



AMFORHT

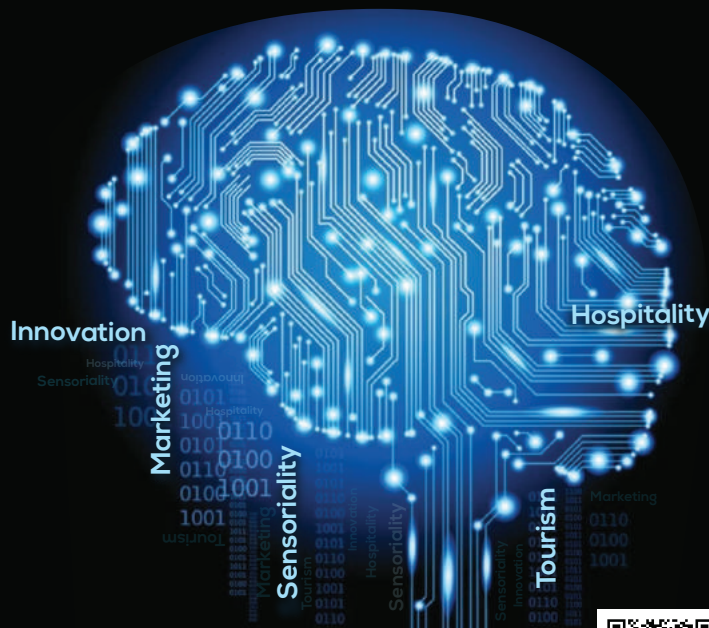
World Association for Hospitality
and Tourism Education and Training



Instituto Culinario de México 20th AMFORHT World Forum Venue

INNOVATION, SENSORIALITY AND MARKETING IN HOSPITALITY INDUSTRY

from 16th to 19th November 2016



amforhtmexico@icum.edu.mx

www.amforht.com

www.icum.edu.mx



AUGUST 2016 Newsletter

Instituto Culinario de México A.C. and World Association for Hospitality and Tourism Education and Training (AMFORHT) reminds you to participate in the **20th AMFORHT World Forum** - in Puebla, Mexico from **November 16th to 19th 2016** about **"Innovation, sensoriality and marketing in hospitality industry"**

This year, 15 activities with a mix of conferences, interactive workshops and business speed networking and many surprises to allow you to meet directly with new contacts, gain tools and move on training and tourism projects.

Attendance is open to professionals involved in the hospitality, catering or tourism industry, or key players of the sector who would like to participate in workshops and conferences about innovation, gastronomy, marketing and tourism, headed by an international expert speakers panel.

Take the opportunity to share ideas, experiences and create new projects or partnership with attendants during 2 main sessions of "speed business networking". We will organize meetings with your meeting preferences, very soon - once registrations are complete.

So far, we'll have the pleasure to receive personalities from all continents: for example the UNWTO Affiliate Member Director, Yolanda PERDOMO, the Hotel Professional Manager Association (IHMA) from China, Director and President of Association Hôteliers Québec (AHQ), a delegation of 6 personalities in Hospitality and Tourism from Costa Rica and Education consultancy organization Linearte Mercadeo, famous schools and universities such as Alain Ducasse Education, École Supérieure Internationale de Savignac (France), "Las Ventanas al Paraíso" a Rosweood Resort in San José del Cabo, represented by his Managing Director; Frédéric Vidal, as well as around 200 participants from Americas.

Watch your personal message from Philippe FRANCOIS, President of AMFORHT



<https://youtu.be/iwDKYc7FOvc>

Check out the special benefits for AMFORHT Members!

- Register in 2 clicks
- Special rates, all services included
- Speed-business networking sessions
- Meeting places & active participation of attendants
- 16 great speakers experiences and sharings
- Amazing 2016 AMFORHT awards ceremony
- Experience new visions and innovation
- A range of 12 conferences to choose from...
- Incredible services to enjoy for 3 full days
- Special rates with breakfast included contacting Hotel Presidente Intercontinental Puebla*
- Up to 10% discount in international flights booking by Aeroméxico**

Your registration includes ALL following services & events

- Welcome staff for arrival in Mexico City Airport
- Transportation Mexico City Airport-Puebla City-Mexico City Airport
- Transportation Puebla City Terminal-Venue Hotel-Puebla City Terminal
- Opening Ceremony
- Welcome cocktail
- 12 conferences by international speakers
- 6 workshops
- 2 speed business networking
- Annual General Assembly
- Gala Dinner
- Festive Lunch
- 1 ICUM dinner
- Touristic visits in the cities of Puebla and Cholula
- Lunches
- AMFORHT Awards Ceremony
- Closing Ceremony

In Bonus: assistance for PRE and POST Forum with Specialist Travel Agency
(check out special, and personalized tours and rates)

L'Odyssée Trippin' Lives
<http://www.odysseetrip.com/>

REGISTER NOW IN 2 STEPS!

- 1- Visit www.icum.edu.mx then click in “more information” from the 20th AMFORHT World Forum slider on the main page or direct link clicking here <http://www.icum.edu.mx/web/index.php?r=inscripcion>
- 2- Enter your special “Forum16” code, as an AMFORHT member,

AMFORHT MEMBERS Registration 600 EUR

Forum registration is available with charge to your credit or debit card VISA and MasterCard (charge will vary according to the current exchange rate)

You can also pay by international wire transfer (please charge 5 USD or 5 EUR extra for commission).

Receive and print your **personal Pass and access the 20th AMFORHT World Forum Mexico 2016**, please e-mail your international wire transfer receipt to: amforhtmexico@icum.edu.mx.

Do not hesitate to contact our Registration Commission by e-mail: amforhtmexico@icum.edu.mx may you need further information.

Join us in Facebook: [@AMFORHTworldtourism](https://www.facebook.com/AMFORHTworldtourism)

AMFORHT MEMBERS AND POTENTIAL CANDIDATES		
In Mexico:	In Europe Euro Wire Transfer Data	In the rest of the world US Dollar Wire Transfer Data
Interam Banco S.A.	Address: Tiber 70 delegacion cuauhtemoc CP 08500 México D.F.	Beneficiary: Interam banco S.A. IBM
Número de cuenta: 001-9875001-5	Bank: Citibank London	Address: Tiber 70 delegacion cuauhtemoc CP 08500 México D.F.
Clabe Interbancaria: 136180019807500151	Address: 41 Berkeley Square London United Kingdom	Bank: Citibank
Nombre: Instituto Culinario de México A.C.	IBAN: GB 93CITI18500813823548	Address: 111 Wall Street 10043 New York NY USA
	SWIFT: CITIGB2LXXX	Account: 36314896
	Final Beneficiary: Instituto Culinario de México A.C.	ABA: 021000089
	Reference: 00100852502	Swift: CITIUS33xxx
In order the transfer to be paid, the final beneficiary name and reference number must be detailed		

***Save up to 30% on your hotel room and stay at the Forum's main place at Hotel Presidente Intercontinental Puebla.**

Get special rates and privileged reservation!

- Single room: from 113€/night - Double room: from 128€/night (B&B included)

Send an email to reservaciones@intercontipuebla.com.mx or by phone Tels. +52 1 (222) 213 7025 / 7026 / 7015

****Get 10% off your flight**

To reserve your best flight, contact Aeromexico with your itinerary and get special AMFORHT rates.

Contact: Mr Mitani GARCIA [@mgarcia@aeromexicopuebla.com.mx](mailto:mgarcia@aeromexicopuebla.com.mx)

KNOW MORE ABOUT OUR 16 INTERNATIONAL SPEAKERS

Eika Sofía Silva

"I started writing this blog 7 years ago and it makes me happy to see that it has become a meeting point for entrepreneurs, chefs and businessmen who need to know the best marketing strategies" Érika Sofía Silva

www.marketinggastronomico.com

She created the first On-line Gastronomic Marketing Hospitality School five years ago. This has taken her to speak in Spain, Chile, Colombia and Dominican Republic. Coming soon, she will be in Paraguay and The United States, and as one of the speakers at the 20° AMFORHT World Forum Venue: Innovation, Sensoriality and Marketing in the Hospitality Industry.



“**CONFERENCE:**
ATTRACT AND CREATE STRATEGIES
TO SURPRISE CUSTOMERS”

Her experience has lead to work as a consultant in Coca Cola Spain. She currently develops marketing strategies for internal plans with the clients. Among other projects with Coca Cola Spain, she heads a loyalty plan and products such as Coke and Roll.

To read more articles about Érika Sofía, please visit:

<http://marketinggastronomico.com/que-es-marketing-gastronomico/>

<http://marketinggastronomico.com/que-es-marketing-gastronomico-y-para-que-sirve-en-11-puntos/>

<http://marketinggastronomico.com/15-ideas-brillantes-para-atraer-mas-clientes-tu-restaurant/>

<http://marketinggastronomico.com/branding-restaurant/>

<http://marketinggastronomico.com/como-subir-las-ventas-en-un-restaurant-utilizando-la-persuasion/>

Oscar Calleja (España)

Director Chef of Annua Restaurant, Oscar Calleja is nowadays one the most recognised gastronomic authors of “present cuisine”. His last achievements include one brand-new Michelin star in 2012, the “Spain Revelation Restaurant” award in 2011 during Madrid Fusión Congress and a Sol in the Repsol Guide. His acknowledgements accredit his inspiration, ideas and personal concept of “haute cuisine” that is practiced every day in Annua.

His awards and special mentions are not a causality. Óscar is a tireless artist that day after day fights for his very own voice in the culinary world. At the age of 20, he headed a Spanish Cuisine Restaurant in Paris and he has worked and collaborated with Master Chefs such as Juan Mari Arzak, Ferrán Adrià, Daniel García and Pedro Larumbe. The list of conferences, congresses and events in which he has been invited as a speaker is extensive, included having cooked with Toshio Konishi, creator of Nikkel cuisine with Nobu at the universal exposition un Shanghai 2010.



“**CONFERENCE:**
IMPORTANCE AND CHARACTERISTICS OF
GASTRONOMY INNOVATION
WORKSHOP: FUSION DISHES”

Óscar and his team have quickly placed Annua with the most important restaurants. The is no luck for this, only constancy and excellence in every process that involves ideas, dishes, service and an overflowing imagination capable of surprising to those willing to set out their senses into the wonderful experience that Annua offers.

For further information, please visit:

<http://www.annuagastro.com/oscar-calleja/>

PUEBLA

Nicknamed "The Shrine of America" due to its architectural beauty, the city of Puebla was, according to legend, created and laid-out by angels, to be enjoyed by mortals.

Why did it receive this distinction?

For its magnificent monuments of Spanish colonial architecture, which have earned Puebla the distinction of Heritage City.

Because it is a religious center par excellence, the Heroic Puebla de Zaragoza was the first place where the Spanish conquerors settled in the region.

What to do?

Visit its central streets among buildings, façades, gardens and balconies which reflect the history and the passing years.

In the evening, go for a walk in the so called Angelopolis, which has a wide range of cafes, bars and nightclubs. Go to the Plazuela de los Sapos (Square of Toads) where you will enjoy a musical night to the sound of the traditional mariachi, enjoying the beauty of the place.

You must visit

The Palafoxiana Library, the Cathedral of Puebla, the Casa de Alfeñique the Museum, City Hall, the Amparo Regional Museum and Cholula.

For further information please visit: www.visitmexico.com



Saturday 12 th November, 2016	
Pre-FORUM ◦	
Mexico City Tour ◦	
Sunday 13 th November, 2016	
Pre-FORUM ◦extra cost	
Teotihuacán Pyramids Tour ◦	
Monday 14 th November, 2016	
Arrival	
Transportation from Mexico City Airport to Puebla City	
Hotel check-in	
Hour	Tuesday 15 th November, 2016
12:30-13:30	AMFORHT Board Meeting 1**
13:30-15:00	Ice breaking: Welcome Cocktail and Lunch Welcome and Presentation of first time attendees General information about the forum/program
15:00-17:00	Puebla City Sightseeing Tour
Hour	Wednesday 16 th November, 2016
9:00-9:30	Participant Registration/Press Conference**
9:30-10:30	Opening Ceremony
10:30-11:30	Conference: <i>The passion for the service and the processes as a success factor in the touristic industry.</i> By: Alejandro Watson.
11:30-12:30	Conference: <i>Importance and characteristics of gastronomy innovation.</i> By: Oscar Calleja.
12:30-13:30	Conference: <i>Methodology of innovation.</i> By: Roberto Carlos Gómez (RòC)
13:30-15:00	Lunch
15:00-16:30	Conference: <i>Cooking with Feng Shui, balancing your life.</i> By: Diana Bayardo/AMFORHT Board Meeting 2**
16:30-18:00	Speed Business Networking 1
18:00-18:30	Transfer to ICUM
18:30-19:00	ICUM visit and demonstrations
19:00-20:30	Dinner
20:30-21:00	Transfer to hotel
Hour	Thursday 17 th November, 2016
9:00-9:30	Participant Registration
9:30-12:30	Annual General Assembly
12:30-13:30	Speed Business Networking 2
13:30-15:00	Lunch
15:00-16:00	Conference: <i>Decoding emotions through the food.</i> By: Roymand Arboleda/AMFORHT Board Meeting 3**
16:00-17:30	Workshop: <i>Customer emotions in the restaurant service.</i> By: Elsa Gutiérrez.
17:30-19:00	Workshop: Fusion dishes. By: Oscar Calleja.
Hour	Friday 18 th November, 2016
9:00-9:30	Participant Registration
9:30-10:30	Conference: <i>Attract and create strategies to surprise customers.</i> By: Erika Sofía Silva.
10:30-11:30	Conference: <i>Neuromarketing and innovation for unfaithful believers.</i> By: Eduardo Caccia.
11:30-12:30	Conference: <i>Strategies for the risk management of the effective and security travels.</i> By: Peter Tarlow.
12:30-13:30	Conference: <i>Creativity as a new education model.</i> Por: Roberto Gual
13:30-15:00	Lunch
15:00-16:30	Workshop: <i>Factors of inspiration towards creativity in gastronomy.</i> By: Rodrigo Ibáñez.
16:30-18:00	Workshop: <i>Creativity and innovation in the bar.</i> By: Alejandro Millán.
18:00-19:00	Closing Ceremony
19:00-19:30	AMFORHT Awards
19:30-21:30	Gala Dinner
21:30-22:00	Transfer to hotel
Hour	Saturday 19 th November, 2016
10:00-10:30	Transfer to Cholula City Downtown
10:30-13:30	Cholula City Walking Tour
13:30-14:00	Transfer to lunch
14:00-17:00	Festive/Celebration Lunch
17:00-17:30	Transfer to hotel

Sunday 20th-Tuesday 22th November, 2016
Post-FORUM Oaxaca City or Riviera Maya (extra cost)

*Extra cost
**AMFORHT Board meetings and press conferences are exclusively for AMFORHT executive staff, simultaneously with other activities for AMFORHT members and potential candidates.
Conferences are subject to change without notice.