

# IHF 2009 remains Jordan's must attend hospitality platform

With the joint efforts of Events Unlimited (Jordan) and Hospitality Services (Lebanon), the 9<sup>th</sup> International Hospitality Forum drew in more than 3,000 visitors during the 3-day event held at Amman Exhibitions Park.

Hailed as Jordan's leading hospitality and foodservice event, the exhibition exuded with new opportunities and a vibrant atmosphere that surpassed expectations. Professionals and business people from the hospitality industry in Jordan and the region gathered to view the latest products and services on display, attend training sessions, marvel at the artistic displays of Jordan's skillful chefs, and cheer chefs at the live kitchen area. Above all attendees made new business contacts with some 60 exhibitors from Jordan, Lebanon, Syria, Saudi Arabia, the United Arab Emirates, as well as the USA, the UK, Germany, Holland and various other parts of the world.

The International Hospitality Forum 2009 succeeded yet again in maintaining its position as a true benchmark of quality and professionalism, as it inspired local and regional businesses. The event ensured that top decision makers and leading professionals will continue to return each year to witness developments in the tourism, hospitality and foodservice sectors and plan for the future.

The Jordan Restaurant Association, one of IHF's greatest supporters, acknowledged the achievements of a number of companies and institutions for their outstanding contribution to the country's hospitality sector. Among those were Nabil Company for Food Products, Abdin Industrial Establishment, as well as IHF organizers - Events Unlimited and Hospitality Services. [www.ihfjordan.com](http://www.ihfjordan.com)



## BED MAKING COMPETITION

For the fourth year in a row, the International Hospitality Forum hosted a bed-making competition. Housekeepers and hotel management students raced to make the perfect bed within 10 minutes. Therapedic offered cash prizes for the first three winners. Hoteliers and students competed overseen by renowned judges.

Bed Making Sponsor



### Judges

Claude Dammous  
Partner and Human Resources Manager at Hospitality Services sarl, Lebanon  
Mohammad Ershaid  
Housekeeping Manager Amman Marriott Hotel, Jordan  
Oussama Nahr  
Therapedic Sleep Products, Jordan

### Winners

Le Royal Amman, Ibrahim Rasmi 1<sup>st</sup> Prize  
Le Royal Amman, Jehad Mofeed 2<sup>nd</sup> Prize  
Le Royal Amman, Tayseer Harb 3<sup>rd</sup> Prize

Winners of the Students Contest  
Jordan Applied University, Muhyee Al Deen Magableh 1<sup>st</sup> prize

## Exhibitors News

### Students lend a helping hand

The Jordan Applied University College of Hospitality and Tourism Education creative booth displayed promotional material, a short documentary about JAU and its programs, and a display of various styles of table napkin folding. Eight students performed in the bed making competition. JAU students also helped as ushers and organizers. [www.jau.edu.jo](http://www.jau.edu.jo)

### Milk for all seasons

Halibna, the market leader in milk powder recently launched its new brand extension in UHT fresh milk, which comes in full fat or skimmed milk from Europe. Halibna is trusted as a brand to provide excellent quality at reasonable prices. This UHT milk is made from fresh milk from different well-rusted sources in Europe under Halibna guarantee; unlike other brands in the market, it is not made from milk powder base. Other products from Halibna: butter, cream, condensed milk, mozzarella blocks. Khalaf Stores [www.khalaf.com.jo](http://www.khalaf.com.jo)

### Everything is fine

New for 2009 is the electric Autocut dispenser; this dispenser offers a superb hygiene environment as only the actual dispensed sheet is touched; this eliminates the possibility of other sheets becoming contaminated. The air freshener dispenser unit makes for a perfect add-on for a variety of locations such as an office, lobby, reception area, washrooms, kitchen and many more. The hygienic portfolio also includes hand cleaners and sanitizers for every-day use and for the medical institutes.

## TRAINING ZONE

Training sessions were offered to IHF visitors on various interesting topics to help them hone their skills and improve their productivity and performance. Activities included:

- The Smart Art of Dealing with Angry Guests by Rand Haddadin
- Hospitality and Business Etiquette by Ashraf Yassin
- Complaints: Blessing or Depressing by Rand Haddadin
- Team Building by Suhail Jouaneh
- Sales Techniques: The Successful Sales Formula by Daniel Samarneh
- Cross Selling & Up Selling by Daniel Samarneh
- Cost-Cutting Measures by Abeer Qumsieh
- Cross-Cultural Communication by Ashraf Yassin
- The Service Mindset by Mary Sakkab

Training Partner



# CULINARY ART SHOW

One hundred and twenty chefs competed in 16 different food categories (11 displays competitions and 5 live competitions) in the presence of renowned judges at this year's Culinary Art Show.

## The Jury: The International Chef Committee

### ADNAN HABBOO

Jordan  
• Consultant tourism and hospitality projects planning, development and operations, Jordan



«IHF did it again. It attained its major objective of motivating over 120 young chefs to rise to the challenge and demonstrate their culinary skills showing remarkable improvement when compared with the previous years.»

### MARIA JOSE SAN ROMAN

Spain  
• Chef Owner - El Monastrell restaurant - Alicante



### CHARLES AZAR

Lebanon  
• Executive Pastry Chef InterContinental Phoenicia Beirut  
• World Pastry Cup 2009 Lebanese Team President



«This year saw a great difference in presentation and taste. The young Jordanian chefs revealed their talent in chocolate showpiece and wedding cake presentation. International fame awaits them should they continue in this way.»

### EDWIN KATS

Holland  
• Executive Chef InterContinental Phoenicia Beirut



«I was very impressed by the high quality of the event and the great enthusiasm of the participating chefs. It was inspiring to see the wide variety of international and local dishes and presentations, as well as highly motivated talented chefs.»

### PATRICK LANNES

France  
• Chef Director - Le Royal Meridien Beach Resort & Spa, and Grosvenor House Beach Resort & Spa Dubai, United Arab Emirates



«I implore all my executive chef colleagues to develop the potential of these young talented chefs, as much as possible, for they have a great future that will be beneficial to the image of gastronomy in their country.»

### STÉPHANE LOISON

France  
• Executive Chef - Centrale restaurant, Beirut



### ZAIN SIDHU

UAE  
• Advisory Chef Nestle Professional  
• Senior Member Emirates Culinary Guild  
• Member of the Saudi Arabian Chefs Association



«The participants taking part this year seemed more serious and the competition was much tougher. There is much potential amongst the chefs and their respect towards their peers was impressive.»

### JOE BARZA

Lebanon  
• Executive Chef - Chase restaurant Beirut  
• Head of Delegation of the World Bread Contest 2009, World Pastry Cup 2009 and Bocuse d'Or 2009 Lebanese teams



## Gold Medalists

Cocktail Pastry Pieces (French Petit Four)  
InterContinental Amman, Chef Omar Awanji  
Mövenpick Resort Aqaba, Chef Mohammad Sobhi



Novelty Cake  
InterContinental Amman, Chef Rami Ghalib



Sugar Floral Showpiece  
Zaina Foundation, Chef Zaina Bayari



Three Course Set Dinner Menu  
Kempinski Aqaba, Chef Moath Hamdan



Mövenpick Resort Tala Bay Aqaba, Chef Luciano Gandolfo



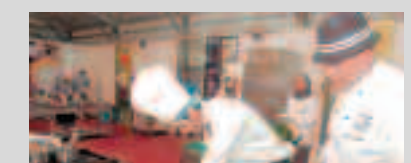
Three-Plated Dessert Presentation  
Kempinski Hotel Ishtar, Chef Ahmad Al Faran  
Kempinski Aqaba, Chef Mohammad Al Sherbini



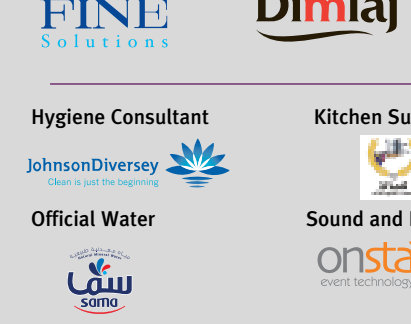
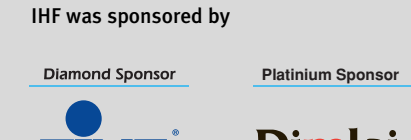
Viennoiserie (Croissant, Danish, Brioche)  
Crowne Plaza Amman, Chef Anas Yousef



Live Cooking from the Basket – Senior  
Crowne Plaza Amman, Chef Mohammed Salameh and Chef Abdallah Mesleh



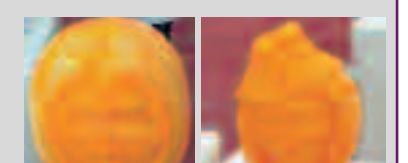
Live Traditional Arabic Mezza  
Kempinski Hotel Ishtar, Chef Ismail Hamadneh and Chef Anass Al Zebn  
Kempinski Aqaba, Chef Tamer Al Noti and Chef Ashraf Hania



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Kempinski Hotel Ishtar, Chef Ismail Hamadneh and Chef Anass Al Zebn  
Kempinski Aqaba, Chef Tamer Al Noti and Chef Ashraf Hania



Live Fruit and/or Vegetable Carving  
Le Royal Hotel Amman, Chef Irpan Rahadyana  
Mövenpick Resort Aqaba, Chef Ajith Pryantha



IHF was sponsored by



Hygiene Consultant



Official Water



Kitchen Suppliers



Sound and Light by



Official Hotel Official Caterer



Canapés Competition Sponsor

