



Incredible India



WORLD HERITAGE CUISINE SUMMIT & FOOD FESTIVAL

Qila Gobindgarh, Amritsar, Punjab, India | October 12th - 14th 2018



IFCA

IFCA is a National Member of the World Association of Chefs Societies (Worldchefs).

The ministry of tourism, Government of India has certified IFCA as the representative body of all culinary professionals and Chefs across the country and as the recognised nodal body representing all the culinary associations of India. IFCA works closely with International Culinary bodies and National Culinary Associations of 108 countries.



Worldchefs

The World Association of Chefs' Societies also popularly known as Worldchefs is the global network of Chefs' associations founded in October 1928. Worldchefs has over 10 million professional Chefs worldwide representing 108 countries. As a non-political organisation, Worldchefs is dedicated to maintaining and improving culinary standards through educational and professional training programs.



Chef Manjit Singh Gill
President, IFCA



Chef Vijaya Baskaran
Vice President, IFCA



Dr Chef Soundararajan
General Secretary, IFCA



Chef Madhu Sudan Gupta
Treasurer, IFCA

World Cultural Culinary Heritage Committee

This committee was formed in 2017 with members from 16 countries chaired by Chef Manjit Gill. The objective of the Committee is to promote ethnic cuisines and cultural heritage of the nations of the world. The committee is responsible to gather and preserve our age-old culinary techniques, recipes, cooking styles and pass on the traditional knowledge and indigenous genetic resources are to be kept in mind at all times. There is an earnest need to preserve this aspect of culture and amalgamate it with modern science to work towards environmental conservation.



OUR GUESTS OF HONOUR



Chef Thomas A. Gugler
President - Worldchefs

He has been instrumental in setting-up the 'World Cultural Culinary Heritage Committee' as a first-ever WorldChefs' initiative of its kind in the 90-year old history of the organisation with his team with the objective to promote ethnic cuisines and cultural heritage of the nations of the world.



Chef Cornelia Volino
General Secretary



Chef Uwe Micheel
Treasurer

'Chefs have the power to create a new global conversation about food and translate the SDG's into accessible everyday actions'.

They bridge the gap between farm & fork - influencing what we grow, what we put on our plates and how we think and talk about food. If chefs take a lead on sustainability issues - such as tackling food waste and sustainable sourcing - diners, farmers, business and even government will follow. Through their networks chefs have the power to curate a new global conversation about food and translate the United Nations Sustainable Development Goals (SDGs or Global Goals) into accessible, everyday actions in our kitchens, classrooms and communities.



CHEF'S MANIFESTO

FOOD IS LIFE

CHEFS' MANIFESTO

IT NOURISHES MINDS AND BODIES, SHAPES LANDSCAPES AND LIVELIHOODS AND CONNECTS US ACROSS CULTURES AND CONTINENTS.

But our current food system is not sustainable: hunger, inequality, waste and climate-change threaten the health of our planet and its people.

As chefs, we live for food. We are passionate about how it is grown and cooked and how it makes people feel.

And we want to give food a brighter future - from the farm to the fork.

A future where ingredients are grown with respect for the environment, where no good food goes to waste and where everyone, everywhere enjoys the nutritious meals they need to thrive.

So, we gathered from across the globe to share our stories and discuss how - through actions in kitchens, classrooms and communities - chefs can contribute to the United Nation's Global Goals.

TOGETHER WE STAND FOR:

1 Ingredients grown with respect for the earth & its oceans



2 Protection of biodiversity & improved animal welfare



3 Investment in livelihoods



4 Value natural resources & reduce waste



5 Celebration of local & seasonal food



7 Education on food safety & healthy diets



6 A focus on plant-based ingredients



8 Nutritious food that is accessible & affordable for all



And we are committed to working with others to achieve this vision.

This is just the start of the conversation. Over the next year, we will create a plan of action to inspire change across the food system.

Join our community now and help us create a movement to deliver a better food future for all.



SDG2ADVOCACYHUB.ORG

OUR 4 INTERTWINED PRIORITIES

Traditions

Explore Rituals
Cultural Exchange
Fluidity &
Adaptation Evolution
of Behaviors

Sustainability

Self Reliant
Local Production
Local Processing
Waste Practices

Creativity

Space
Encounter
Expression
Challenge Comfort

Collaboration

Interdisciplinary
Interface
Engagement
Sharing in a Natural Way
Inspiration

Why Gobindgarh Fort?

The fort is 258 years old, prior to this the Golden Temple was invaded and plundered many times by the invading Afghan armies. One of the main reasons to erect the fort was to save Harmandir Sahib and the city of Amritsar from the invaders using the Grand Trunk road throughout the 18th century.

In 1805 AD Maharaja Ranjit Singh first fortified the fort and then from 1809 AD started rebuilding the shrine in marble, copper and gold. A secure existence created the ideal atmosphere for trade and culture, most importantly the food culture to prosper. The Maharaja's rule extended into the North West Frontier up till the Khyber Pass and hence those influences can be notably seen in the cuisine of this city even today.



Who will be there?

- ▶ Executive Chefs
 - ▶ F & B Managers
 - ▶ Entrepreneurs
 - ▶ CPG Professionals
 - ▶ Academia
 - ▶ Restaurateurs & Hoteliers
 - ▶ Supply Chain Professionals
 - ▶ Nutritionists
 - ▶ Progressive Farmers
 - ▶ Regulator Think Tanks
 - ▶ Media & Research Agencies
 - ▶ 110 International Chefs
 - ▶ 250+ Indian Chefs
 - ▶ 50+ Supply Chain | Purchase Heads
 - ▶ Leading Luxury & Mainstream Hotels
 - ▶ Consumer Packaged Food Companies



Rules of Engagement

1. It's a moment & not an event.
2. Everybody has a role to play
3. Collaboration is the key
4. Time bound action planning
5. Self accountability
6. Respect for diversity
7. Conserving resources in whatever we do, including the planning and execution of this summit is being done by industry volunteers and students.

Action Agenda

- ▶ Think Tank Sessions
- ▶ 20 country team best practice presentations, covering traditions, sustainability, innovation & collaboration.
- ▶ 3 plenary sessions to discuss the SDG framework and role clarity.

Knowledge Exchange Forums

- ▶ 6 Master class for our rising chefs & students
- ▶ Learning from food companies, hotels and restaurants from across India - legacy, change management, economic and social balance and consumer delight.

Creating Awareness & Alignment

- ▶ 2 Live World Kitchen's for our general public, where they will not only learn about the traditions and cultures of other countries but also to get to savour the delicacies.
- ▶ 25 countries are looking forward to cook by rotation in these live world kitchens.
- ▶ All the four regions of India will showcase their respective cuisines to delight our local and international guests.

Leader Volunteers

- ▶ Chef Manjit Singh Gill
- ▶ Dr. Chef Soundrarajan Palaniappan
- ▶ Chef V. Vijaya Baskaran
- ▶ Chef Madhu Sudan Gupta
- ▶ Chef Manisha Bhasin
- ▶ Chef Rakesh Sethi
- ▶ Chef Ajay Anand
- ▶ Chef Parminder Bali
- ▶ Chef Ajay Sood
- ▶ Chef Madhu Krishnan
- ▶ Chef Harpal Singh Sokhi
- ▶ Chef Ashish Bhasin
- ▶ Chef Jugesh Arora
- ▶ Chef Salil Fadnis
- ▶ Chef Anil Grover – Principal Coordinator
- ▶ Mr. Narinder Singh Bhuie - Hospitality & Academic Consultant
- ▶ Mr. Jaspal Sabharwal - Co-Founder, Tag Taste
- ▶ Dr. Ashish Chopra - Food Historian
- ▶ Ms. Puneetinder Kaur Sidhu - Travel Writer & Food Critic
- ▶ Mr. Himanshu Arora
- ▶ Mr. Aditya Bhaskar - F&B Expert
- ▶ Mr. Herbbie Sidhu - Event Director
- ▶ Mr. Anmol Singh Gill

To Conclude

This is an endeavor to get Indian Cuisine recognized and included in UNESCO's coveted list - Intangible Cultural Heritage. Success of such an event will invariably contribute substantially in boosting Indian Tourism. IFCA is a not-for-profit body and such initiatives take a lot of time, money and hard work to execute; we request all our industry patrons to contribute their best.

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www.MyriadNuances.com

INDIAN FEDERATION OF CULINARY ASSOCIATIONS

(Proud Member of World Association of Chefs Societies)

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