

SA shortlisted for global chefs' congress, 2016

South Africa has been shortlisted as one of the four countries to host the WACS 2016 Congress between 4 and 10 March 2016. Competitors will be Greece, Hungary and Australia. A delegation will make the SA bid in Korea in May, 2012, which will include proposing Joburg as South Africa's city of choice.



WACS, the World Association of Chefs' Societies, represents a global network of chefs' associations first founded in October, 1928, at the Sorbonne, Paris. Today, this global body has 87 official chefs associations and its biannual congress is a hallmark tradition of WACS. It has been organised in over 22 cities across the world throughout its 80-year history.

The congress in 2016 will attract almost 500 global delegates and provide South Africa with a unique opportunity to showcase the country's cuisine, culture, traditions and chefs to the international culinary community. WACS 2016 will focus on the greater issues challenging the culinary industry including discussing ways of empowering and supporting the young chefs who will form the future of the industry. It will also address other important issues, such as ways to extend the network of chefs and draw in new members.

A strong chance of success

Graham Donet, GM of the South African Chefs' Association, says the 6000 member-strong local South African Chefs' Association fully supports the need to encourage new members and network with existing members. "The current bid committee has worked tirelessly with its various partners to ensure a successful bid and we feel confident that South Africa will have a strong chance of success when we present in May.

"It is almost three decades since South African chefs were given the opportunity to host the highly successful Diamond Jubilee conference for WACS. South Africa has also played host to three significant charity Chef's Tours Against Hunger, the latest, the Bidvest World Chefs Tour against Hunger, taking place in August 2011."

Potential to generate increased tourism

The Sandton Convention Centre will host the congress and breakaway sessions. Matifadza Nyazema, executive director of the centre, said: "Our highly trained and experienced management team and staff are geared-up to host a successful world convention of this stature and magnitude. We believe the congress provides Johannesburg with a prime opportunity to showcase the diversity of the destination and the country's commitment towards the Chefs' Association."

This view is endorsed by Phelisa Mangcu, acting CEO of the Johannesburg Tourism Company: "Our Conventions and Events Bureau has been actively involved in the bid and has put together a comprehensive programme to showcase the best attractions our city has to offer. We fully appreciate the hosting of WACS 2016 will do much to boost our country's status within the international community and help increase awareness of our traditional cuisine. It also has the potential to generate increased tourism to our country in the form of pre- and post-event tours and we will certainly be highlighting very compelling reasons to host WACS 2016 when we present in Korea this year."

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