



ROMANIAN
DISTRIBUTION
COMMITTEE

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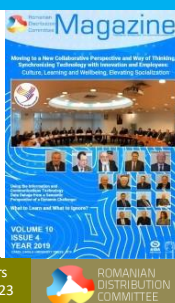
Activities&Partnership

RDCM Personalia Corner

● Valeriu IOAN-FRANC – In Memory of Distinguished Professor Léon F. WEGNEZ

Note from the Editor-in-Chief

Involved with the preparation of the 24th International Congress of A.I.D.A. (organized in Bucharest, at Athénée Palace Hilton, on 18-19 May 1998, and having both a challenging central theme – "Retailers and Suppliers with shared ambitions to improve profit performance by continuously improving the quality of their service to consumers" – and reputed International Keynote Speakers), Valeriu Ioan-Franc had the honor and the pleasure to receive the visit of Distinguished Professor Léon F. WEGNEZ (during the initial working visit) at the "Pierre Werner" Center of Studies and Documentation Romania-Luxembourg, Romanian Academy House, Bucharest. Discussions were lively, allowing the clarification of questions and concerns. Léon F. WEGNEZ was a well-known personality with a vision and commitment, knowing what to do with the time and having the power to give his life a meaning, with a real vocation for spreading knowledge about the distributive trade, pledging for the right decisions, the right choices and the progress of business life, through a better understanding of consumer value and consumer journey leading to successful marketing. He offered us an honest version of the conversation of the business with its most important partner – the consumer, urging the business to improve, innovate and re-innovate and to offer the consumer the best possible experience.



In the same time
we must not forget the opinion
expressed recently by
Léon F. Wegnez, Secretary
General of AIDA Brussels
in the prestigious

"Whatever the evolution of the modern distribution, whatever the concepts of shops that engender, the achievement of purchases will keep this ludic character it carries within it, inherently, whether perceived or not by the buyers seeking time and that kind of satisfaction always bringing the acquisition of what is desired. The pleasure purchase, in varying degrees, remained a reality, and this is a distribution task to make it possible and to concretize it."



In Memory of Distinguished Professor Léon F. WEGNEZ



Léon F. WEGNEZ (<https://www.crd-aida.ro/2023/01/grande-tristesse-pour-un-grand-ami-prof-dr-h-c-leon-f-wegnez/>) was a great specialist in the theory and practice of commodity science, a visionary, a militant for the development and modernization of trade, but within the limits allowed by the well-being shared by all market players.

He knew how to be above all a consumer and to come up with practice and theory to meet the real wants and needs of consumers. As a true marketing man, who loved the art of selling and gave the merchant-consumer partnership an enormous space in his own existence.

He was also a great friend of Romanians and Romania. Let's not forget that he encouraged and supported the collaboration with us when we were young, gave us hope and space for expression, made us believe that we also have value and justice in what each of us and the Romanian Distribution Committee do in its entirety.

We remain poorer, lonelier, but strong and able to continue his work with responsibility.

Valeriu Ioan-Franc

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Member of the Spanish Royal Academy of Economic and Financial Sciences – Institute of Spain,

General Deputy Director, National Institute for Economic Research “Costin C. Kirițescu”, Romanian Academy,

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