

Index

PART 1

World Association of Cook Societies 3

History of Worldchefs

About Worldchefs

Partnerships

Activities

Communication

Members

Organisation

Corporate Structure

PART 2

What's the digital competition management application..... 9

Competitors

Benefits for organisers

Technical requirements for organisers

Judges

Benefits for judges

Benefits for Worldchefs

PART 3

Quick view on screenshots..... 13

Administration Part

Judging Part

PART 4

Partnership Package and Contract 21

PART 1

ACTIVITY

REPORT 2016

1. World Association of Chefs Societies (WORLDCHEFS)

The World Association of Chefs Societies (WORLDCHEFS), the global authority on food has a rich history that stems from the 1920s. Celebrating more than eighty years of serving the chef community since it was first established in 1920, this is one association that has survived World War Two and is now moving into the millennium with a plethora of initiatives dealing with worldly issue. These include the environmental sustainability for produce and a chef's role in ensuring the next generation world, the growing of chef communities, the hosting of numerous events and competition and the promotion and support for continual education for chefs all around the world.

2. About WORLDCHEFS

In 1919, the international labour office was set up in Geneva, Switzerland and within a year the Swiss Cooks Federation introduced the idea of an international chef association. Eight years later, on October 1928, marked the birth of WORLDCHEFS, with its office being established in Sorbonne, Paris, and the venerable August Escoffier being appointed as the first Honourary President of WORLDCHEFS. As a global network of chefs associations, its first congress had 65 delegates from 17 countries, representing 36 national and international associations.

Today, this global body has 93 official chefs associations as members that represent over 10 million professional chefs worldwide. The biennial congress is a hallmark tradition of WORLDCHEFS and has been organized in over 20 cities across the world throughout its illustrious 82-year history. WORLDCHEFS is managed by an elected presidential body consisting of the WORLDCHEFS president, vice president, treasurer, secretary general and ambassador honorary president, as well as a board of continental directors that look after the regions of Asia, Europe, Africa, the Pacific and the Americas. Three separate committees, the Culinary Competitions Committee, the Education Committee, and the Marketing and Communication committee as well as several sub-committees manage the programmes and different activities under WORLDCHEFS.

As a non-political professional organization, WORLDCHEFS is dedicated to maintaining and improving the culinary standards of global cuisines through education, training and professional development of our international membership. As an authority and opinion

leader on food, WORLDCHEFS represents a global voice on all issues related to the culinary profession.

After a decade of exceptional growth, The World Association of Chefs Societies is entering into a new era of consolidation with a more solid corporate structure and procedures to ensure stability and continuity for what has been achieved in past years.

We are now setting the cornerstone for what will become our future model, in the way we interact with our members and partners. One of the principal priorities is to ensure financial sustainability and to strengthen the organisation with the necessary resources and competencies to face tomorrow's demand.

3. Partnerships

Nearly all our historical partners have renewed their confidence in us by signing up for another term, as well as some new important ones joining. I use the word partners to underline the close collaborative nature we have developed with our partners. The Electrolux "Arts & Science together" seminars, Nestle Healthy Kids, Unilever Sustainability Seminar and Electrolux Feed the Planet initiatives that is actually being launched are examples of such partnership that go well beyond the traditional sponsor relationships. Thanks to our Global Chefs Challenge partners the competition will live on and for the first time the Young Chefs will have the chance to perform at the Sirha in Lyon next to the Bocuse d'Or arena.

- Nestlé Healthy Kids reached a historic 13 000 children and 1500 chefs with over 100 events in 50 countries.
- Electrolux "Arts & Science together" provided 24 skills seminars in cook & chill method to nearly 500 chefs in 8 countries.
- Sustainability Seminars with support from Unilever and Electrolux are being piloted in 15 countries before global roll out next year.
- Global Chefs Challenge, Pastry Challenge and Young Chefs Challenge involves 10 countries in 7 continental semi finals to reach the World Final stage.

The notion of sponsorship has evolved into service partnership. Sponsor driven activities and deliverables have encouraged us to become more performance driven on communication, event organisation, website, social media campaigns and magazine. This is a partnership where everyone wins and especially our members.

4. Activities

The key factor to ensure sustainable growth and stable financials is to provide relevant quality services to the chefs community around the world.

- **The School Recognition program** has been hugely successful with the awarding of 100 schools in 35 countries over only a 3 years period. We will strive to continue adding

value to this network of meriting institutions as well as working closer with our members to ensure the quality of the program.

- **The Global Certification program** that has been at development stage has just recently been completely restructured using the latest development in continuous learning called “badging”. Although growth has not been at the expected levels we still strongly believe in the program’s future. Together with our partner City & Guilds we are launching a system that opens new doors for and puts us in the forefront of education.
- **Worldchefs Congress & Expo** is now for the first time under our own control and features a richer line up of speakers than ever before. Our mission is to create a venue that will attract the “who is who” in the culinary industry, provide top education content and a networking platform for professionals. By managing the congress internally we aim to be more efficient on sales and marketing as well as on all organisational aspects, including cost control, to deliver a hallmark event of the highest quality while remaining financially viable.
- **Worldchefs organises on average 15 judge seminars** annually and now holds a list of over 1000 judges from 80 countries. New seminars for pastry and carving have been launched and a seminar destined for competitors who wish to improve their skills is being piloted.
- **Culinary Endorsements** are at an average of 27 events per year. Endorsements are an important means to ensure fairness and standards of competitions. With less members choosing to have their national or regional events endorsed, we are looking into new features and value proposal in order to attract more events.

5. Communication

Worldchefs have been through a period of rebranding over the last years. We are now close to streamlining our communication according to new visual identity guidelines and logotypes. Furthermore we have been developing and improving our communication tools to increase the brand visibility.

- After a difficult transition period the website is now stable and functioning. Continuous development is still a key element to reach more chefs and create a stronger brand presence. We launched myChefspace earlier this year that has been well received with up to 100 new accounts created each month. The ultimate goal is to create an online community between chefs, our members, partners and worldchefs by providing useful functionalities and relevant content. This is and will remain work in progress in an ever-changing environment where opportunities are endless.
- Worldchefs Magazine is now running its 15th edition since its creation in 2010. Despite early scepticism it has remained self-funding from the very start. The Magazine has been growing in quality and content to play a key role in our external communication. It provides a physical evidence for Worldchefs’ numerous activities as well as serving as a platform for many of our members and partners to reach the global chefs community. It has also served to be a very recognised communication platform for our partners.

- Our social media channels have seen an average growth in followers of around 30 % each year and are increasingly professional in look and content. Partners are now seeing the value, and the first initiative is working with Dilmah to boost selected posts via the Worldchefs facebook page.
- We have also re-introduced the monthly Worldchefs enewsletter, which pushes news ~~the~~ Worldchefs website into the inboxes of our chef community.
- In preparation of the congress, we also send weekly edms to our community to ~~g~~hem on the upcoming activity in September.
- We continued to organise Worldchefs Village at the Culinary World Cup in Luxembourg and at the ACF convention in Orlando 2015, where members and partners can show case their country and products. Worldchefs also set up booths at key events around the globe such as Bocuse d'Or in Lyon, Gulfood Dubai, Food and Hotel Asia in Singapore, Food and Hotel China in Shanghai and Istanbul gastronomy festival.

6. Members

We are pleased to welcome the Maldives, Nepal, Puerto Rico, Argentina, Syria, Belgium, Macedonia and Samoa as new members. Worldchefs now counts 105 members countries and has a good representation in all parts of the world.

In our aim to lead the way and work hand in hand with our members, we are piloting a Member Revenue Sharing Program where a part of our revenues from internal growth goes back to the country association. This will mark a new way how Worldchefs engages with its members to create common benefits.

Young Chefs Development

In the memory of Billy Gallagher, our Young chefs Development team is relentlessly working to support and strengthen the young chefs network. We count 12 young chefs ambassadors supported by a development team of 12 mentors around the globe. We are proud to announce that with the help of our members we have established 36 National Young Chefs clubs to date. Needless to say, we are mentoring the future leaders of our organisation whether on a national or global level.

World Chefs Without Borders

Our dynamic WCWB committee raised and redistributed over 90 000 euros over the two years for the benefits of disaster victims around the globe, thanks personal efforts of our ambassadors and members.

Sustainability Seminar

A comprehensive Sustainability Education syllabus has been developed with the aim to serve as future standard in culinary education. The program is now being piloted in 4

schools around the globe before it will be rolled out free of charge for all Worldchefs Recognised schools.

Feed the Planet

After a year of restructuring and planning, the Feed the Planet is to get new wind under the wings with the unprecedented framework agreement with Electrolux to collaborate on targeted activities and pilots relating to sustainability, poverty alleviation and humanitarian aid. Details of this collaboration will be announced during year 2016.

7. Organisation structure

Due to increase in activities and departures, the association recruited 2 full time employees and 1 long-term internee during the period. The positions recruited are a full time administrative assistant, a full time communications assistant and a webmaster/web project manager internee.

The association also signed up an Education Director on half time freelance bases to oversee new and existing education programs such as Global Certification, School Recognition, Sustainability Syllabus, Art & Science seminars and future launch of Worldchefs Academy.

8. Corporate Structure

The Association created a Limited Company registered in Hong Kong in February 2014 and started effective operations in mid March 2014.

The limited company covers all commercial activities of the operations while membership dues and humanitarian donations remain under the Association accounts that are registered in France under non-profit association laws.

The motive to separate commercial from non-commercial activities in a limited liability company structure is to protect the association from any unforeseeable commercial risk that might jeopardise its 88 years of history.

PART 2

COMPETITION MANAGEMENT SYSTEM ©

- A 360° view on the world's most advanced judging system -

1. COMPETITORS

1. The Interface begins with an intelligent registration form, guiding the competitor through all application steps
2. The competitor will be redirected to an online payment form
3. The competitor gets a confirmation with a registration code and a barcode or QR
4. This registration code (identity code) helps organiser to generate information such as: email, FAQ, internal communications etc.
5. On the competition day the competitor will be welcomed by the responsible person in the reception, who will scan the personal code and the competitor guided to his table

2. BENEFITS FOR ORGANISERS

- Direct payment from the registration fee
- Automatic confirmation of payment by credit card
- No typing errors at any stage
- Human recourse and paper economy
- Automatic creation of the database
- Possibility to target any further communication

3. TECHNICAL REQUIREMENTS FOR ORGANISERS

1. Decide on the number of tablets
2. Order Worldchefs Digital Judging package in advance
3. Provide a single LAN connection at the spot

4. JUDGES

1. 1 judge – 1 tablet
2. The administration assigns a competition programs to each judge in advance
3. On local wireless the tablets could be synchronised every day before judging to load the data
4. The judge will get a list of programs to judge with the table numbers
5. Arriving on the table, the judge opens the judging file, scans the registration code and judges individually
6. After finishing his judgment the judges have to discuss differences within their group, sign them (digital signature by login code) and sent them afterwards to the server within the local wireless area near the server
7. The office only needs to print out the diplomas

5. BENEFITS FOR JUDGES

- Judges gives their points individually
- Judges have a possibility to put personal notes and remarks, and get a quick view of personal results
- No calculation faults
- Better time management with the list of programs to judge
- Enhanced control - the application blocks the final synchronizing before all the programs were judged
- Save time for the general results
- Prize giving could start directly after judging
- Outprint from the lists for the prize giving
- The organizer is sure to follow Worldchefs competition rules
- The organizer is sure is updated on the last results from the judging sheets
- The handling with the tablets is possible to be explained during the seminars for handling
- Due an limited internal wireless connection between the server and the tablets, no information could be sent to an external person and no guarantee the functionality from the system and his data
- Due to the safety reasons, transmission of the points to the server is only possible, if the registered numbers were judged

6. BENEFITS FOR WORLDCHEFS

- Keep a close track of the payments
- Generate and grow database
- Select particular target groups for future communication purposes
- Empower credible and professional image as the global authority for the culinary industry
- Make sure a competition is in line with Worldchefs Culinary Competition Rules & Regulations
- Take a lead towards more progressive and modern ways of doing, and eventually be the one to bring culinary competitions to a higher level
- Ensure transparency at all stages of a competition

- Through an automatic information flow provided by the integrated system, enhance the overall control of all judges who take part in a competition
- By getting an instant feedback from the system, make sure to get an update on all judges' statuses – license approval/expiration date, is he/she on the list of Worldchefs approved judges etc.

“Experience the latest, most convenient, efficient and secure COMPETITION MANAGEMENT SYSTEM © powered by Worldchefs, while significantly reducing your expenses, manpower and paperwork, saving time, building your database, improving your event’s pre and after image and organisation flow, and ultimately - making your competition the one to be remembered!”




PART 3

QUICK VIEW ON SCREENSHOTS


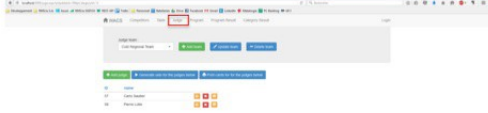
1. Administration Part

The judges (Tab « Judge ») 2/9


1. Create a judge group (team)



- Select a judge group
- Add a judge to the group
- Only the head judge will get the admin status. The other judge are defined as member

7/28/16



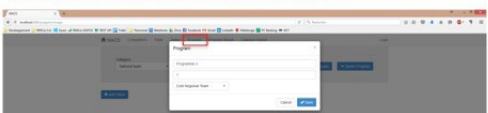
Creation of the programs (Tab « Program ») 3/9

1. The categories are fixed in advance by the IT company

2. Choose a category


3. Add a program

- Type the name of the program
- Weight : define the weighting of the program
- Define the judge group supposed to judge this program




4. Select a program

- Add the content (items) of the program

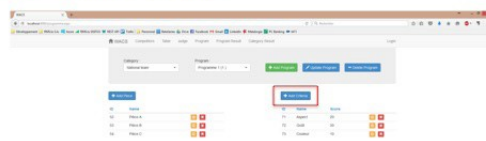


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Création de programmes suite

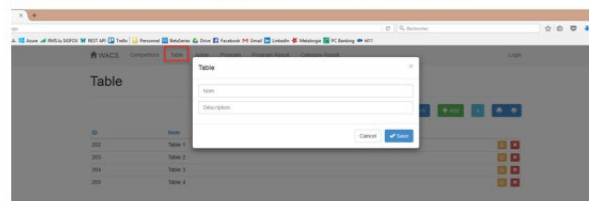
5. Define the criteria for the judgement



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Create the exhibition tables (Tab « Table »)



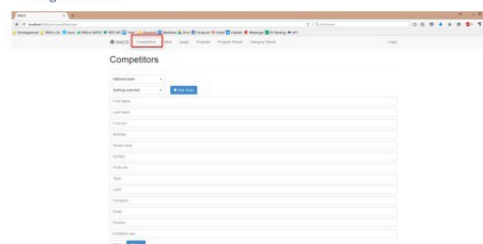
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Participants (Tab « Participants »)

Add a participant

- The participants register online.
- The system generates all participants directly in the right category.
- The competitors needs to register each program.
- The competitor gets one ID himself and one ID for each program he registered for.



7/28/16



7/9

7/28/16

8/9

Schedule

- Tab the « All vs Team » at the left side to see the « Team ». Now all the IDS' from the competitors are visible « Inscription/RegistrationID ».

- Tab the edit button
For each program you may change if needed:
 - The competition date
 - Choose the judge group in charge for the category
 - Choose an exhibition table

7/28/16

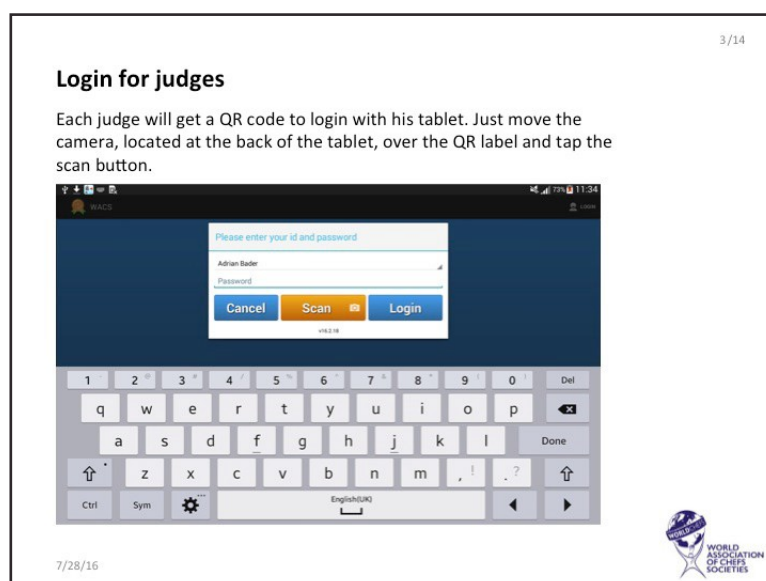
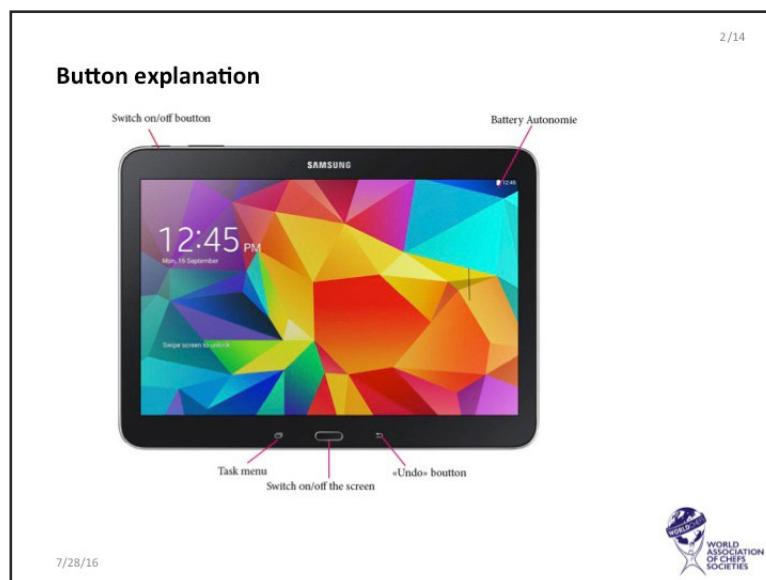
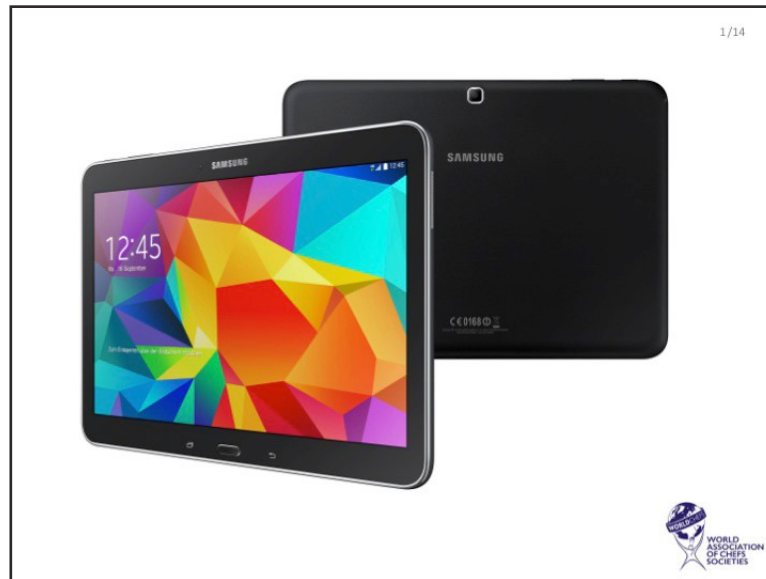
9/9

Schedule (suite)

➢ Now you can see and check if all competitors registration is « Valid or / Not valid »

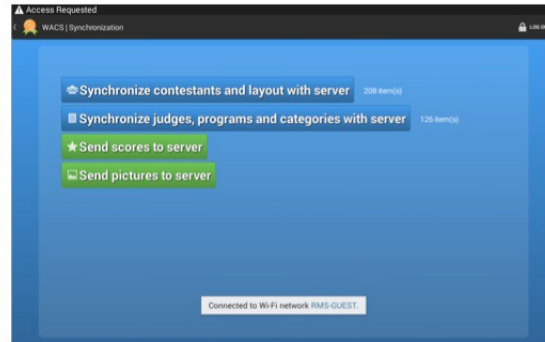
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2. Judging Part



Download your program and items to judge

- Tap on the blue buttons to synchronize the competitors' list you have to judge, as well as their programs and items.
- The synchronisation has to be executed in an area close to the server.

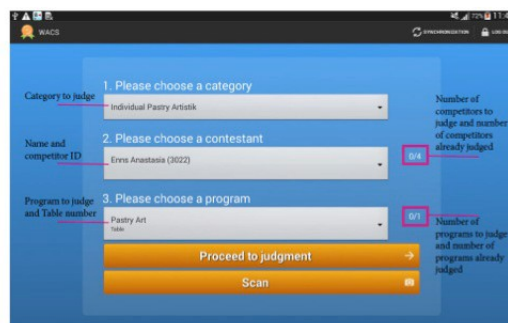


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Start judging

- Start judging by scanning the competitors QR code printed on his exhibition card.
- On the display, you will see the competitors' details for control. All details, especially the ID should correspond with the printed information on the label.
- After the check, judges will proceed to judgment.



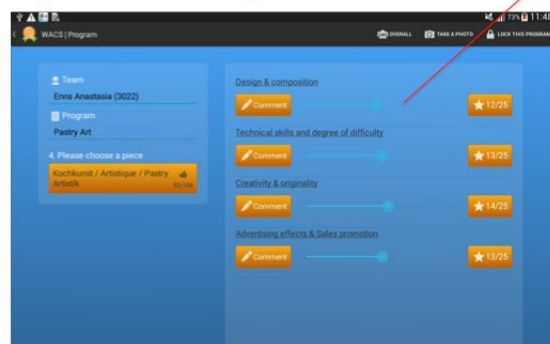
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Judge the program

Choose the criteria and define your score with the slider.

Slider

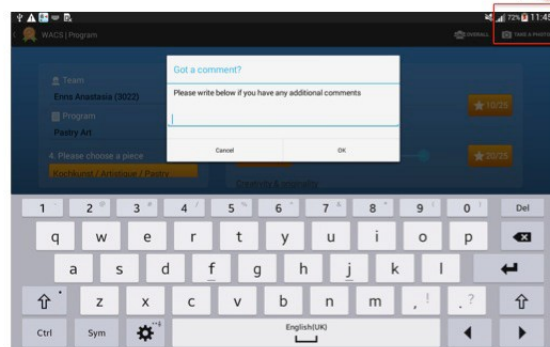


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Personal comments

- Put your comments and if needed take pictures.

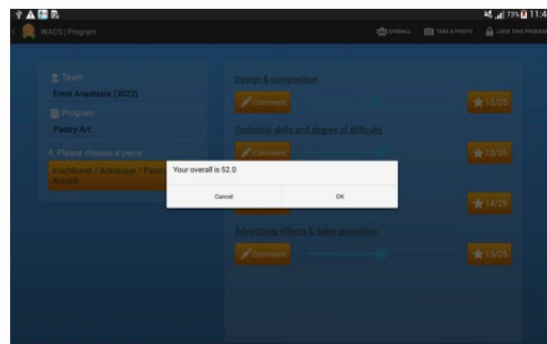


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Check your overall and go to the next

- When done, tap OK and go to the next competitor in the list or use the scan.

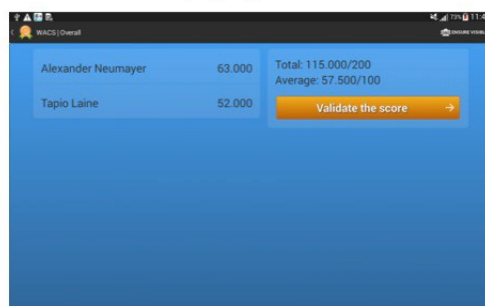


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Judge group briefing

- The head judge (defined by the organizer) will get the overview of the scores awarded by all the judges in his group.
- In case of big differences, judges have to justify their decision and adjust their scores according to the rules.
- Validate the scores by tapping the "validate the score" button.

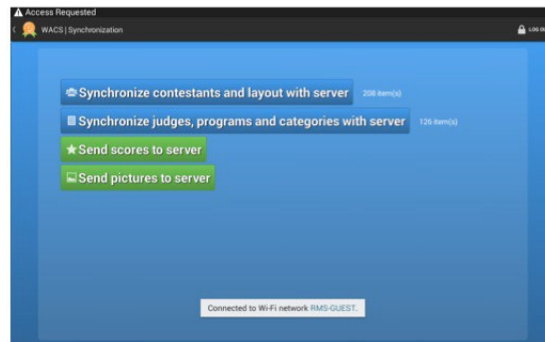


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Sent your score to the server

- Tap the « send score to server button ».
- After that **No changements possible.**

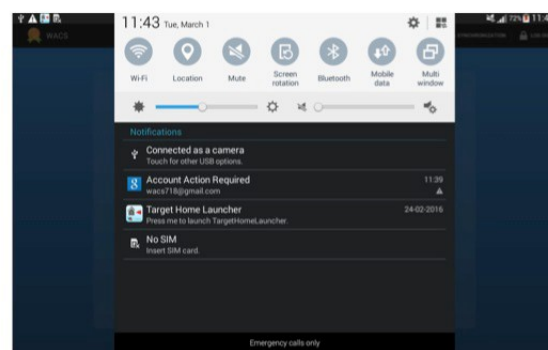


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General information – How to activate the WIFI

- Unroll the menu by sliding from the top of the screen to the bottom
- Tap activate the WIFI.

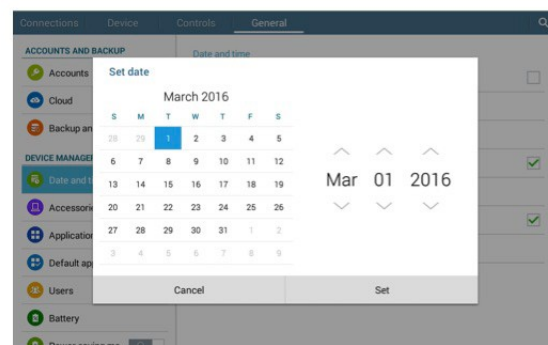


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General information – How to change the date and time

- How to change date and time



7/28/16



General information

How to clean the screen



7/28/16



General information

How to recharge your tablet



7/28/16



PART 3

PARTNERSHIP PACKAGE AND CONTRACT

Luxembourg proposal: Worldchefs Competition Management System ©

1. Objective

WORLDCHIEFS COMPETITION MANAGEMENT SYSTEM © is a revolutionary IT application designed to manage judging and scoring in culinary competitions.

The purpose of the system is to facilitate the management of competitions by using an application to manage registrations, registration fees, stats of competition and judge experience, during the competition collect scores in a more efficient and secure way. The system saves a large amount of loose paper reduces administrative work and risk of errors as well as providing increase transparency.

How does it work ?

- Competitors register themselves to the system's database
- Each judge receives a tablet with a user code to the Digital Judging System
- The judge can enter his score and comments with photos directly into the application
- The data is transferred to a central server that calculates the total score of each competitor.

2. Partnership Benefits

Naming rights as official Partner of
WORLDCHIEFS COMPETITION MANAGEMENT SYSTEM ©
Partners logo and mention: "WORLDCHIEFS COMPETITION MANAGEMENT SYSTEM ©
powered by..."

1. on medal stage at the competition venues
2. on results board or screen at the competition venues
3. in Digital judging application
4. in Judging rules application
5. on carry bags for tablets
6. on tablet protection covers

Feature:

Worldchefs endorse culinary competitions around the world that comply with the international culinary rules set by Worldchefs Culinary Competition Committee. We also train and certify judges who qualify to judge in Worldchefs endorsed competitions.

ACTIVATION PLAN 2016-2017

Events where system is to be used at Endorsed Global and International Competitions:

Global Chefs Challenge, Pastry Challenge and Young chefs Challenge , World Final held at Worldchefs Biennial World congress in Thessaloniki, September 2016

- Visitors: 1000
- Competitors: 70
-

IKA - Culinary Olympics, Germany, October 2016

- Visitors: 25 000
- Competitors: 1 500
-

Global Young Chefs Challenge, Sirha Lyon, January 2017

- 250 000 visitors
- 8 competitors
-

Gulfood, Dubai, March 2017

- Visitors: 100 000
- Competitors: 1 500
-

HOFEX, Hong Kong, March 2017

- Visitors: 35 000
- Competitors: 750
-

FHC, Shanghai, November 2017

- Visitors: 50 000
- Competitors: 1000
-

FHA, Singapore, April 2018

- Visitors: 60 000
- Competitors: 1 500
-

Potential Exposure :

- 6 International Exhibition
- Nearly 500 000 international exhibition visitors
- Nearly 10 000 competitors worldwide
- Nearly 1000 qualified judges worldwide
- Tens of thousands of website visitors

2.1. Global Partner naming rights

1. Naming rights as a WORLDCHEFS official Partner.
2. Right to use WORLDCHEFS logo on all PARTNER's marketing material as official Partner
3. Partner's logo to appear in Partner section on Worldchefs Website with a presentation page and link to own page
4. Partners's logo to appear on back cover of Worldchefs Magazine
5. PARTNER'S logo to appear on Worldchefs Booth wherever present at culinary events.

Feature:

The World Association of Chefs Societies (WORLDCHEFS) is a global network of chefs associations founded in October 1928 at the Sorbonne in Paris. Today, this global body has more than 100 official member chefs associations that represent millions of professionals worldwide.

WORLDCHEFS is a non-political professional organization, dedicated to maintaining and improving the culinary standards of global cuisines. We accomplish these goals through education, training and professional development of our international membership.

As an authority and opinion leader on food, WORLDCHEFS represent a global voice on all issues related to the culinary profession.

2.2. Communication

1. Possibility to submit 1 page advertisement to each issue of WORLDCHEFS magazine. 3 Issues per year.
2. Possibility to submit 1 news pieces to Worldchefs.org web site and social media per month (e-newsletter, facebook, twitter)
3. Possibility to communicate via featured Partner presentation web page.

Feature:

News and communication from PARTNER will be posted in our news section on the website, sent via our newsletter and pushed into our social media
Worldchefs Magazine receives over 50 000 online views.

Worldchefs Monthly Newsletter receives 5000 views

Banner campaign on Worldchefs.org receives on average 600 clicks per month.

Facebook has over 40 000 followers and each posting reaches an avg.

Of 9000 persons.

Worldchefs website has on average 20 000 visits per month

3. Partnership Fee Structure

WORLDCHEFS COMPETITION MANAGEMENT SYSTEM © PARTNER

Non exclusive

TOTAL : € 15 000

EXCLUSIVITY PARTNERSHIP:

- WORLDCHEFS DIGITAL JUDGING SOLUTIONS © PARTNER (exclusive)
- Global Partnership offer
- Communication offer

TOTAL : € 30 000

4. Terms and Conditions

This agreement is entered between :

Worldchefs Ltd. (A subsidy of The World Association of Chefs Societies)

8th Floor, Gloucester Tower The Landmark, 15 Queen's Road Central Hong Kong

and,

PARTNER

This agreement is for the period DATE. The partnership will take into action from the date of signature if signed before that date.

Terms of payments...

Product cost, shipping and handling of products to competitions and other events is to be covered by Partner.

If either party significantly defaults on his obligations as laid down in this AGREEMENT, the parties have the right to terminate the AGREEMENT with immediate effect.

This AGREEMENT has been issued in duplicate and signed by both PARTIES. Each of the PARTIES is to keep one copy.

Date:

Date:

Place:

Place:

For WORLDCHEFS

For PARTNER