



The 2010 IFSA Asia Pacific Conference welcomed more than 85 delegates from 23 countries in the Asia Pacific region and from around the world. While modest in size, the IFSA Conference welcomed delegates with unparalleled hospitality to the very beautiful and exotic Sri Lanka. The event was held 7-9 June at the beautiful Cinnamon Lakeside Hotel in the city center of bustling Colombo.

Valuable education sessions presented by industry experts flanked the many cultural experiences creating a conference that was both educational and entertaining.

CONFERENCE HIGHLIGHTS



Conference delegates experienced true Sri Lankan style including cultural dancers and drummers that captivated the attention of everyone at the Welcome Reception. Thanks to the generous support of the Sri Lanka Convention Bureau, Conference delegates enjoyed a variety of Sri Lankan appetizers as they mingled with colleagues and new industry contacts. Overlooking the beautiful Biera Lake, the Welcome Reception set the tone for a very productive Conference.

After a warm welcome by the Honorable D. M. Jayaratne, Prime Minister of Sri Lanka, and a traditional Sri Lankan ceremony where IFSA and Government officials ignited an oil lamp, Mr. Keith Yates took the stage to begin the educational content for the conference. Mr. Yates encouraged attendees to analyze their brand and to differentiate themselves from competitors. He insisted that companies ask themselves “What makes us different?” Without differentiation brands get lost in a growing crowd, said Mr. Yates.



Mr. Sarath Fernando, CEO, SriLankan Catering lights the traditional oil lamp as the Hon. D. M. Jayaratne, Prime Minister of Sri Lanka, Mr. Chinky Viola, Chair, Asia Pacific Planning Committee, and Ms. Vicky Stennes, IFSA President watch.

Following Mr. Yates’ presentation, Dr. Rob Britton entertained the crowd with personal anecdotes while simultaneously encouraging industry professionals to take a step back and think outside the box when faced with challenges. Citing examples of how Air New Zealand has overcome challenges and taken a fresh approach to providing customers with an unforgettable experience, Dr. Britton encouraged other airlines, caterers, and suppliers to adopt a fresh approach issues management.

Tuesday afternoon began by showcasing the talents of six premier industry chefs. Armed with a supply of fresh ingredients, these fine chefs worked tirelessly on Monday to prepare three

inventive courses each that would then be tasted, photographed, and judged to determine which chef would take top honors. It was no surprise to the judges that all six competitors presented mouthwatering dishes making it difficult to decide a winner. For the first time in IFSA competition history, there was a tie and the judges named both Alvin Borromeo, Philippine Airlines, and Prakash Chand, Alpha Flight Services, as dual winners of the 2010 IFSA Asia Pacific Chef’s Competition.



Click here to watch highlights from the exciting competition. (<http://www.youtube.com/watch?v=5qcFPyhkuxs>)



Following the Chef’s Competition, Conference delegates were afforded the opportunity to taste delicacies of a different sort. Tea and cake assortments presented by the Dilmah Tea Company were carefully chosen to showcase the subtle notes of these fine teas. Followed by a Real High Tea with a plethora of assorted treats and teas, the Conference delegates ended the afternoon with the taste of a true Sri Lankan treasure.

Thanks to the incredible support from SriLankan Catering and SriLankan Airlines, the IFSA Conference delegates enjoyed a marvelous evening filled with fireworks, dancing, and delicious food on the welcoming sandy beach of the Indian Ocean. This beach party was an exciting and relaxing way to close out a day that was filled with education, enticing displays of culinary marvels, and networking.

Wednesday morning began with an IFSA update from Ms. Vicky Stennes, IFSA President. Highlighting IFSA activities in 2009 and early 2010, Ms. Stennes discussed the alliances, partnerships, and industry initiatives that IFSA is undertaking in efforts to provide a strong and valuable industry association.

Ms. Stennes was followed by Mr. Paul Topping. A travel industry expert, Mr. Topping sparked interest with the attendees and probed with hard hitting questions which provoked deep thought about how the industry is moving forward.

Delegates learned about updates to the World Food Safety Guidelines and had an opportunity to ask questions when Ms. Araya Charoensupaya took the stage. IFSA has helped to facilitate the 3rd revision to the World Food Safety Guidelines, a must-have guidebook for the industry.

Rick Lundstrom, *PAX International Magazine*, completed the educational content for the conference as he moderated the panel titled "Green and Lean: Saving Money and the Environment." Featuring panelists from Europe, the Middle East, and the Asia Pacific regions, Mr. Lundstrom facilitated a discussion on new innovations within the industry that are leading to a greener and more profitable future.

Capped by a Closing reception at the 1864 Restaurant, Galle Face Hotel which was generously hosted by Fonterra, the 2010 Asia Pacific Conference was an enlightening and enjoyable experience for all involved.

GOLF

The pre-Conference golf tournament took place at the beautiful and exclusive Royal Colombo Golf Club. The event served as an excellent networking opportunity, where players forged new relationships and explored new business opportunities.



The 2010 Conference event was expertly planned and designed, thanks to a committed Asia Pacific Conference Planning Committee. Committee members are:

- § Jaime Arturo Viola, Philippine Airlines (Chairman)
- § Mr. Doug Bressler, Continental Airlines
- § Mr. Joseph Chew
- § Ms. Heather Cho, Korean Air
- § Mr. Sarath Fernando, SriLankan Catering
- § Chef Happy Hapugasdeniya, HappyK Solutions
- § Mr. Hideo Miyabe, TFK Corporation
- § Mr. Bob Sun, Flying Food Group
- § Ms. Shyana Wijayarante, SriLankan Airlines
- § Mr. Tim Zandbergen, TFK Corporation

