



6th European Foodservice Summit

Think Tank and Congress for the Restaurant Industry

Innovation and Re-Invention from the Core

Brands, Emotions, Concepts, Changes

(Wednesday, 28 September)
Thursday, 29 September
Friday, 30 September 2005

- | Conference language:
English (translation into German)
- | Lake Side, Casino Zürichhorn
Zurich /Switzerland
- | Visionary Insights for the
European Restaurant Industry
- | Trends - Management - Marketing -
Operations - Strategies

GDI

EFoodService
Europe
& Middle East

 University of
**Central
Florida**



Restaurant Study Tour, Workshop and Get Together

Wednesday, 28 September 2005

Schedule

Zurich study tour

Approx. 11:00 to 17:00

Group of maximum 20 persons, separate booking

Workshop

14:00 to 17:00

Branding workshop by Martin Lindstrom
maximum 30 persons, separate booking

from 20:00

Get Together

For all conference participants, who already are in town

Restaurant Study Tour Zurich

Visits, talks and tastings

Guided by **Rolf Hiltl** and
Jürg Landert

Focus on fast casual, full service, fine dining, coffee bars, additional retail.

Well established concepts, brands and new openings (design, bars, trendy scene).
Young niche players.

Costs

CHF 350 including guide, transfers, food & drinks.

Limited group size. Non-Swiss participants have precedence.

Program subject to change.

Workshop

Exclusive by branding guru and best-selling author
Martin Lindstrom

Workshop session that engages, provokes and stimulates.

The future world of holistic branding

| ESP - Emotional selling proposition

| OSP - Organisational selling proposition

| BSP - Brand selling proposition

| MSP - Me selling proposition

Costs

CHF 350 including transfer, material and coffee & co.

Limited group size.

Program subject to change.



Welcome

6th European Foodservice Summit

(28), 29 and 30 September 2005

Facts

Europe is growing together as one economic and social entity. We are moving towards a borderless economy. Trends are becoming more and more trans-national and global - what does this mean for the restaurant industry and how will it affect our strategies?

Objective

The Summit is the number one European platform for the restaurant industry. Issues we discuss are trendsetting and on tomorrow's agenda. Together we have created a Think Tank to analyse the most important changes in the industry as well as an annual forum where we may all share our thoughts on a regular basis. The people who join us are the industry leaders who shape the European restaurant landscape for the future.

Participants

Main Players (entrepreneurs/senior management) of the multi-unit restaurant and catering industry as well as suppliers and consultants. Seats are limited for suppliers and consultants.

There is a maximum of 250 participants to keep the atmosphere intimate. Be a part of the best community and help create a strong Pan-European network!

The past European Foodservice Summits (2000-2004) have been very successful. Every year this major platform for Main Players in the European away-from-home market has attracted more than 200 senior foodservice executives from 20 nations.

The three partners

FoodService Europe & Middle East, the leading B2B magazine for the multinational restaurant industry is published by the Deutscher Fachverlag GmbH in Frankfurt/Germany. The company owns more than 90 titles, which cover 12 economic sectors - food and foodservice are one of the dfv-strengths. Half a dozen publications in the hospitality sector and the 'Lebensmittel Zeitung'.
www.cafe-future.net

The University of Central Florida is home to the Center for Multi-Unit Restaurant Management in the new Rosen College of Hospitality Management. Located in Orlando, Florida, the Center offers Baccalaureate degrees, customized executive education courses and conducts focused research for the corporate restaurant industry.
www.hospitality.ucf.edu

Gottlieb Duttweiler Institute, European institute for economic and social studies, is focussing on retailing and the service industry. Main activities: congresses, seminars, consumer and management research. For more than 40 years the independent and future-oriented institute known as the GDI has been developing and providing knowledge and innovative solutions.
www.gdi.ch

These partners have sound competencies, long-term networks and professionalism in common. It is their goal to get the key players in the restaurant industry together on a regular basis to discuss the future of the European market. As a network of highly respected decision makers and opinion leaders they carefully observe the coming years and changing landscape of their business and the environment.



Schedule

1st day

Thursday, 29 September 2005

10:00		Transfers from the hotels and Zurich main station to the conference place Lake Side Coffee & co.
11:00	David Bosshart GDI	Welcome & intro
	Gretel Weiss FoodService Europe & Middle East	
	David Bosshart GDI	Seven big shifts Changes in our lives, business society and the economy
	Gretel Weiss FoodService Europe & Middle East	Top 100 restaurant companies in Europe New ranking and analysis
	Martin Lindstrom Martin Lindstrom.com	Brand sense How to build powerful brands through touch, taste, smell, sight and sound
		Q&A
13:20		Lunch
14:30	Reinhold Messner	Moving mountains - testing limits Risk taking, decision-making and motivation at the end of the world
		Q&A
15:50		Break
16:20	Simon Kossoff Piotr Mikołajczyk Kevin Todd	Hot concepts on stage Carluccio's, Great Britain Sphinx, Poland 'Project S' (M&B), Great Britain
	Stephan Sigrist GDI	Study 'Food Nations' How food adds value to our lifestyle and image to a country
		Q&A
19:00		Dinner party – let's make friends boat cruise on the lake of Zurich 'United tastes of Europe' (foodservice by Marché International)
22:00		Return to Lake Side (car park)
22:15		Return to city (walking distance to hotels and main station)



2nd day

Friday, 30 September 2005

08:20		Transfers from the hotels and Zurich main station to the conference place Lake Side Coffee & co.
09:00	Jeremy Rifkin Foundation on Economic Trends	The European dream How Europe's vision of the future is quietly eclipsing the American dream Q&A
10:10	Gert van de Keuken Trend Union	Food - you are what you eat Major drivers in the fashion & food industry How our perception of ingredients is changing
	Jochen Pinsker NPD Europe/Crest	Similarities & differences across countries QSR, fullservice, work catering How different European consumers are US-trends reaching UK, F, E, D and others
11:10		Break
11:40	CEO panel Elie Maalouf Autogrill (Italy) Attila Dogudan Do & Co (Austria) Teija Andersen Fazer Amica (Finland) David Fitzjohn Yum! (Europe)	European foodservice professionals talk 'Innovation and re-invention from the core' _Discovering the power of internal change _Harnessing 'Intrapreneurship' _Managing growth from within _Germinating ideas/Moving organisations _Renewing the life cycle _New markets - new ideas - new opportunities _Market leaders leading markets Moderated by Christopher C. Muller, University of Central Florida
	Christopher C. Muller UCF	The road ahead Final conclusions
14:00		Lunch & goodbye drink
15:30		End of conference Shuttle busses to the airport and Zurich main station



Teija Andersen

Helsinki, Finland, www.fazer.fi



Teija Andersen is Managing Director of Fazer Amica Finland. Besides the home market this leading contract catering company has operations in five more Nordic and Baltic countries, a total of 1,400 restaurants including business & industry, public sector and concessions. Turnover is 460 million Euros with more than 7,200 employees. Previously Teija has had various manager positions in the Fazer Group. Background: Helsinki University, Master of Science/eMBA.

David Bosshart

Zurich, Switzerland, www.gdi.ch



Dr. David Bosshart is CEO of the Gottlieb Duttweiler Institute for economic and social studies, one of Europe's leading think tanks. He is the author of various publications including 'Kultmarketing', 'Die Zukunft des Konsums', 'Billig', and a frequent speaker at events in Europe, the USA and Asia. His work focuses primarily on trade and retailing, management and social change. Background: studies of philosophy.

Attila Dogudan

Vienna, Austria, www.doco.com



Attila Dogudan is founder and CEO of Do & Co. He was born in 1959 in Istanbul as the son of a Turkish restaurant owner and a Viennese. At the age of ten Attila moved to Vienna. In the eighties: founding Do & Co, launch of party services and airline catering for Lauda Air. Nineties: launch of international event catering in Formula 1. Opening of gourmet kitchens internationally. Going public. Today Dogudan's Do & Co Restaurants and Catering AG is hosting the VIPs of this world.

David Fitzjohn

London, Great Britain, www.yum.com



David Fitzjohn is Managing Director Europe for Yum! Restaurants International, a business of more than 1,000 KFC and Pizza Hut units across more than 30 countries in Continental Europe. He joined the company in July 1998 in the role of Chief Business Development Officer in Dallas. Prior: Burger King/GrandMet, Laura Ashley. David holds a Bsc and a M.Phil. from Reading University.



Simon Kossoff

London, Great Britain, www.carluccios.com



Simon Kossoff is Managing Director of Carluccio's Ltd., London. He joined forces with Priscilla and Antonio Carluccio in 1999 to develop and lead the new Carluccio's Caffè business (specialists in Italian food). In the last 6 years the company has built from scratch to 20 locations in the UK with a mixed food retail and foodservice concept. Simon's background: York University (BA Hons Economics), Manchester Polytechnic (Hospitality Management). Prior: Pizza Express and My Kinda Town.

Martin Lindstrom

Copenhagen, Denmark, www.martinlindstrom.com



Martin Lindstrom: a Dane living in Australia, is recognised as one of the world's primary branding gurus by The Chartered Institute of Marketing. He writes, speaks and consults globally. Some of the work is dedicated to kids but most of it to consumers – on how to build brands using our five senses. Martin has advised Fortune Top 500 brands like Disney, Nestlé, American Express, Mercedes-Benz, VISA, Ericsson and Microsoft.

Elie Maalouf

Washington D.C., USA/Milano, Italy, www.autogrill.com



Elie W. Maalouf is Executive Vice President of HMSHost Corporation - the North American subsidiary of Autogrill Group and the leading provider of food, beverage and retail concessions in over 71 airports and six countries. He is responsible for all F&B-Operations (including Europe), International Development, Strategic Planning, Design & Construction. Born in Ithaca, New York, he joined HMSHost in 1997. Background: MBA from The Darden School at the University of Virginia and a B.S. in Engineering from Virginia Tech.

Reinhold Messner

Meran, Italy, www.reinhold-messner.de



Born in South Tyrol, Reinhold Messner has been one of the world's most successful mountain climbers for over 30 years. During this time, he made around 100 first ascents as part of 3,500 mountain-climbing expeditions, scaled all 14 eight-thousand metre peaks, crossed the Antarctic on foot, traversed Greenland (diagonally), as well as Tibet and the Takla Makan desert. He has received awards from Italy, Nepal, Pakistan, France and the USA. He gives lectures worldwide on motivation, risk management and dealing with extreme situations.



Piotr Mikolajczyk

Lodz, Poland, www.sfinks.com



Piotr Mikolajczyk is CEO of Sfinks Polska, PLC, managing the company for the past four and a half years during the period of Sfinks Polska's most dynamic growth. The Lodz based restaurant chain – launched in 1995 – is operating 60 ethnic casual dining units (15 openings in 2004). Turnover PLN 92m (euro 22m). Piotr is a graduate of the University of Silesia (physics/mathematics). Several awards and nominations, recently he was awarded as 'The Manager of the Year' by 'Business Week'.

Christopher C. Muller

Orlando, USA, www.hospitality.ucf.edu



Christopher C. Muller, Ph.D., is a leading academic expert. He is currently a Professor in the Hospitality Management Department at the University of Central Florida where he is the Director of the recently created Center for Multi-Unit Restaurant Management. His research has focussed on chain restaurant organisation development and growth and the training of multi-unit managers. He has lectured on these topics throughout the world.

Jochen Pinsker

Nuremberg, Germany, www.npd.com



Jochen Pinsker is Director of the NPD Foodservice Information Group Europe, the counterpart of NPD Foodworlds Chicago/USA, the leading foodservice market research company. Since 1997 the company has established the CREST consumer panels. Meanwhile CREST is up and running in four European countries and in seven countries worldwide. It is the source for information on consumer purchases of commercially prepared meals and snacks. Other research tools: SalesTrac, CRESTatwork. Background: Master's degree in sports and economics. Working in the foodservice industry since 1996.

Jeremy Rifkin

Washington, USA, www.foet.org



Jeremy Rifkin is president of the Foundation on Economic Trends. He is the author of seventeen books on the impact of scientific and technological changes on the economy, the workforce, society, and the environment. His books have been translated into more than twenty languages and are used in hundreds of universities around the world. An expert named Rifkin as one of 150 people in the U.S. that have the most influence in shaping federal government policy. His monthly column on global issues appears in many of the world's leading newspapers and magazines.



Stephan Sigrist

Zurich, Switzerland, www.gdi.ch



Stephan Sigrist is a Senior Researcher at the Gottlieb Duttweiler Institute. The focus of his work is on developments in the health and food sector and he is writing a Ph.D. at the Collegium Helveticum of the Federal Institute of Technology in Zurich (ETH). Background: after studying biochemistry, he worked in medical research and as a management consultant in the fields of medical technology, aviation and culture. He is the author of a variety of publications/studies including 'The New Eating Normalcy – Tomorrow's Eating Habits' (2004) and 'Radical Food Trends' (2004).

Kevin Todd

Birmingham, Great Britain, www.mbplc.com



Kevin Todd is Divisional Director of Mitchells & Butlers. He has led well known brands in the UK hospitality industry for over twenty years. M&B is one of the UK's leading operators of managed pubs, bars and restaurants with over 2,000 outlets (and now a new concept product development called 'Project S' – contemporary country pubs restaurants, 12 businesses open to date). Kevin's Background: International MBA from Nottingham Business School and an Alumni of the Advanced Management program from Harvard Business School.

Gert van de Keuken

Paris, France, www.edelkoort.com



Gert van de Keuken works on trend forecasting and the creation of specific studies for industries and companies. His expertise ranges from automotive to interior, from textile to fibers, from food to cosmetics, from perfume to paper, from home electronics to mobile phones. After studying Fine Arts in The Netherlands, Gert van de Keuken joined Studio Edelkoort in 1988 and since then is working in the company as art director.

Gretel Weiss

Frankfurt, Germany, www.cafe-future.net



Gretel Weiss is the co-founder and Editor-in-Chief of the two leading trade magazines – food-service (since 1982) and FoodService Europe & Middle East (1998). She is a recognised expert with insider knowledge of the chain-restaurant industry (market analyses, conceptual case studies and trends). Background: farming, University degrees in nutritional science and economics.



Information

Organizer

Gottlieb Duttweiler Institute
for economic and social
studies
Langhaldenstrasse 21
CH-8803 Rüschlikon/Zurich

Location/Conference place

Lake Side, Casino Zürichhorn
Bellerivestrasse 170
CH-8008 Zurich
Phone +41 44 385 86 00

Information/Conference details

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Conference language

English
simultaneous translation
into German

Fee

CHF 2,200
Restaurant companies
CHF 3,200
Suppliers, consultants

The price includes pdf-
documentation, meals,
refreshments and
| Get Together, Wednesday,
28 September at 20:00 hrs,
| Dinner party, Thursday,
29 September at 19:00 hrs
(VAT is included).
The fee is payable in
advance.

Restaurant study tour

CHF 350 incl. guide,
transfers, food and drinks.
Limited group size. Non-
Swiss participants have
precedence.

Workshop

CHF 350 incl. transfer,
material, coffee & co.
Limited group size.

Cancellation

Cancellations must reach us
by 29 August 2005. After this
deadline and until 3 whole
working days prior to the
beginning of the conference,
participants will be charged 75%
of the fee. The full amount is
charged for cancellations
thereafter. A substitute partici-
pant is welcome.

Transportation

There will be a free shuttle bus
from Zurich main station and the
hotels to the Lake Side and back.
The conference place Lake Side
can be reached from the airport
(train no S6/S16, stop Tiefenbrun-
nen) within 20 minutes or from
Zurich main station directly (tram
no 4, stop Fröhlichstrasse) within
13 minutes.

Hotel accommodations

If desired, a reservation will be
made in your name by the GDI.

Tape recordings

All speeches will be recorded,
subject to prior objection. All
rights belong to the GDI. Private
recordings are not permitted.

Changes in the program

The program is subject to
change.
Should the event fail to take
place, fees are refunded. Further
claims are ruled out.



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(28), 29 and 30 September 2005

First Name/Last Name _____

Company _____ Restaurant Company Supplier/Consultant

Title/Function _____

Department _____

PO Box/Street _____

City/Postcode/Country _____

Phone/Mobile _____ Fax _____

E-mail _____

Who's Who Booklet – please enclose a portrait photo (digital or print)

- Please reserve a hotel room in my name
- cat. 1 _ single room (CHF 420 - 470)
 - Park Hyatt Zürich - www.zurich.park.hyatt.com
 - Eden au Lac - www.edenaulac.ch
 - cat. 2 _ single room (CHF 210 - 275)
 - Opéra/Ambassador - www.operahotel.ch
 - Lady's First - www.ladysfirst.ch
 - cat. 3 _ single room (CHF 140 - 210)
 - Seefeld - www.hotel-seefeld.ch
 - Seegarten - www.hotel-seegarten.ch
 - Scheuble - www.scheuble.ch
 - Du Théâtre - www.hotel-du-theatre.ch

Please indicate your preferred ranking in the corresponding category. Thank you.

Arrival

Departure

- I wish to use the free bus service between
- the hotel and the Lake Side (conference place).
 - the main station and the Lake Side (conference place).
- I wish to use the free bus service from Lake Side (conference place) to the airport after the end of the conference on Friday (15:30 hrs).
- I will travel by car (parking required).

- I wish to use the translation from English to German.

- I will be taking part in the restaurant study tour on Wednesday, 28 September 2005 (CHF 350).
- first attendance repeated attendance
- I will be taking part in the branding workshop on Wednesday, 28 September 2005 (CHF 350).
- I will attend the Get Together on Wednesday, 28 September 2005.
- I will attend the dinner party on Thursday, 29 September 2005.
- I will be accompanied at the party.

2nd name

- Please send me the invoice. I'll transfer the amount due.

- Please debit the invoiced amount now with my credit card. This credit card must be registered in the name and address mentioned above.

Expiry date _____ (Month/Year)

- Euro/Master Visa

Nr. _____

- American Express

Nr. _____

Date/Signature

www.efss.ch

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(28), 29 and 30 September 2005

Concept/Advisory board

David Bosshart, GDI, CH-Rüschlikon
Ignasi Ferrer, The Eat Out Group, S.L., ES-Barcelona
Tony Hughes, Mitchells & Butlers, UK-Birmingham
André Lacroix, EuroDisney, F-Paris
Christopher C. Muller, UCF, USA-Orlando
Herwig Niggemann, W. Niggemann, D-Bochum
Gretel Weiss, Deutscher Fachverlag, D-Frankfurt a. M.

Location/Conference place

Lake Side, Casino Zürichhorn
Bellerivestrasse 170
CH-8008 Zurich
Phone +41 44 385 86 00

Educational partners



The Coca-Cola Company is the world's largest beverage company and Coca-Cola is recognized as the world's best-known brand. Through the most widespread distribution system in the world, consumers in more than 200 countries enjoy the Company's beverages.
www.cocacola.com



Huhtamaki, a worldwide leader in foodservice packaging, delivers innovative solutions to both multi-national foodservice giants and regional champions alike. With more than 70 facilities in 36 countries, Huhtamaki is where the customer is, helping them take their business further.
www.huhtamaki.com



Nestlé FoodServices is Nestlé's global out-of-home expert serving Foodservice operators in specific channels with high quality products, dedicated solutions and relevant consumer and business brands.
www.nestlefoodservices.com



Foodservice and hospitality markets in nearly 170 countries rely on our 22,000 associates to keep their operations clean and sanitary. Innovative and unparalleled custom cleaning programs, and effective problem-solving relationships are our prime objectives. We will take on your toughest problems and solve them.
'Delivering peace of mind' – that's the Ecolab difference.
www.ecolab.com



Metro Cash & Carry is the international market leader in self-service wholesale, operating more than 500 stores in 28 countries. As a partner for professionals we offer our customers a large choice of top quality products all under one roof.
www.metro-cc.com



Boost your sales with finger food and hand held snacks. 25 years of Salomon® for your success.
www.salomon-online.com



Winterhalter is Europe's first name in warewashing. As a single product specialist, Winterhalter is able to put total resource into research and development of award winning warewash solutions for the foodservice industry.
www.winterhalter.biz