

WACS European Continental Director South
Board Report April 2005
by Fausto Airoidi



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WACS European Continental South
Singapore 19th to 20th of April 05

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Report to the WACS board: Singapour Meeting 2005

15th of April 2005

Dear President Metz, members of the WACS Executive Board.

I hereby send my report for the board meeting in Singapore.

Our European meeting was great success and I thank the Maltese Chefs Association for a great job in putting it together. I also thank all participants present and my colleagues for they support, Reinhold and Guissur

Tsunami relief

I sent out to all countries what I received and add little or no reply. Some countries as it was apparent in our European meeting gave money to Red Cross and other organizations. They where going to give us feed-back on future events.

It is difficult and I speak for myself in Portugal to raise money just after what happed as so many Aid events happened that its was difficult to get message through. There are legal terms for doing this that officially we could not get around it as we have to be a registered AID association and our Status does not apply.

I believe that we can contribute in Future through people helping with teaching, equipment, books, uniforms but money will be difficult.

WACS Membership

This is a point we have to discuss as the world is changing and I believe many of our members are not representative of their countries.

I think we should have a review of standard needs like National representation, Government appointment, etc every 5 years to determine a National Association of being the WACS affiliate and its capacity to hold that responsibility.

Take Spain for example: It leads the world at this moment with its Culinary Genius and progress. Its WACS affiliate is not respected by its peers nor by the industry. What can WACS do? There is a great interest for Barcelona to hold our next 2010 WACS Congress which I believe they could do a great job during one of the largest Food Events in Europe ALIMENTARIA. They are going to try and approach the Spanish Chefs Federation but they believe nothing will come of it.

WACS New Office

Base in Singapore was our European Consensus due to the great work by Peter Knipp although I believe we should consider other options due to cost, accessibility and global contacts. We should define what the office is for, staff profile, countries of interest,... Everybody would love to have WACS in their country, I believe we all could somehow arrange with Tourism Board or local association a space to suit WACS. Lets look at the real needs, aspirations of future WACS and lets be pragmatic in the choice.

Communicating with Chefs Association ?

Communication is still a great problem as so many mails come back and so little response comes through.

I would suggest that we get a WACS mail like: Portugal@**wacs2000.org**, :

Italy@**wacs2000.org**, : Greece@**wacs2000.org**, these would be linked to at

least 3 mails from each country that the affiliated association would renew every year if necessary.

WACS Member's fee?

There is a lot of debate over the WACS member fee because for some countries it is very difficult to pay this. We need to create mechanism for these countries in greater need by offering a solution to this problem.

South Europe Budget.

I still have great difficulty to make a budget for my needs.

I know that to be more efficient it would be necessary to visit each country, learn how they operate, meet the other people besides the ones that we always find at the events, feel their needs and aspirations and then help them in whatever way WACS can .

I know WACS does not have the money, I don't have the time and money.

Although part of the visits are paid either by WACS or by the inviting country there is a lot that is not paid for and we personally have to pay. This is no problem if it happens once in a while but if it happens in a regular basis it can be a problem.

South Europe Strategy

1. I believe our most precious asset is our Global aim to focus on Education. Create the WACS Master Chef Certification and help the developing countries with culinary skills. The Master Chef Certification should be done at world renowned WACS approved schools so that we can guarantee a World Standard. I do not believe in a system that will be left to every country to apply by following a set of rules. This can only happen when you have enough Master Chefs in a Country to make sure the standards are up-held. I think we should talk about and restart the Train the Trainer program and create a Training Network for young chefs.
2. Promote the idea of a World Passport of Competence: A Document recognized by WACS that would be stamped with all events participated within the WACS arena, culinary courses, continuing education certificates, competitions, awards, etc... This would be something we could do for our associates that they would feel part of this organization and get something back. This could be also a source of income.
3. Promote a Mediterranean Chefs Competition to have our candidate to the Global Challenge competition. I have spoken to organizers of Cocinero del Ano in Spain and they are very interested in promoting this event in all Mediterranean countries and do a Regional Cook-off. The organizers of the Spanish Cocinero del Ano have sponsorship for the event of over 600.000 euros. The way they have attracted sponsorship is incredible and we should learn from it. President Metz and myself are invited to the finale of this event at a future date to be announced and this will be a very good opportunity to speak and clarify many things.
4. Invite and help Southern European Countries that do not belong to our WACS family to join and help them build up a strong association: Turkey, Macedonia,...
5. Look at the Map and discuss with the Board if African Mediterranean Countries should not be involved more with Europe.
6. Look for suitable Mediterranean Candidate for the Position of WACS European Director South for the next term of office in case I will not be able to stand for re-election.

Best Regards to All

Fausto Airoidi
WACS European Director South Region