

WORLD GOURMET SUMMIT FORUM

~ Leaving an Indelible Mark on the Hospitality Industry ~

Supported by Singapore Hotel Association and endorsed by Spring Singapore, the Forum is designed to assist hospitality industries in meeting the various challenges of today's competitive environment. This full day seminar will witness dynamic international speakers presenting key issues in the industry.

Date: 3 April 2003

Time: 9.00am – 6.00pm (6.00pm to 8.00pm ~ Cocktail Reception)

Venue: The Sentosa Resort & Spa (A Beaufort Hotel)

Published Price: S\$248.00* / person (Full day session inclusive of Lipton Tea Breaks, buffet lunch and evening cocktail reception)

**Price inclusive of waiver of island entry charge and vehicle entry charge into Sentosa*

Citibank Visa/MasterCard Cardmember Privilege: S\$225.00

SHA Members Price: S\$159.00 F&B Managers' Association Members Price: S\$159.00

Dress: Business Attire

Time	Topics / Presenters
9.00am	Opening Address Mr. Lee Suan Hiang Chief Executive, Spring Singapore
9.15am	Tourism Marketing “ Understanding Food Psychology for Tourism Marketing ” Mr. Pakir Singh Chief Executive, Singapore Hotel Association
9.40am	The Art of Gastronomy “ The Future of Gastronomy... The Chef ” Mr. André J. Cointreau President, Le Cordon Bleu International
10.25am	Lipton Tea Break
10.45am	Culinary Ambition “ Educating for a Career or a Job: What is the difference? ” Mr. Karl Guggenmos, C.E.C., A.A.C. Dean of the College of Culinary Arts, Johnson & Wales University
11.30am	Lipton Tea Break
11.45am	Consumer Influence “ The Critic's Critic ” Mr. Mitchell Davis Director of Publications, The James Beard Foundation
12.30pm	Lunch Break
2.15pm	Food & Beverage Operations “ Lead, follow or get out of the way - Winning Strategies for Achieving Operational Efficiency and Quality Control ” Mr. Walter Wagner Executive General Manager, Food & Beverage, Crown Limited
3.00pm	Lipton Tea Break
3.15pm	Service Excellence “ What does it take to provide legendary service? ” Mr. Kurt Wachtveitl General Manager, The Oriental Bangkok
4.00pm	Lipton Tea Break
4.15pm	Hospitality Design “ Beyond the Four Walls: How Design Contributes to the Hospitality Scene ” Mr. Michael Bedner Chairman and CEO, Hirsch Bedner Associates
5.00pm	Lipton Tea Break
5.15pm	Food & Beverage Marketing “ Sustaining Long-Term Growth – Driving Forces Behind the Business and the Brand ” Mr. M.P.S. Puri Senior Vice-President, Operations, Raffles International
6.00pm	Cocktail Reception