



Friday, 27th November 2015



Saturday, 28th November 2015

Dear Friends,

Leaders Club International is glad to welcome you to Istanbul, a sparkling and dynamic city across Europe and Asia, a historical crossroad of cultures, traditions, tastes and flavours.

We have arranged a fantastic programme to spend 2 days with international Leaders of the foodservice industry:

- we start on **Friday 27th November** with a **TrendTour** of the vibrant city of Istanbul, led by Atif Malik from Leaders Club Turkey.
- Then we continue on **Saturday 28th November** on **Sirha Istanbul festival**.

International Leaders Club Exchange (ILCE) and **World Cuisine Summit (WCS)** join their forces and networking expertise to bring to Sirha Istanbul qualified keynote speakers to debate on the latest tendencies at international and national level.

Through their joint cooperation and contribution, ILCE and WCS will disclose Turkish and Western fooding cuisine trends and innovations, an ideal situation to facilitate active networking among local and international professional leaders.

Looking forward to great inspirational networking!

Jurgen Strasser

President of Leaders Club International



LEADERS CLUB INTERNATIONAL SERVICES

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ISTANBUL TRENDTOUR PROGRAMME

Atif Malik, from Leaders Club Turkey, guides us through an exciting discovery of Istanbul, the city that never sleeps!

The tour is limited to the first 25 registered participants



11:30 – Get together at Nuruosmaniye mosque, Molla Fenari Mah. (next to Grand Bazaar)

Small tour inside Grand Bazaar ending with traditional slow cooked Turkish coffee in Sark Kahvesi
Tasting awesome traditional authentic doner, one of the best in Istanbul
Walk towards spice bazaar: shop and taste lokum, dry fruits and spices inside
Spice bazaar-Ucuzcular store where the famous chefs come to find local fine food products
Visit to Kurukahveci Mehmet Efendi: the most popular & historic Turkish coffee brand shop
Walk across Galata Bridge: watching fisherman and traditional fresh fish restaurants
Baklava tasting at Karakoy Gulluoglu, Turkey's biggest baklava factory
Take Tunnel to Galata square and try local delicious freshly pressed Pomegranate and fruit juices
Cocktails at Robin's terrace bar with panoramic old city view and Galata tower
Sahrap kitchen – Exploring Turkish food & tasting traditional deserts and tea with a famous TV cook show presenter restaurant. Get signed books!
Walk towards Taksim, Istiklal street, try some traditional street ice cream, with a show!
Gozleme at Otantik: watch the ladies baking and taste fresh authentic flat breads
Walk through the famous fish market, towards Nevizade, visit on Cicek pasaji

20:00 Dinner: Traditional mezze & fish at Imroz meyhanesi Nevizade

23:00 After dinner drinks until late, to finish at Sampiyon Kokorec and Tarihi Cumhuriyet Iskembe, a traditional hangovers remedy!

Additional activities not included in LCI package for Saturday 28th evening, feel free to join us!

Ferry boat on the Bosphore, dinner at Butcha Steakhouse & Grill, nightclub The Bosphorus until you can stand!

Your contacts for the TrendTour:

Atif: +90 (532) 516 23 35

Francesca: +33 (0) 7 82 59 33 30

Saturday, 28th November 2015

*International Leaders Club Exchange & World Cuisine Summit
@ Sirha Istanbul, Istanbul Congress Center*

PROGRAMME

11:00 – 13:00 MORNING SESSION

11:00 – 11:05 Jurgen Strasser, President of Leaders Club International: Welcome

11:05 – 11:10 Marie Odile Fondeur, DG GL Events : Introduction

11:10 – 11:50 Frédéric Loeb, President of World Cuisine Summit: Global Food Service Trends and Turkish/Middle East Specificities

Fagor chefs on demos

11:50 - 12:10 Tamer Akkilic, Wittenbergplatz: Turkey and international gastronomy culture and market

12:10 – 13:00 Debate: A perspective on Turkey VS International trends
Semi Hakim, Chef from Gastronomika Projekt; **Onur** and **Koral Elci**, Kitchen Guerilla;
Burhan Gözüakca, Beys; **Sedat Zincirkiran**, Sardunya Catering Grubu.

13:00 – 14:30 Lunch break at Restaurant Le Cordon Bleu

14:30 - 16:00 AFTERNOON SESSION

14:40 – 14:50 Osman Serim, Introducing and moderating the panel on Digital Marketing

Fagor chefs on demos

14:50 – 15:10 Yaz Yazıcıoğlu, The Fork Turkey, Digital Marketing in the foodservice industry: digital practices and marketing evolutions

15:10 – 16:00 Debate: The impact of Digital Marketing in foodservice industry
Hülya Meral, blogger; **Cem Karacus**, blogger; **Aylin Yazıcıoğlu**, chef; **Tolga Atalay**.

16:00 – 16:30 Wrap up and conclusion by Frédéric Loeb and Jurgen Strasser

OUR OFFICIAL PARTNERS



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The programme is subject to variation

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