Plaça Universitat, at 4pm. Meeting point for buses is carrer Casp, behind Encants Market.

Tours will be in English.

SATURDAY, MARCH 28

SESSION ONE

10-11:30am

Sala Teatre – CCCB Teatre Building

Celebrating Local: Strengthening and Preserving Local Food Culture through Public Markets

MODERATOR
Alessandro Portinaro
Project Manager
Conservatoria delle Cucine
Mediterranee
Torino, Italy

PANEL
Julie Chaisson
Executive Director
Halifax Seaport Farmers' Market
Halifax, NS, Canada

Keith Davis
Managing Director
Borough Market
London, England

Kamal Mouzawak
Founder
Souk el Tayeb Farmers Market
Beirut, Lebanon

Mirador – CCCB

Get Healthy!: Innovative Public Market Strategies and Programs to Increase Access to Fresh, Healthy Food

MODERATOR
Kristie Daniel
Program Director, Livable Cities
HealthBridge
Ottawa, ON, Canada

PANEL
Genís Arnàs
Director of Market Services
Institut Municipal de Mercats de
Barcelona
Barcelona, Spain

Afua Asantewaa
Mobile and Good Food Market
Senior Coordinator
FoodShare
Toronto, ON, Canada

Gus Schumacher
Vice President
Wholesome Wave
Bridgeport, CT, USA

Sala Raval – CCCB Teatre Building

Who's the Boss?: A Discussion of the Benefits and Challenges of Public vs. Private Market Management

MODERATOR
David O'Neil
Senior Director, Public Markets
Project for Public Spaces
Philadelphia, PA, USA

PANEL
Jan Cochrane-Harry
CEO
Queen Victoria Market
Melbourne, Australia

Claude Page
Senior Planner
City Planning and Development
Department, City Market
Kansas City, MO, USA

Jordi Torrades
General Manager
Institut Municipal de Mercats de
Barcelona
Barcelona, Spain

BREAK

11:30am-Noon

Foyer – CCCB Teatre Building

Beverages and Snacks

CLOSING PLENARY

Noon-1pm

Sala Teatre – CCCB Teatre Building

Welcome

Steve Davies, Co-Founder and Executive Vice President, Project for Public Spaces, New York, NY, USA
Tanya C. Anderson, Consul General of Barcelona, US Consulate Barcelona, Spain

PPS's Most Endangered Markets

Kelly Verel, Vice President, Project for Public Spaces, New York, NY, USA

Presentation & Adoption of Conference Declaration

Reading of the Declaration – Conference participants from five continents – Adoption by Acclamation

Conference Roundup: Taking Action & Next Steps

Alain Le Saux, Secretary General, World Association of Major Metropolises | Metropolis, Barcelona, Spain

Judit Carrera
Director of the European
Prize for Urban Public
Spaces
Centre of Contemporary
Culture of Barcelona
Barcelona, Spain

Franco D'Alfonso
Commissioner for
Commerce, Tourism, and
Territorial Marketing
City of Milan
Milan, Italy

Salvatore Fundaró
Urban Planner
UN-Habitat Urban
Planning and Liaison
Branch
Nairobi, Kenya

Vanessa September
Principal
September Architects
PPS Board Member
Cape Town, South Africa

Núria Costa
Head of Communications
Institut Municipal de
Mercats de Barcelona
Barcelona, Spain

Andrés De Pando
International Director,
Mercasa
Madrid, Spain
Candidate for Board of
Directors, WUWM,
The Hague, Netherlands

Fred Kent
Founder and President
Project for Public Spaces
New York, NY, USA

Edmundo Werna
Head of Unit at the
Sectoral Policies
Department
ILO (International Labour
Organization)
Geneva, Switzerland

Presentation of the First Market Cities Award & Closing Comments

Fred Kent, Founder and President, Project for Public Spaces, New York, NY, USA

Raimond Blasi, Councillor for Commerce, Consumer Affairs, and Markets, Barcelona City Council,
President, IMMB, Barcelona, Spain



The 9th International Public Markets Conference is presented by Project for Public Spaces (PPS), with support from co-hosts the Institut Municipal de Mercats de Barcelona and UN Habitat.

PPS PROGRAM STAFF

Steve Davies
David O'Neil
Kelly Verel
Kurt Wheeler

CONFERENCE COORDINATOR
MANNERS

PPS THANKS THE FOLLOWING ORGANIZATIONS FOR THEIR GENEROUS SUPPORT:

Organizational Partners



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