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Urban freight in supply chain at “La Merced” complex of traditional market in the Historic Center of Mexico City

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Abstract

This paper presents a first set of findings from the study *Improving Physical Distribution of Goods in La Merced Complex of Traditional Markets*, a research performed at the Laboratory for Transport, Logistics, Traffic and Territorial Systems at the Engineering Institute of the National Autonomous University of Mexico (UNAM) for the Ministry of Economic Development of the Government of Mexico City, in the University City Studies Program (PUEC), in the period October 2013- August 2014 (Antún, JP; Lozano, A.; et al 2014)

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1. OBJECTIVES

To present the characterization of the Urban Freight Logistic Practices in the supply chain of consumer products, particularly in perishables (fruits, vegetables, etc.) and non-durable (food, groceries, personal care, etc.), in “La Merced” complex of traditional markets at the Historic Center of Mexico City:

- (1) Characterization of transport operations on different supply chain schemes
- (2) Identification of the origin and destination of the goods
- (3) Identification of the input transport characteristics
- (4) Identification of the characteristics of the output transport
- (5) Identification of the characteristics of the transport infrastructure, operations and management of the loading and unloading areas

- (6) To formulate a set of strategic recommendations for the design of public policies in the “La Merced” Revitalization Program

2. METHODOLOGY

The methodology integrates:

- i) the analysis of the state of the art on physical distribution of goods research on historical center (TMV, 2006; Hesse, M 2008; Institut Cerdá & CIMALSA, 2008; Macharis, C, Melo, S 2011; Antún, JP, 2013; BESTUF, 2015; CITY LOGISTICS, 2015; The Urban Mobility Observatory, 2015; TURBLOG, 2015; VREF, 2015)
- ii) a primary research on supply chains based on interviews with traders and informants in the traditional sector (formal & informal traders) at La Merced Traditional Market with a methodology created at the Institute of Engineering-UNAM (Antún, JP; Lozano, A; Hernandez, R 2005; Antún, JP; Lozano, A; Hernandez, R; Hernandez, JC 2005; Antún, JP; Lozano, A; Hernandez, R; Alarcón, R; Muñoz, MA 2008)
 - a. traditional logistics practices at the La Merced Complex Market
 - b. best logistics practices in urban freight distribution in the Historic Center of Mexico City (Fernie, J; Sparks, L 2009; Macario, R; M, et al, 2011; Antún, JP 2013)
- iii) a survey with transport operators who perform physical distribution in the “La Merced” complex of traditional markets

3. “LA MERCED” COMPLEX OF TRADITIONAL MARKETS

The nucleus of markets of La Merced is located in the Polygon B of the Historic Center of Mexico City, inscribed on the UNESCO World Heritage List, and integrates seven traditional markets: Fruits and Vegetables, Dairy and Meats, Clothing, Shoes, Flowers, Herbal & Traditional Medicine, and Gifts & Crafts.

This is a set of traditional retailing markets, heirs of existing markets in pre-Hispanic times (see the images on Fig 1).



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