



WELCOME TO THE NEW NORDIC FOOD WORKSHOP THE NORDIC COUNTRIES AS A GASTRONOMIC REGION

STOCKHOLM 31 MAY – 1 JUNE 2012

In their efforts to strengthen their brands and to attract visitors, tourism organizations in all Nordic countries use food and the culinary heritage as a selling point.

Foreign tourists usually stay in more than one Nordic country, during their visit to this part of the world. The purpose of this meeting is therefore to network, find synergies in each other's work and jointly prepare proposals for how we can continue to work to market the Nordic region as a distinct gastronomic destination to international visitors.

The workshop is open to all who work strategically with gastronomic tourism on a national or regional level in the Nordic countries.

SOME OF THE KEY ISSUES

- How do we strengthen the Nordic gastronomy and the pleasure and joy of food in our marketing strategies?
- In what ways do our national tourism organizations work with gastronomic tourism as a promotion tool today? What are the challenges, what markets are prioritized and how can we profile and market food more efficiently?
- How can we help tourists to find the food they want (to avoid disappointment)?
- How do we achieve synergies in order to profile the Nordic region as a gastronomic region internationally and as a result, hopefully attract more visitors?
- Possible partnerships?

At the end of the meeting, we have hopefully together identified a number of new opportunities to profile the Nordic gastronomic destinations.

WHEN

31 MAY NOON – 7 PM

DAY ONE, PS MATSALAR IN STOCKHOLM

Bring a food product to the meeting that represents your country or region. A local jam, cheese or bread for example. The food items will be used in the workshop.

ITINERARY

- Lunch
- Introduction
- Exchange of experiences when and how gastronomy is used in marketing efforts
- Workshop
- Cooking session: Nordic appetizer
- 6pm – 10pm.
Restaurant hopping: visit to some of Stockholm's most exciting restaurants.

1 JUNE 9 AM – NOON

DAY TWO, THE RESTAURANT ACADEMY IN STOCKHOLM

- Summary of yesterday's discussions and workshops
- Departure for those who wish to visit "Taste of Stockholm", a culinary event promoting regional food. Lunch will be served at the event.

USEFUL INFORMATION

The meeting will be held in English. It is free of charge; however costs for travel and accommodation will not be paid by New Nordic Food. Hotel rooms can be booked via the Hotel Center Stockholm. Remember to make your hotel reservation well in advance to get the best price.

Please register to project manager Charlotta Ranert by 1 May 2012 by e-mail. You can contact me either on telephone, +46(0)737-181318 or at charlotta@charlottaranert.se

Welcome!

Charlotta Ranert
Project Manager Nordic Food Diplomacy, New Nordic Food

THE WORKSHOP IS DONE IN PARTNERSHIP WITH SVERIGE – DET NYA MATLANDET.