



Corporate Membership of the Emirates Culinary Guild (ECG)

The ECG is a voluntary, not-for-profit, organisation dedicated to maintaining and improving the international culinary prestige of the UAE. This it does through the advancement of junior chefs by training, work-experience and competition.

Corporate members of the guild are those companies that lend it financial support to help it fulfil its duties and obligations as embodied in the *Guild Constitution*.

Over the course of each year the guild presently organises the following events: the *Junior Chef of the Year* practical cookery competitions (in cooperation with Dubai Department of Tourism and commerce Marketing); *The MLA Black Box Culinary Challenge* (in cooperation with Meat & Livestock Australia); the *Emirates Salon Culinare* (in cooperation with Dubai World Trade centre; in conjunction with the Gulf Hotel, Food and Equipment Exhibition); *The Emirati Cuisine Initiative* (in cooperation with DTCM and the Emirates Academy of Hospitality Management).

The guild has accomplished the formation of a national culinary team officially mandated to represent the UAE in international competitions

The ECG will send junior members abroad to gain work-experience in hotels or manufacturing centres.

The World Association of Cooks Societies (WACS) is the Seventy-two nation confederation of professional cuisiniers. The ECG is the Assistant Director of WACS for Africa and the Middle East.

Promotional Opportunities for Corporate Members

1. The member Company will receive a Corporate Member certificate, member medal and ceremonial collar presented by the president of the ECG upon the stage at the Emirates Salon Culinare.
2. The member company will receive a free, full-page, full-colour advertisement (Artwork supplied by the member) in the ECG's Gulf Gourmet magazine. Six thousand copies of the magazine will be distributed: to each WACS country president; and to foodservice professionals throughout UAE and the GCC countries.
3. The member company's logo will be featured on Guild's Friends page of Gulf Gourmet magazine for a period of one year.
4. The member company will have a welcome page in Gulf Gourmet magazine: to include a photograph of the certificate presentation by the ECG President or delegate to a company member of your choice, and a text profile of your company (provided by yourself).
5. The member company name will be featured in the "New Members" section of the Gulf Gourmet magazine.
6. On behalf of the member company, the ECG will email to every UAE and Sultanate of Oman Executive Chef up to two A4-sized pages (supplied by the member in the form of a PDF file). This will be accompanied by a covering letter from the guild informing everyone of the member company's support.
7. On one occasion within the member year a corporate member will have the exclusive opportunity of addressing the delegates of a meeting of the ECG and to promote its products at the ensuing social gathering.
8. The member company's name will be mentioned during the year on all ECG dispatches to its members, i.e. circulars, minutes, sits vac/wanted notices, etc.
9. The member company's name will be mentioned at the opening of all ECG general and social meetings and events.
10. Subject always to ECG approval in writing of all artwork copy and layout, the member company may promote itself as a supporter of the ECG and may display the ECG logo upon its promotional material for the membership year.
11. The member company will receive an invitation to all the ECG social and family gatherings held throughout the year.
12. The member company will have a link to its website from the website of the ECG. The link will be included within the ECG website on a special 'Guild Partners' web page dedicated to corporate members.

The yearly fee for corporate membership of the ECG is AED: 20,000/= (TwentyThousand)