

## CONFERENCES & SPECIAL EVENTS



## The World Gourmet Summit 2002 Forum

11 April 2002 • Singapore Expo

Organised by Peter Knipp Holdings Pte Ltd

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**The World Gourmet Summit 2002 (WGS) Forum** held during the upcoming Food & Hotel Asia 2002 will be an exciting and informative symposium that serves the needs of an international audience especially for senior executives and professionals of the food & beverage and hospitality industry.

Focusing on the themes "**Best Practices for Business Excellence**" and "**People for Business Excellence**", the forum will cover key issues pertaining to the food & beverage and hospitality industry, encouraging the audience to embrace the challenges of a revolutionised food & beverage and hospitality scene.

A full-day programme encompassing five stimulating sessions, crucial topics such as **Customer Relationship Management, Effective Marketing and Promotions, and Effective Application of Information Technology in the Hospitality Industry**, will be addressed by well-known personalities from various industries. These invited guest speakers will voice their opinions and share their valuable experiences, so watch out for them!

Visit <http://www.worldgourmetsummit.com/> or [esther@asiacuisine.com](mailto:esther@asiacuisine.com) / [chriswee@asiacuisine.com](mailto:chriswee@asiacuisine.com) for more information.

Seats are priced at S\$160 nett/person (lunch not included).