



CULINARY  
WORLD CUP  
26-30.11.2022

**EXPOGAST**  
14<sup>th</sup> INTERNATIONAL  
TRADE SHOW FOR GASTRONOMY

26-30.11.2022

DISCOVER THE **“BUSINESS MENU”** OF THE YEAR ...



© Marie De Decker





## ... APPETIZER

# “CULINARY” ENCOUNTERS

Every four years EXPOGAST gives expression to the real art of living: the crafts of gastronomy are vital to the enhancement of our life and of our heritage.

In a world where gaining time and increasing productivity have become a rule of life, gastronomy and food in general are meant to be the X factors which provide good time to experience with family & friends.

The challenge faced by EXPOGAST is to place the gastronomic crafts as main media for exchange and discovery, and the sector's professionals as key actors and promoters essential to that economy. It is the perfect tool for communication, commercial exchange and encounter intended for the general public and for the sector's professionals.

As a creative show aimed to stimulate the spirit of its participants, this event it is also a stage which enables to present new technologies, highlights national gastronomy and drains professional training.

The 2018 show in key figures: more than 200 stands, 20,000 m<sup>2</sup> of exhibition space, 45,000 visitors, 8,000 professionals, 76 countries, 30 national teams, 15 junior national teams, 10 military teams, 150 international journalists...

### THE GOALS OF EXPOGAST:

- to enable visitors to discover new trends in the gastronomy sector
- to enable participants to enhance their client base
- to benefit from the outstanding showcase offered by an event of this scale and its media impact to promote the entire sector
- to encourage economic exchanges with the Greater Region
- to meet and network young visitors in Luxembourg working in the culinary sector
- to highlight the importance of the social, cultural and economic role of the gastronomy sector

### ALL DISTRIBUTION AND INFORMATION NETWORKS INVOLVED WITH GASTRONOMY ARE INVITED TO TAKE PART AT THE EVENT:

- Food and beverages
- Techniques and hygiene
- Equipment
- Restaurant and hotel supplies
- Service providers
- Organisation and IT
- Associations
- Specialities, fine grocery
- Professional groups
- Wines and spirits
- Official participations





## ... MAIN COURSE “DIVERSITY” PLATTER

### LUXEMBOURG AND THE GREATER REGION

Aware of the issues represented by the Greater Region in the economic development of the culinary sector, EXPOGAST is located in Luxembourg, the business heart of the region. The opportunities offered by the international dimension of Luxembourg, Belgium, France and Germany are enhanced by specific features of Luxembourg where 47.70%<sup>(\*)</sup> of its residents are foreigners, expecting the highest added value to be offered, but demonstrating the particularly high level of loyalty among traditional Luxembourg visitors.

The social criteria of current and potential visitors of the event: the international community, multiculturalism, multilingual skills and a high purchasing power are some of the factors favouring the economic development of gastronomy, culturally embedded in custom and usage.

### LUXEXPO THE BOX

LUXEXPO THE BOX is a platform for meetings and promotion of the economic activity, placed at the service of companies wanting to position themselves in Luxembourg, in the Greater Region or on an international level.

The exhibition and congress centre is marked by its geographical central location and its ease of access, as well as, the flexibility of its infrastructures and the professionalism of its team and partners.

Organised by LUXEXPO THE BOX in collaboration with brain&more and the Vatel Club Luxembourg, EXPOGAST will be held a stone's throw from the European institutions, in Luxembourg's business and financial district.

### BRAIN&MORE

With its independence in the communication sector and its experience in the field of event creation for the HORESCA and tourism sectors in particular, the agency brain&more is associated with the project in providing all its commercial expertise.

### VATEL CLUB LUXEMBOURG

Created in 1931, the cooperative of professional chefs was named the Vatel Club Luxembourg in 1958. With the vocation of uniting and representing the interests and aspirations of all those involved in the culinary arts, in 1972 it organised the first exhibition of gastronomy, culinary arts and pastry. Today Vatel Luxembourg works in close collaboration with LUXEXPO THE BOX, giving it the benefit of its know-how in the HORESCA sector to organise the Villeroy & Boch - Culinary World Cup 2022 and the exhibition of cold dishes as well as managing the restaurant.

### VILLEROY & BOCH

Official sponsor of EXPOGAST as its exclusive partner for the Culinary World Cup 2022. Associating its image with this international event, Villeroy & Boch shares in the life of the project and makes its own the values which characterise the culinary arts in general and the Culinary World Cup in particular: quality, tradition, know-how, sustainability, excellence, creativity, originality, modernity...



<sup>(\*)</sup>Date from STATEC  
(the Luxembourg statistics portal)



## ... DESSERT

# ENTITY OF “SOLUTIONS”

### SHOW COMMUNICATION

A dynamic and full media campaign will be carried out among the general public in Luxembourg and the Greater Region. The campaign will be based on a socio-demographic study carried out among the various groups involved in EXPOGAST, which has enabled to develop targeted activities, genuine vectors for traffic.

Rolled out in the traditional media and social networks, and promoted through press relations, the 2022 campaign is stronger than ever and will be supported by specific marketing activities to promote the new EXPOGAST concept.

The event's website, [www.expogast.lu](http://www.expogast.lu) as well as the social media accounts, will keep visitors up to date on the content of the fair and will allow the visitors to follow the preparations, programmes and organisation of events affiliated to EXPOGAST.

### EXHIBITORS

Expogast is an event of many tastes... a commercial fair, a gastronomic restaurant, a world famous culinary event, an animation platform... but pre-eminently, it is an extraordinary showcase of gastronomy and due to its location and its media coverage, a panel of opportunities to be seized by all the participants.

The specific nature of the country and its population, residents and salaried means the Fair provides a direct marketing platform with very high potential for professionals wishing to expand in Luxembourg (168 600 frontier workers <sup>(\*)</sup> get across the Luxembourg borders on a daily basis to commute to their working place).

Firmly established under the banner of social interaction and encounters, it is also the best way to know the Luxembourg market, the professionals and the general public, its trends, developments and specific features!

Traditional and new sales partners, customers, prospects... they will all be there to confirm, initiate and develop projects... and do business.

### PARTICIPATION PACKAGES

Among the four participation packages, at least one will suit your budget and the needs of your company:

- The **FREE package** is the most succinct means of participating to EXPOGAST. It is intended for exhibitors wishing to manage the entire project themselves and possessing the skills and resources to do so.

- The **BASIC package** is the first participation package to include the stand structure. This package is intended for exhibitors wishing to take charge solely of equipping and maintaining the stand.
- The **EASY package** is the simplest solution for the exhibitor. It includes the stand structure, the furniture and services. By opting for this package the exhibitor can concentrate on its core business and rely on the organisers to deal with the rest.
- **EASY-PUB** includes all the services of the **EASY package**, whilst enabling the exhibitor to become a “PUB” partner of EXPOGAST. In addition to presenting products and services on the stand, the exhibitor can have his name or brand on the show's communication tools. The choice of this package gives an opportunity to take the fullest advantage of EXPOGAST.

The detailed description of each package can be consulted on the Application Form.

### PARTNERS

Prestige “**Silver**” and “**Gold**” partners can: have their name or brand on the communication tools, present or market their products and services during the show, associate their name with the concept and values of EXPOGAST in order to be perceived as an active actor of the culinary arts and the world of HORESCA in general, link their name or brands with a support or a special prize awarded for the Culinary World Cup (subject to prior approval from the main sponsor), access a promotion and advertising campaign, covering the Greater Region, develop their network and public relations, offering a personalised programme of added value to their clients, partners and suppliers.

Several packages can be considered in line with your budget and the needs of your company.

<sup>(\*)</sup> Data from STATEC (the Luxembourg statistics portal)



## ... ENTREE

# “ACTIVITY” CHOWDER

### VILLEROY & BOCH - CULINARY WORLD CUP 2022

Over 5 days, more than 105 teams (nationals, juniors, regionals and collective catering) representing the 5 continents, will be taking part in an extraordinary culinary competition. On the programme: designing gastronomic menus to be tasted in the restaurant and the award of prizes to the winners, the most important being the Villeroy & Boch - Culinary World Cup 2022. The international jury, composed of 55 great chefs, will ensure the various competitions run smoothly respecting the rules of the culinary art.

### GASTRONOMIC RESTAURANT

The gastronomic restaurant accords perfectly with the quotation by Bernard Loiseau that “Cuisine is the other side of decor, where men and women endeavour to please others...” In fact, the public can observe the chefs competing in the Villeroy & Boch - Culinary World Cup 2022 before tasting their preparations in the restaurant. There will be seating for 1 300 at the very heart of the competition where they can savour dishes prepared by the champions. Students from the various Luxembourg hotel schools will provide a high-quality service to match this international competition.

### EVENTS PLATFORM

The show will revolve around the events space. Demonstrations of molecular cuisine, a competition for young cooks, show cooking by renowned chefs, demonstrations of sculptures and various competitions are all on the programme.

### EXHIBITION OF COLD DISSES

The exhibition of cold dishes will be dedicated to the creations of teams or individual cooks. They can be followed by visitors and examined by an international jury composed of the masters of the profession. The jury will assess their presentation, composition, preparation and so on. As an ephemeral exhibition, it will be renewed each day with the works of new master chefs.





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## CREATED BY ...

Helping you to make the most of the opportunities offered by EXPOGAST and supporting your project: that is our challenge ...!

Experience at your service, a synergy of skills, listeners, a multi-lingual team that will focus on your requests... Your commercial contact will help you to clarify your participation goals and will guide you through the various steps that will enable you to take part in the event.

### PRACTICAL INFORMATION\*

#### ACCESS

The visitors will access the fair through 2 entries. The Southern Entry is located in the Carlo Hemmer street across the shopping mall, and the Northern Entry is accessible over the LUXEXPO THE BOX parking lot.

#### DATES

Event: 26-30 November 2022  
Setting-up: 17-25 November 2022  
Dismantling: 30 November-2 December 2022

#### FAIR OPENING TIMES

11 am - 9 pm

#### LOCATION

LUXEXPO THE BOX  
10 circuit de la Foire Internationale  
L-1347 Luxembourg  
www.thebox.lu



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\*subject to alteration

Organised by:

