WORLDCHefs
CONGRESS & EXPO
FACT SHEET

THE GLOBAL
VOICE OF
THE CULINARY
PROFESSIONALS

#ThisIsWorldchefs
WORLDCHEFS

The World Association of Chefs Societies or Worldchefs in brief, is a global network of chefs associations first founded in October 1928 at the Sorbonne in Paris. At that first congress there were 65 delegates from 17 countries, representing 36 national and international associations, and the venerable August Escoffier was named the first Honorary President of Worldchefs. Today, this global body has over 105 official chefs associations as members that representing millions of professional chefs worldwide.

With a head office and dedicated staff in Paris France, Worldchefs is managed by an elected presidential body consisting of the Worldchefs president, vice president, treasurer, secretary general and past honorary president, as well as a board of continental directors that look after the regions of Asia, Europe, Africa, the Pacific and the Americas. Separate committees manage all culinary competition-related affairs, Education, Young Chefs Development, Humanitarian and Social Awareness programs, Finances and By-Laws.

MISSION

Worldchefs is a non-political professional organization, dedicated to maintaining and improving the culinary standards of global cuisines. We accomplish these goals through education, training and professional development of our international membership. As an authority and opinion leader on food, Worldchefs represents a global voice on all issues related to the culinary profession.

THE WORLDCHEFS CONGRESS & EXPO

The biannual event is a hallmark tradition of Worldchefs with an institutional, cultural and economic interest. Since 1928 it has been organized in 38 cities across the world throughout its illustrious 90-year history.

During its five-day run, the Worldchefs Congress & Expo attracts between 500 and 2000 (average 1350) delegates and professionals from the five continents to network and expand their professional bonds. A Worldchefs Congress & Expo comprises competitions, a trade exhibition, numerous culinary events and activities, great educational programme – the Bill Gallagher Young Chefs Forum and The Global Chefs Challenges through three competition categories: Global Chefs Challenge, Global Pastry Chefs Challenge, and Global Young Chefs Challenge - Hans Bueschkens Trophy.

UPCOMING CONGRESSES ARE BEING HOSTED IN

2020 St. Petersburg, Russia
2022 Abu Dhabi, United Arab Emirates

PREVIOUS TEN CONGRESSES HAVE BEEN HOSTED IN

2018 Kuala Lumpur, Malaysia
2016 Thessaloniki, Greece
2014 Stavanger, Norway
2012 Seoul, South Korea
2010 Santiago de Chile, Chile 2
2008 Dubai, United Arab Emirates
2006 Auckland, New Zealand
2004 Dublin, Ireland
2002 Kyoto, Japan
2000 Maastricht, Netherlands
DELEGATES’ PROFILE
Leading chefs – Master, Executive, Pastry, Young chefs – emerging culinary talents, gastronomy opinion leaders, international restaurant owners, F&B executives, educators, food producers, importing & exporting companies, culinary equipment and supplies companies, culinary institutes and manufacturers, gather under one roof from 5 continents and 80 countries for 5 days to learn, network and grow their business and professions.

CORPORATE INTEREST
As the Worldchefs Congress & Expo captures the interest of the international culinary community offering it provides a unique opportunity to commercial entities to showcase and promote their brands and products and network with high caliber buyers around the globe.

INVITING THE WORLDCHefs CONGRESS & EXPO IN YOUR COUNTRY
Applications are welcome from National Chefs’ Associations, proven to be active members of Worldchefs, endorsed from their Convention Bureaus. The next open year for application is 2024 with a deadline for a letter of interest submission the 10 November 2019.

Rotation: Worldchefs Congress rotates among the 7 Worldchefs Geographical regions and cannot be hosted two (2) consecutive times in the same region, except for the European region with a maximum of two (2) consecutive times.

PROGRAMME & INFRASTRUCTURE
There is flexibility with dates between March and September, avoiding religious worldwide holidays and national holidays.

INDICATIVE PROGRAMME
Day 0: Arrival of the Board and Chairmen
Day 1: Arrival of delegates – Worldchefs Board Meeting – Arrivals & Ice Breaker Reception
Day 2-5: Plenary sessions - Workshops – Competition – Exhibition
Day 3: Parade of Nations & Welcome Reception/Party
Day 5: Gala Dinner – black tie event: award ceremony
Day 6: Technical Visits or Post Event Tours & Departures

VENUE REQUIREMENTS
The preferred venue will be one that is able to host all congress activities under one roof. The venue should preferably be conveniently located next to local transportation hubs and hotels.

- Plenary room for 1000pax in theater set-up with the front part in school for 200 persons
- 2 breakouts for 100-200pax in school set-up
- Competition area of 1500m2
- Exhibition area of 40 – 60 booths, est. 2500 m2
- Banqueting area for 1000+ seated participants
- Technical Equipment in plenary and breakouts is expected to be state of the art including sound and interpretation, video projectors, screens, eventual plasma screens, internet connections (wired and wifi)
WORLDCHEFS CONGRESS & EXPO:
DIRECT & INDIRECT BENEFITS FOR A CITY & COUNTRY

This is a one of a time culinary global event. It is a unique opportunity to showcase your country’s cuisine, culture, traditions and its chefs and to capture the interest of the international culinary community. Hosting a Worldchefs Congress & Expo boosts a member country’s status within the international community, increases awareness of the country’s cuisine and has the potential for increased tourism in the form of pre- and post-event tours.

DIRECT FINANCIAL IMPACT FOR THE LOCAL ECONOMY

THE WORLDCHEFS CONGRESS & EXPO

1.100 delegates
5 days: 5-6 overnights


500.000 Euro Accommodation Budget spent on hotels & housing locally

300.000 Euro Personal Spending on local services: excursions, shopping, restaurants, taxis, beauty, gifts etc.

200.000 Euro Local Airport Taxes & National Carrier (out of 800.000 total spending on international flights)

1.700.000 Euro Total Currency Flow in Local & National Economy over a week

Plus numerous Business & Industry Relations leading to Exports Business Agreements for goods & products during and after the Congress (proven generation without recorded financial data)

INDIRECT ECONOMIC & SOCIAL IMPACT
FOR THE LOCAL & NATIONAL COMMUNITY

• Professional community international recognition & prestige
• Social development through interaction with the international publics
• Upgrading for professionals called to work with international standards & requirements
• Networking: more projects & interaction for the future
• Branding of the Destination: mouth to mouth publicity being the most effective
• Communication boost through social media impacting exposure of the destination & culture

THANK YOU AND STAY CONNECTED!