



MOVE THE FOOD-SERVICE PLANET
LEADERS
C L U B

FOODSERVICE EXCHANGE 2011
By Leaders Club International
& 6th edition of the
INTERNATIONAL FOODSERVICE AWARDS
18th & 19th November 2011
BASEL - Switzerland



Exclusive Keynote speakers!

**1st edition of the
SWISS Foodservice Awards!**

**6th edition of the
INTERNATIONAL Foodservice Awards!**

Cocktail, Dinner & Dancing!

And You will vote for the Golden Palm!



8 European Concepts searching for international development will “do their show” at Igeho 2011.

Booklet of the “Gastro Hotspots Basel 2011”: The 15 most innovative Concepts in town!

**Discover Igeho:
International exhibition for hotels,
catering and extra-domestic consumption,
Basel (19-23 November 2011)**



Participate in The European Event of the year:

THE FOODSERVICE EXCHANGE

www.foodserviceexchange.net

INTERNATIONAL OFFICIAL PARTNERS



PROGRAM



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Friday, November 18th 2011

Location	Individual arrival in Basel Check-in at your Hotel	
 Igeho Congress Center Basel MCH Messe Schweiz	12:00 - 14:00	'GET TOGETHER' LUNCH in the Foyer Saal Montreal (2 nd Floor - Congress Center Basel)
	14:00 - 16:00	PROGRAM STARTS WITH OUR KEYNOTE SPEAKERS PRESENTATIONS Dominique PERSONE - The Chocolate Line www.thechocolateline.be "The Shock-o-latier Show" Bodo WANJURA - Die Kuh Die Lacht www.diekuhdielecht.com "What is the Buzz about Gourmet Burger?" Michael BIGGINS "Street Fighting Marketing" Frédéric LOEB - Loeb Innovation www.loeb-innovation.com "5 Mega Trends in Foodservice Industry"
	16:00 - 16:30	Coffee Break
	16:30 - 17:00	1st Swiss Foodservice Awards <i>by Leaders Club Switzerland</i> Presentation of the Swiss nominees concept Audience vote and Awards to the winner
	17:00 - 18:30	6th International Foodservice Awards <i>by Leaders Club International</i> Presentation of the nominees concepts Audience vote - results at 22:00
	18:30 - 20:00	Break - Return to hotels
Restaurant Noohn 	20:00 - 22:00 22:00 Then	Cocktail-Buffer-Dinner at Noohn Restaurant Announce of the International Foodservice Awards WINNERS! Party! 

LEADERS CLUB INTERNATIONAL SERVICES

Passage de la Boule Blanche – 50, rue du faubourg Saint-Antoine – 75012 PARIS

Tel. +33 (0)1 55 78 20 22 – Fax. +33 (0)1 55 78 20 25 – Email: contact@leadersclubinternational.com - www.leadersclubinternational.com - www.foodserviceexchange.net
 SAS AU CAPITAL DE 50 000 € – SIRET 510 035 314 00010 – NAF 8230Z – N° TVA Intracommunautaire: FR18510035314

PROGRAM

Following



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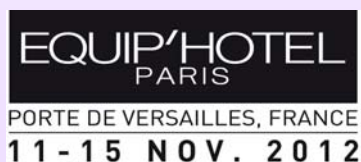
Saturday, November 19th 2011

Igeho Igeho Forum MCH Messe Schweiz	10:00 - 10:15	Presentation of the winners of the ceremony: - Swiss Foodservice Awards - International Foodservice Awards	
	10:15 - 12:15	“Exchange of Foodservice Concepts” in the forum “World of Inspiration”, Igeho Presentation of 8 European concepts searching for International development and partnerships	
	12:15 - 12:45	Discussion/exchange with the audience	
	From 12:45	Individual Business Meetings in the lounge	
	Then	Individual visit of Igeho	
	16:00	Individual departure or Individual participation in the “Gastro Hotspots of Basel 2011”	

The program is subject to slight changes

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PRACTICAL INFORMATION



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Locations

Congress Center Basel

MCH Messe Schweiz (Basel) AG
CH-4005 Basel
Tel: +41 58 206 28 28
www.congress.ch

Restaurant Noohn

Henric Petri-Strasse 12
CH-4501 Basel
Tel: +41 61 281 14 14
www.noohn.ch

Igeho

MCH Messe Schweiz (Basel) AG
CH-4005 Basel
Tel: +41 58 206 31 13
www.igeho.ch

Friday, November 18th 2011: From 12:00 to 18:30 at Congress Center Basel, Auditorium Montreal, 2nd Floor.
From 20:00: Cocktail-Dinner & International Awards ceremony at the Restaurant Noohn.

Saturday, November 19th 2011: From 10:00: "Exchange of Foodservice Concepts" at the Forum "World of Inspiration", Igeho.

Hotels recommendations

RAMADA PLAZA Basel Hotel & Conference Center **Superior**

⇒ **Close the Congress Center**
Messeplatz 12, CH-4058 Basel
Tel: +41 61 560 40 00
Email: basel.plaza@ramada-treff.ch

Single room: **CHF 215.- (around 185€)**
Double room: **CHF 245.- (around 210€)**
including breakfast

HILTON Basel Hotel

⇒ **Close to the Restaurant Noohn and International Train station**
Aeschengraben 31, CH-4051 Basel
Tel: +41 61 275 66 00
Email: info.basel@hilton.com

Single room: **CHF 220.- (around 190€)**
Double room: **CHF 240.- (around 208€)**
including breakfast

Hotel Reservation to make directly with the Hotel (phone or email) by mentioning booking is for "LEADERS CLUB Group".

Dress code

Cocktail-Buffer-Dinner in Noohn: Elegant

Fees

Fees include the following:

- Lunch "Get together" in the Foyer Montreal (18 nov.)
- Presentations of the Keynote Speakers (18 nov.)
- Participation and voting at the Swiss Foodservice Awards (18 nov.)
- Participation and voting at the International Foodservice Awards (18 nov.)
- Cocktail-Dinner & International Awards ceremony at Restaurant Noohn (18 nov.)
- "Exchange of Foodservice Concepts" at Igeho (19 nov.)
- Igeho visit (19 nov.)
- Booklet "Gastro Hotspots" Basel 2011

} **250 € HT**

**More information on www.foodserviceexchange.net
or contact: Sophie Potez - +33.1.55.78.20.22 - sophie.potez@leadersclubinternational.com**

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REGISTRATION FORM

To send back to: **Leaders Club International Services - 50, rue du faubourg Saint-Antoine - 75012 PARIS - FRANCE,**
or by fax at +33 (0)1 55 78 20 25, or by email to sophie.potez@leadersclubinternational.com

I hereby register for the **FOODSERVICE EXCHANGE** and the **INTERNATIONAL FOODSERVICE AWARDS** in **BASEL (Switzerland)** on November 18th and 19th, 2011:

Last Name: First Name:
Company: Title:
Invoice address:
Post Code: City: Country:
Tel: Fax: Cell:
European VAT Number: Email:

★ **FEES:** 250€ HT (**299,00€TTC only for French Companies**)

Fees include: Lunch "Get Together" on Friday, November 18th, the conferences in the afternoon with our keynote speakers, the participation at the 1st edition of the Swiss Foodservice Awards, the participation at the 6th edition of the International Foodservice Awards, the cocktail & dinner at the NOOHN Restaurant, the day of Saturday, November 19th at Igeho 2011 (forum in the "World of Inspiration": "Exchange of Foodservice Concepts", visit of the Igeho exhibition, the Booklet "Gastro Hotspots Basel 2011").

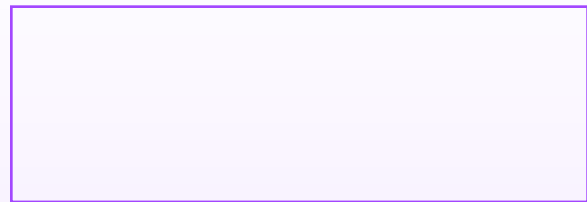
ADDITIONAL REGISTRATION(S):

Registration n°2: Last Name: First Name:
Company: Email:
Registration n°3: Last Name: First Name:
Company: Email:

TOTAL AMOUNT €

At, Date:

Signature: Company stamp:



PAYMENT

by Check made out to **LEADERS CLUB INTERNATIONAL** and drawn on a French bank only.

by Credit Card (tick):



Card holder's name:
Credit Card number:
Expiration date: CVV code:
I hereby..... authorize LEADERS CLUB INTERNATIONAL SERVICES to charge my credit card for the amount of €
Date & signature with the mention "read and approved":

by Wire Transfer (Bank details below):

Bank name and address: HSBC FR AUBER MATHURINS - 3 rue des Mathurins - 75009 PARIS
Bank Code: 30056 - Teller Code: 00811 - Account number: 0811 009 6682 - RIB Key: 97
IBAN: FR 76 3005 6008 1108 1100 9668 297 - BIC: CCFRFRPP - European VAT Number: FR18510035314

**Your registration is considered definitive as soon as we receive it. A bill will then be sent to you.
In case of cancellation after November 10th the registration fees remain due.**

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