



WACS European Continental NORTH Director's Report

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A trip in Dubai, United Arab Emirates



From a fishing village on the edge of the desert in the 50's to the amazing example of urban design it is today, Dubai's very short modern history is reflected in how fast and impressively the people here can make things happen.

A quick trip to Dubai convincingly proves to anyone that it is the perfect place to hold a WACS congress. With hospitality traditionally being one of the most highly regarded virtues in this part of the world, it is no wonder then to find that Dubai has one of the highest concentrations of five and four star hotels in the world (the famous Burj Al Arab holds seven stars). These marks are well deserved as the service and food in these establishments are nearly or completely impeccable.



After attending the Emirates Salon Culinaire 2007 this month at the Gulfood Show in Dubai, it was obvious that the Emirates Culinary Guild (ECG), who will host and organize the WACS Congress in 2008, is an important part of what gives this city its high standards. The show was run like clockwork. What's their secret? The Salon is organized and run by chefs that work in Dubai; the sponsors are silent partners. Because of this, it is the spirit of the

kitchen that shines through, and Dubai kitchens have a very particular soul.



The organizers themselves are highly efficient in their everyday work. How many chefs can boast having catered for weddings for 2000 plus people? Or organized a party for 5000 in the middle of the desert and delivered food of superior quality? The mere logistics for this kind of work is mind-boggling.

With Dubai's incredible demographic growth and the demands for sometimes extravagant traditions when it comes to special events, the city chefs have many opportunities to prove their high degree of skill with both their good organization and attention to detail. Their state-of-the-art facilities and equipment assure that the job is only done more accurately. What is more, there is tremendous industry support from the locals and any event that will help put Dubai on the map has the opportunity to be lifted to its utmost potential because of this support.

Dubai also has thrilling surprises at every corner and the ECG gave only a small taste of what is to come in 2008 during the Salon with the social activities they invited the judges of the Salon Culinaire to take part in. If you think you have seen it all, Dubai will change your mind.

There is no doubt that the ECG is ready for the Congress next May. Indeed, the 2008 WACS Congress promises to be one of the most amazing yet.

Catherine Bergeron and Gissur Gudmundsson

A Chefs regard,

Gissur Gudmundsson

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