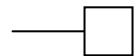


WACS European Continental NORTH Director's Report

Prepared April 2006
By Gissur Gudmundsson





Memo to WACS members

20th of April 2006

Dear President Metz, members of the WACS Executive Board and members of WACS,

I am pleased to send you my report of activities and relevant information from WACS member countries in the northern Europe region.

March and April have been two of the most exciting months for a long time; defiantly the congress in New Zealand was the highlight for us all.

It was a pleasure for President Metz and his Board to meet so warm a welcome in Auckland both from the New Zealand Chefs Association and the members that had travelled from the entire world to take part in the congress. We feel that we are on the right track and your support is going to help us all with our goals and dreams for WACS. We know how important it is to share with you all what we are working on, what next steps will be and how we are going to do them. We told you all what we have been working with for the last two years and what we will work for over the next two years. It can be sometimes be hard to get the goal, especially when you think this is all done in our free time and we like to do it especially when we feel your support.

The name C.H.E.F is not going to stand only for what we have been doing for this four years of this presidium— no the name C.H.E.F will stand forever if we all take care of that, its important task for us all to live up to Cuisine, Hospitality, Education and Food. I want to ask you all to add this to your agenda in your own association, your own website and wherever you have possibility, without the promotion from you we can't get our Association reconnected and known worldwide.

One other thing I'd like to ask everyone to think about, use the tagline wherever you can if you feel the same as we on the Board— Proud Member of the World Association of Chefs Societies. We on the Board are truly proud to be members of such a great association. What you got in Auckland at our last congress was friendship between chefs worldwide, everywhere in the town you'd meet chefs from different parts of the world and you sit down and start chatting— few groups in the world have so many things to share between each other, even Gin and Tonic can be up to discussion in a right place. It's not only about cod, beef or asparagus, we live in an industry where we can talk about nothing and everything... isn't that great?



As a Continental Director for Northern Europe, I have to say I am extremely proud of my countries. Each and everyone of my countries have a goal to work together to bring WACS forward and promote their own country. I like to congratulate and welcome Lithuania, Republic of Biel Russia, Estonia, Turkey and Serbia Montenegro as new members of WACS, remember to use the friendship right, don't be afraid to ask for help when you need it and feel free at any time to offer help if you can, that's what WACS is all about.

I have to tell you on my way home to Iceland, my friends and I had a stop in the beautiful island Samoa / Apia for three days... three days of gastronomic experience! From 9 o'clock in the morning until midnight we went on trips to try to learn everything about the small island, tasting the fruits and herbs was great experience for us all. We know the products but getting it frozen and seeing where and how they're grown was great; we went out to the ocean to fish and it was the first time in my life I ate so many fish— and they tasted even greater because we got to go into the kitchen at the Hotel Aggies Grey to cook it ourselves, what a dream the trip was.

The three day holiday in Samoa was important for us because when we came home, we had to work hard to make our own show for the Icelandic people, from 30th of April to 2nd of May, we had over 100 international guests in Iceland taken part in different competitions— Chef of the Year in Iceland, Nordic Chef of the Year, Nordic Student of the Year, Icelandic Student of the year, Icelandic Kitchen competition, Omelet competition between bank directors, soup competition, oysters competition, Dishwashing competition, kid competition, and the new highlight competition named "One World" culinary competition, a combined effort between the Icelandic and South African Chefs Association. Five countries were invited to take part in this event, Estonia, Romania, South Africa, Australia and Brazil, and the goal of this competition was to bring all the five continents together to share friendship and knowledge. I have to say the quality that came out of this competition was high, it was a pleasure to see all the countries work so well with such unknown products— they had to use Icelandic ingredients that they all had never work with and they all lived up to it. We were extremely happy with all our guests and we felt they had a good time too. I personally like to thank Dr Bill Gallagher for all his help and inspiration to make this happen and I look forward to going to Johannesburg next year to compete in the same competition.

At the end of this month the Icelandic Chefs Association will hold their yearly congress where I will resign as president of Icelandic Chefs Association. It has been a pleasurable journey for me to work with my colleagues in Iceland and I will keep on doing that side by side with the new President. Summer is coming and for us all this is busy time, I will see many of you around the world over the next months, many events and meetings are scheduled.



The future is in our hands and we all in Europe are ready to take part in that. My friend and colleagues take care and I look forward to seeing you around the world.

A chef's regards,

Gissur Gudmundsson

President of the Nordic and Icelandic Chefs Association
WACS European Continental Director