



EMIRATES CHEFS GUILD FZ-LLC

Fujairah Creative Tower
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CORPORATE MEMBERSHIP OPPORTUNITIES

The ECG is a voluntary, not-for-profit, organization 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 organizes the following events: the Junior Chef of the Year practical cookery competitions, the Emirates Salon Culinaire in conjunction with the Expo Culinaire Exhibition. The Emirati Cuisine Initiative which forms part of each competition the Guild does is an important part of all competitions. 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 centers. The World Association of Chefs Societies (Worldchefs) is the 105 nation federation of professional chefs association. The ECG President is Asst. Vice President for Worldchefs and the Chairman is the Continental Director for Africa and the Middle East for Worldchefs .

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 or his delegate.
2. The member company's logo will be featured on Guild's Friends page of Gulf Gourmet magazine for a period of one year.
3. 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 member). One full page advertisement also in the Gulf Gourmet magazine with print ready art work supplied by the company.
4. The member company name will be featured in the "New Members" section of the Gulf Gourmet magazine.



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5. On behalf of the member company, the ECG will email to it's Senior member data base up to two A4-sized pages (supplied by the member in the form of a PDF file). This will be accompanied by a introduction from the guild informing all members of the new corporate members company's support.
6. On a minimum of two occasions within the member year a corporate member will have the opportunity of addressing the delegates of a meeting of the ECG and to promote its products at the ensuing social gathering. The member company's name will be mentioned during the year on ECG dispatches to its members where appropriate.
7. The member company's name will be mentioned at the opening of all ECG general and social meetings and events when the registered delegate of the company is present.
8. 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.
9. The member company will receive an invitation to ECG social and family gatherings held throughout the year where appropriate.
10. 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. ECG Social media channels shall also be used to promote the member.
11. No corporate member shall have exclusivity of products/services.
12. This corporate agreement excludes special events i.e. Salon Culinaire, or other future competitions etc. The company (and existing partners) shall however be given 1st right of refusal on special events to participate with preferred rates applied to participation.
13. ECG social media is currently engaged with Instagram, Facebook, YouTube, LinkedIn and ECG dedicated website

Fees:

The yearly fee for corporate membership of the ECG is AED: 20,000/= (Twenty Thousand) exclusive of 5% VAT, if the company automatically renews for a second year then the subsequent years fees are reduced to AED15,00 exclusive of 5% VAT.