

GOURMET ABU DHABI 2010

ARABIC HOSPITALITY

Thomas Norberg

COO, Hospitality Division, Al Ghurair Investment LLC

Khulood Al Atiyat

Cultural Presenter for Sheikh Mohammed Centre for Cultural Understanding

Emiel Van Wegen

European Director, Synovate ViewsNet | Netherlands

Khalid Butti Al-Shamsi

Owner, Mazaraa Organic Products

Didier Gusching

Executive Chef, Kempinski Ajman

Etienne Haro

Intercontinental Hotel Group

16 February 2010

1.30pm – 5.30pm

Armed Forces Officers Club & Hotel
Al Fehaidi Hall

Presented By



ARABIC HOSPITALITY

Venue: Armed Forces Officers Club & Hotel
Tuesday, 16 February 2010, 1.30pm – 5.30pm

TIME	SCHEDULE
1.30pm	Registration Coffee & Tea Served
2.00pm	Opening Address Thomas Norberg <i>COO, Hospitality Division, Al Ghurair Investment LLC</i>
2.15pm	Beyond Tea and Dates in the Lobby. Bringing Arabic Hospitality to Life Thomas Norberg <i>COO, Hospitality Division, Al Ghurair Investment LLC</i>
2.45pm	Arabic Hospitality: Beyond the dates and tea in the lobby; In Search of True Arabic Hospitality Khulood Al Atiyat <i>Cultural Presenter for Sheikh Mohammed Centre for Cultural Understanding</i>
3.15pm	How to make your brand matter in the Middle East: Effective Uses of Advertising and Social Media <i>Emiel Van Wegen European Director, Synovate ViewsNet Netherlands</i>
3.45pm	COFFEE/ TEA BREAK (15 MINUTES)
4.00pm	Sourcing Local Arabic Products: Does anything worthwhile actually grow here? <i>Khalid Butti Al-Shamsi, Owner, Mazaraa Organic Products and Didier Gusching, Executive Chef, Kempinski Ajman</i>
4.30pm	Non-Alcoholic Beverages: This is not your Daddy's Sparkling Grape Juice. How to create a award winning non-alcoholic beverage list that not only sells, but enhances the dining experience. <i>Etienne Haro, Intercontinental Hotel Group</i>
5.00pm	Tasting of 75 different organic fruits, vegetables, honey and Non-alcoholic beverages
5.30pm	END

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16 FEBRUARY | 1.30PM TO 5.30PM
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Thomas Norberg

Chief Operating Officer, Hospitality Division
Al Ghurair Investment LLC | UAE

Mr. Norberg has worked extensively in luxury hotels in North America, Africa and the Middle East. He is currently working with Al Ghurair Investment LLC to launch Nuzul Hotels and Resorts, a Sharia compliant brand of hotels in the gateway cities of the Middle East. He is also a partner of the only micro-brewery in the Middle East, Lebanon's 961 Beer. He has worked with both Fairmont, Ritz-Carlton and at New York's famous Plaza Hotel.

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Khulood Al Atiyat

Manager of PR and Events and Cultural Presenter

Sheikh Mohammed Centre for
Cultural Understanding | UAE

Articulate, eloquent and passionate about preserving her heritage and culture, Khulood Al Atiyat is a distinguished speaker who presents cultural programmes at corporate and individual levels. This award-winning presenter, who is also manager of public relations and events and cultural presenter at the Sheikh Mohammed Centre for Cultural Understanding. Participants will gain indispensable insights at her Arabian hospitality industry forum presentation.

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Emiel
Van Wegen

European Director
Synovate ViewsNet | Netherlands

After studying international marketing management and business economics at the University of Groningen, Emiel Van Wegen started his market research career at Fortis Group, a major European financial service provider. During this period, he did an MBA at the University of Bradford in the UK. After four years, he left the financial sector to switch to the agency side. He is part of the online New Media Research task force for Synovate in EMEA. He is known for developing innovative online and panel research methods.

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Khalid Butti
Al-Shamsi

Owner

Mazaraa Organic Products | UAE

Khalid Butti Al-Shamsi is the owner of Mazaraa Organic Products which operates the first organically certified farm in the United Arab Emirates. On his expansive farm 15 kilometres east of Abu Dhabi International Airport, Mr. Al-Shamsi is literally growing fruits and vegetables and raising livestock from, and on, sand. According to the season, he is able to produce over 100 different types of fruits and vegetables. And with plans for a dairy in the near future, the sky is the limit for this local pioneer.

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Didier Gusching

Executive Chef
Kempinski Hotel Ajman | UAE

Chef Gusching is one of the premier champions of organic and sustainable food products in the United Arab Emirates. Best known for his work at the Jebel Ali International Resort where he pioneered a bio garden project to grow herbs and vegetables in a garden he designed and built on the hotel's grounds. Chef Gusching is living proof that if you refuse to accept the status quo and keep pushing the boundaries of what is possible, you can make the impossible happen.

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Etienne Haro

Director Reflets par Pierre Gagnaire & Beverage
Manager, InterContinental Hotel Group
Pierre Gagnaire | UAE

Etienne Haro is the face of Pierre Gagnaire in the United Arab Emirates. His restaurant was included on the prestigious San Pellegrino Top 100 restaurants in the world and has won numerous other local and regional awards. Mr Haro is also responsible for designing the beverage programme for InterContinental hotels in the Middle East. In addition, he is a leading beverage programme consultant and the worldwide ambassador for Emirates Airlines.

