

## ***The World Gourmet Summit 2002 Forum***

***11 April 2002***

*Price: SGD 160 nett / person*

Held during the upcoming Food & Hotel Asia 2002, the WGS 2002 Forum will be an exciting and informative symposium that serves the needs of an international audience especially for senior executives of the food & beverage and hospitality professionals, encouraging them to embrace the challenges of a revolutionised food & beverage and hospitality scene.

Focusing on key issues pertaining the hospitality industry, the Forum will address crucial topics, such as Service Excellence, Creative Marketing, Returns on Marketing and Promotional Investment, Customer Relation Management, Current Trends and Effective Application of Information Technology in the Hospitality Industry.

Watch out for the prominent guest speakers who have been invited to share their knowledge at this one-of-a-kind event! For more information, please log on to [www.worldgourmetsummit.com](http://www.worldgourmetsummit.com) or call (65) 270 1254.