

be INSPIRED!

THE ONLY DEDICATED EVENT FOR CHEFS,
PASTRY CHEFS, BAKERS, COOKS, STUDENTS
AND HORECA PROFESSIONALS

2022 POST SHOW REPORT

30 MAY-2 JUNE 2022



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ExpoCulinaire and Worldchefs Congress ran from 30th May till 2nd June 2022 at ADNEC, Abu Dhabi. The combined events were a resounding success welcoming over 1,600 delegates from 70 countries and 5,200 international trade visitors comprising Chefs, Pastry Chefs, Bakers, Cooks, Students and Professionals from the HoReCa sector. Promotional activities of the combined events reached a staggering 10 million plus audience across the globe.

Now in its 4th year, the annual ExpoCulinaire trade exhibition in partnership with Emirates Culinary Guild and World Association of Chefs Societies moved from Sharjah to Abu Dhabi in 2022 to become the 'Expo' component of the Worldchefs Congress & Expo. Over 347 exhibiting companies and brands displayed food, equipment, and services for the catering industry for trade professionals and culinary students to see, touch, taste and try. The ExpoCulinaire Education Zone with Culinary Institutes delivered over 30 hours of training and live demonstrations for student chefs.

Worldchefs Congress over four days hosted 100 curated events, 30 international speakers and industry experts plus a gala dinner and Awards Ceremony celebrating competition runners up and finalists finally took place after 4 long years - since the last Congress in Kuala Lumpur, Malaysia after which the 2020 edition in Saint Petersburg, Russia was cancelled. The Emirates Culinary Guild and the Department of Culture and Tourism, represented by Abu Dhabi Convention & Exhibition Bureau worked tirelessly with PKE and Worldchefs to 'rise together' to reignite the global culinary network of chefs and industry experts to deliver an event of this magnitude.

Also running alongside – a Global first for a trio of internationally renowned culinary competitions saw the World's top professional chefs compete simultaneously in the country's capital. Three International Culinary Competitions – the final of Global Chefs Challenge, 25th Emirates International Salon Culinaire and the 6th African Culinary Cup - demonstrating the highest levels of culinary excellence, food standards, and professionalism. Real-time, hectic, and thrilling cookery competitions - fought against the constraints of time, made these competitions a stimulating and major attractions for professional chefs, bakers, pastry chefs and cooks alike.

[Click on the video link below to view the Event Highlights](#)

EXPOCULINAIRE 2022, ADNEC - ABU DHABI 30TH MAY - 2ND JUNE



4 DAY TRADE EVENT (30 MAY - 2 JUNE 2022)

SUPPORTED BY ABU DHABI CONVENTION & EXHIBITION BUREAU

IN PARTNERSHIP WITH EMIRATES CULINARY GUILD & WORLDCHEFS ASSOCIATION OF CHEFS

ATTENDEES FROM CHEFS, PASTRY CHEFS, BAKERS, COOKS, STUDENTS AND PROFESSIONALS FROM THE HORECA SECTOR

HIGH PROFILE CULINARY COMPETITIONS - GLOBAL CHEFS CHALLENGE, EMIRATES INTERNATIONAL SALON CULINAIRE AND AFRICAN CULINARY CUP



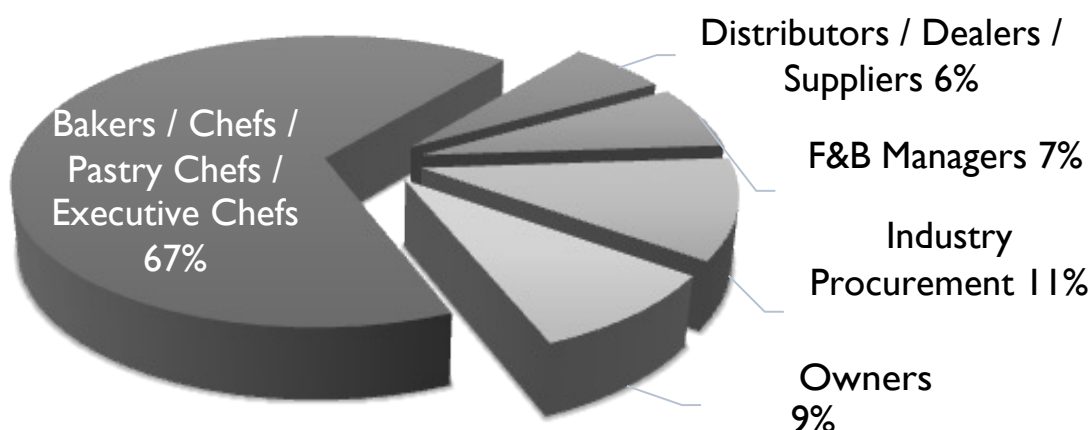
347 EXHIBITING COMPANIES & BRANDS REPRESENTED

5,200 ATTENDEES FROM 70 COUNTRIES

63% UAE

37% INTERNATIONAL

10M+ AUDIENCE GLOBALLY REACHED BY PROMOTIONAL ACTIVITIES





EDUCATION & TRAINING

Unique to ExpoCulinaire, Education & Training is a pillar of the event run in partnership with 5 Academies and Institutes

- 30+ Hours of live demonstrations
- Over 520 attendance certificates awarded
- 5 Globally renowned institutes
- Accredited certificates awarded to all attendees

2022 EDUCATION PARTNERS



CULINARY COMPETITIONS

25TH EMIRATES INTERNATIONAL SALON CULINAIRE

- Biggest culinary competition in Middle East
- Over 800 competitors
- 16 International and local judges

GLOBAL CHEFS CHALLENGE - FINAL

- 40 International culinary teams
- Intense competitions over 4 days
- 70 Competitors competing for gold
- World's Best Chef title presented
- Three specialised competition categories:
 - Global Chefs Challenge
 - Global Pastry Chefs Challenge
 - Global Young Chefs Challenge

6TH AFRICAN CULINARY CUP

- National teams from Ghana, South Africa, Namibia, Qatar, Egypt and UAE
- Diverse showcase of authentic ethnic dishes served to international judges and invited guests
- Sharing knowledge of culture and indigenous foods

2022 CULINARY PARTNERS



“Competitions and Young Chef development are key to the future of our industry. Endorsed by Worldchefs, these events play a vital role in ensuring our young professionals continue to upskill and learn.”

Andy Cuthbert
Chairman of World Chefs Congress

“

ExpoCulinaire is the established home of our Salon Culinaire. The combined events, have allowed us to build an exclusive annual platform uniting the HoReCa industry from around the Region and beyond.

Uwe Micheel
President of Emirates Culinary Guilds



“

ExpoCulinaire has got us back face to face and 'reconnecting' with our industry.



Marwan Hussein,
Food Service Division
EMIRATES SNACK FOODS

“

There is no better place to educate end users on how to introduce and incorporate Plant-based



Reinier Weerman
General Manager
VIOLIFE BY UPFIELD

“

We have a platform to both display and cook our products for the hotel and restaurant industry here.



Grace Renomeron
Assistant Marketing Manager
JM FOODS

“

We are a Global brand and have been eager to ensure our company achieve maximum exposure with the many international chefs participating in ExpoCulinaire and the accompanying Culinary Competitions



Fabien Firetto
Middle East Director
BRAGARD

“

Restaurants and hotels make up the majority of our overall business which is why our presence here is so important. Maintaining close bonds with the chefs is paramount to our success.



Jayakrishnan, Business Dev Manager
Sanket Shah, Sales Man
MASTERBAKER

“

We capitalize on our presence by making sure our stand is "their larder", welcoming all chefs to try our product and more importantly use and taste in the competitions that run alongside ExpoCulinaire.



Paul Da Costa Greav
KOPPERT CRESS

“

Our philosophy is building trust and brand from industry investment, putting partners at heart. Steadfast supporters of ExpoCulinaire since its inception which assists our business collaborations with local and international chefs and business owners.



Chef Mark Hayes
ARLA PRO.

“

We are proud to exhibit home grown product targeting both independent and chains of hotels and restaurants at ExpoCulinaire.



Jamil Diwan
Director & CEO
ALRAZANA KITCHENS

“

We are returning exhibitors targeting the entire chain of the foodservice sector with our range of food and non food products.



Sreerag Ramesh
Sales & Marketing
YASHTECH

“

As a principal supplier of culinary and beverage equipment and solutions, this event provides a platform to build and grow our business within the hospitality sector.



Serkan Dumanoglu
Regional Sales & Distribution Mgr
WELBILT

“

This is a great opportunity to showcase our plant-based capabilities with live cooking on our SWEET EARTH food truck.



Elie Lteif, Advisory Chef
& **Ayça Koc, Food Business Manager**
SWEET EARTH BY
NESTLE PROFESSIONAL

“

The need to diversify has become hugely evident and the important role that's Chefs play in the approval process is critical hence our reason for participating.



Sureh KP
AGM Business Development
BADEEL BY SENORA

“

We are a long term supporter of ExpoCulinaire, both as an exhibitor and sponsor providing inspiration and innovations for professional chefs.



Omar M Adel
General Manager - Sales
IFFCO OUT OF HOME

“

Getting in front of chefs at the event is absolutely crucial and working alongside these culinary professionals is essential in keeping up with trends.



Andjelka Pavlovic
HK ENTERPRISES

“

We want to see the chefs! They possess a greater say in brand selection and vendor preference and Excel are present in the event as one of the top picks for the leading chefs in the region.



Mr Raju and Rakesh Raju
EXCEL KITCHEN EQUIPMENT

“

This is a great opportunity to create a direct link between the company and chefs from around the world.



Giacomo Bortolussi, Corporate Chef
& **Abdallah Kassis, Marketing**
Development Specialist
UNOX

“

The need to diversify has become hugely evident and the important role that's Chefs play in the approval process is critical hence our reason for participating.



Pablo Israel Godor Arias, Intl Mgr.
& **Chef Jose Isaac Godoy Arias, Exec Chef**
ILE C.A

SEE YOU NEXT YEAR!

EXPOCulinaire

FOOD & EQUIPMENT FOR CHEFS | PASTRY CHEFS | BAKERS | HORECA PROFESSIONALS
FEATURING THE 26TH EMIRATES INTERNATIONAL SALON CULINAIRE
15-17 MAY 2023 | EXPO CENTRE SHARJAH, UAE

FOR 2023 PARTICIPATION ENQUIRIES:

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