



The Veronamercato management team has set as the primary objective of the Quality Policy, the achievement and maintenance of high quality standards through the delivery of services offered:

- Management of the Agricultural Centre for Verona's National and International wholesale interest
- Management and sanitization of the public areas of the Centre in accordance with the HACCP model;
- Management of the Centre's promotional and valuation services for international markets.

Having committed to impose the contents of the Quality Policy for client satisfaction and the continual improvement of services offered, Veronamercato has decided to adopt a Quality Management System in accordance with legislation UNI EN ISO 9001:2008, integrated with a Health and Safety Management System in accordance with legislation BS OHSAS 18001:2007 and an Environmental Management System in accordance with legislation UNI EN ISO 14001: 2004.

Veronamercato foresees two strategic environments: Business and Community.

- To be the European leader for both traditional market services and future logistics handling
- To be the national leader in community initiatives
- To be the European model and custodian achieving a democratic economical system for free competition in Europe and our industry

Following our objectives: Business

- Site assignment
- General services: product control, daily product pricing, quarterly statistics reports
- Participation in international fayres and events abroad
- International buyer and supplier research and selection through B2B meetings

Following our objectives: Community

- Services to the public consumers
- Balanced diet support and promotion
- Service to charity

The management team undertakes to assure and to check periodically that the policy is documented, operative, actively maintained, periodically examined, communicated to all staff and available to the public.

At Veronamercato our inspiration is to be a positive lifestyle example through the belief and practice that

Good-will generates well-being

This is the inspiration of our consolidated aim to be the European Leader, achieving a Democratic Economical System for our Industry...

...We invite you to collaborate with us to achieve this objective

Verona, 16th January 2014

Veronamercato SpA
Il Direttore Generale
Dott. Paolo Merzi