

OCTOBER 2016

Newsletter



Book now & attend the 20th AMFORHT World Forum

Sweet Reminder

The 20th AMFORHT World Forum – is awaiting for your participation

Join us in Puebla, Mexico from [16th to 19th November 2016](#)

Book now and attend 3 days of networking sessions and amazing knowledge transfer !

Organizers: Instituto Culinario de México A.C. and World Association for Hospitality and Tourism Education and Training AMFORHT



Martine FERRY, 1st Vice President of AMFORHT declares: *“Among the main reasons to attend the conference this year, knowledge transfer about innovation is probably the most interesting one. Mexico and Puebla are a crossroad of cultures.*

The attendees coming from various continents and countries will have a unique opportunity to share some experiences, tips, knowledge. We all see innovation through our lenses. We usually stick into our comfort zone, so while attending the conference, you will have a unique opportunity to learn from speakers and attendees. The specific format of AMFORHT conference is ideal to network, learn and have fun! Join us and open your eyes and ideas about innovation in education, business and management.”

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.

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 Hôtelières Québec (AHQ), a delegation of 6 personalities in Hospitality and Tourism from Costa Rica, Education consultancy organization Linearte Mercadeo, Scarts from El Salvador, famous schools and universities like Alain Ducasse Education, École Supérieure Internationale de Savignac (France), worldwide experts, as well as around 200 participants from Americas.



Check out your special benefits !

**Get your AMFORHT forum discounted rate
& Save now on your hotel nights and flight**

Register now in 2 steps!

- 1- **Direct link clicking** here <http://www.icum.edu.mx/web/index.php?r=inscripcion>
- 2- **Enter your special “Forum16” code**, as an AMFORHT member & pay online or by wire transfer

To receive and print your personal Pass to Access the 20th AMFORHT World Forum Mexico 2016, just e-mail your international wire transfer receipt to:
amforhtmexico@icum.edu.mx.

AMFORHT Members Registration: 600 EUR

Registration includes ALL following services & events

**Welcome staff for arrival in Mexico City Airport
Transportation Mexico City Airport-Puebla City-Mexico City Airport to Hotel-Puebla
Opening Ceremony + Welcome cocktail + AMFORHT Awards Ceremony +
Closing Ceremony**

**12 conferences by international speakers 6 workshops 2 speed business
networking
Annual General Assembly**

Gala Dinner + Festive Lunch + 1 ICUM dinner + Lunches

Touristic visits in the cities of Puebla and Cholula

Assistance for PRE and POST Forum with Specialist Travel Agency

*L'Odyssée Trippin' Lives
(check out special, and personalized tours and rates)*

<http://www.odysseetrip.com/>

➤ **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
Or get a list of other hotels - Contact our Registration Commission: amforhtmexico@icum.edu.mx

➤ **Up to 10% discount** in international flights booking by Aeroméxico*
contact Aeromexico with your itinerary and get special AMFORHT rates - Mr Mitani GARCIA @ mgarcia@aeromexicopuebla.com.mx

More Info...

View your personal message from Philippe FRANCOIS, President of AMFORHT <https://youtu.be/iwDKYc7FOvc>

Join us in Facebook: [@AMFORHTworldtourism](#)

Registration Commission contact @amforhtmexico@icum.edu.mx