

UMEÅ

FOOD SYMPOSIUM



2-5 JUNE, 2022

FOOD - CULTURE - SUSTAINABILITY

UMEÅ A PROGRESSIVE & SUSTAINABLE CITY

Umeå Municipality is a growing city with a global population of 150.000 that has the objective of reaching 200.000 in a decade. Umeå has become over the past four centuries the capital of Northern Sweden. It is now a beautiful harbor on the Baltic Sea, not far from the Arctic Circle. Climate change already has a major impact. Umeå has a strong range of events in sports, music, and culture. In 2022, the municipality is launching the first Umeå Food Symposium, June 2-5, 2022.

The Gourmand Awards and the Hallbars Awards are the world leaders of Food and Drink Culture events. They have been compared to the Oscars for glamour, they are inspired by the Olympic Spirit. They will bring international leaders from over 50 countries to Umeå. Nordic and Swedish professionals will also be part of the welcomed guests. The event will be open to the Umeå public on Sunday June 5, 2022.

The objective is to grow the international and national image of Umeå. The main venue will be the Umeå Congress Hall (Umeå Folkets Hus) in the center of the city. The event will be for professionals the first three days, and open to the public on Sunday.

International and national guests will be introduced to all aspects of Umeå culture, by first sharing food and drink. Visitors will have the privilege of meeting the truly unique people of Umeå.

FIRST UMEÅ FOOD SYMPOSIUM CLIMATE & FOOD

With conferences, presentations, tastings, masterclasses, show kitchens, awards ceremonies. There will be three special events for: Drinks, the Forest and Indigenous Peoples.

June 2
Sustainable Food Congress
Hallbars Awards

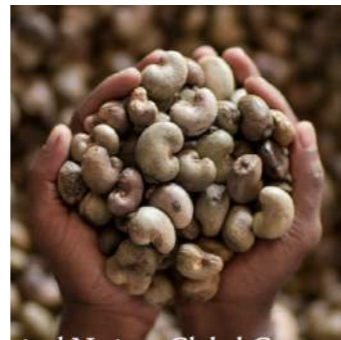
June 2-4
Food Culture Congress
Gourmand Awards

June 2-5
Umeå Cookbook Fair
Largest in the world in 2022

June 5
Gourmand Sweden Selection
First Swedish Food Culture Congress



ONE SYMPOSIUM, FOUR EVENTS



1 - Sustainable Food Congress

As for books at book fairs, Sustainability reports benefit from being seen together as a group in an exhibition. The comparisons by sectors or countries are very interesting and fruitful. A physical group exhibition of printed reports is much more useful than an individual online review of digital reports. The last meeting of the Hallbars Awards, in December 2021, honored the teams that made the sustainability reports possible. It includes the authors, the stakeholders and the publishers.



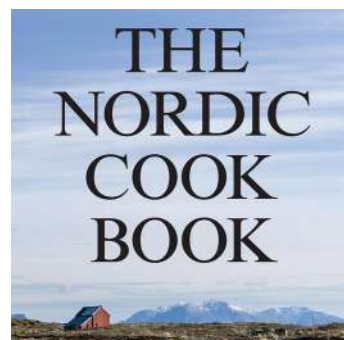
2 - Gourmand World Awards

Since 1995, the Gourmand World Cookbook Awards bring together the best culinary books of the world. The competition is free, and open to every country, publisher or author, regardless of power or influence. In 25 years, a huge network of professionals has been growing as over 1500 books are sent every year to participate, adding new members to this large family of food culture lovers. That exponential growth allowed publishers, authors, TV producers, photographers, designers and wine-makers to multiply their contacts around the world.



3 - Umeå Cookbook Fair

In December, 2021, the World Cuisines Week allowed the come-back of the Paris Cookbook Fair, with books from over 170 countries and the most important publishers, authors, agents, photographers, TV producers, graphic designers, tourism offices and specialized media. The professional area will help them to network, trade foreign rights and launch new projects with colleagues from as many countries as possible.



4 - Gourmand Awards - Sweden Selection

The last day of the Umeå Food Symposium will celebrate food culture from all Sweden. Authors, chefs and publishers have 5 minutes to explain their books. It is a great way to reach all the professionals present and attract their attention for interviews, cooperations and publishing projects.



June 2nd, 2022

1 - SUSTAINABLE FOOD CONGRESS HALLBARS AWARDS

The future of food through Sustainability Reports

The objective of the Hallbars selection is to help the promotion and distribution of sustainability reports across the world. It is hoped the focus on the awards winners will motivate the publication of more sustainability reports and will increase the engagement in sustainability.

Sustainability Reports are books

Hallbars takes the reader's point of view. As a book, the format, the design, the style, the writing become important to increase the impact of the content and give value to the efforts of the authors. Usually the authors are a team, headed by an editor in chief, who may be the person directly responsible for sustainability. Often there is input from the investor relations department. As for a book, the publisher is the corporation or the institution that publishes the report. A few reports do have ISBN as books do. The team of authors is often both internal to the publisher and external, with specialized consulting firms being very helpful.

54 countries in 2021

The first awards public event in 2020 took place October 21, celebrating the birthday of Alfred Nobel, at Alfred Nobel House in Karlskoga, Sweden, and streamed online for the rest of the world. On November 1st, 2020, 188 Sustainability Reports posters from 14 institutions and 60 corporations were exhibited at the China Entrepreneurs Forum, in Hangzhou, Zhejiang, China. The Forum is the annual meeting of China private entrepreneurs.

The 2021 congress & exhibition in Paris

The Hallbars Awards Congress took place in Paris on December 3. There were many presentations, by awards winners, including videos and other documents. The awards ceremony followed, with certificates handed. The Hallbars awards event was at the end of a whole week of celebrations in Paris, just before the Omicron variant really hit the news. The pandemic did not affect attendance significantly, with foreign guests coming from 67 countries for the Gourmand Awards on November 29 and 30, and the Hallbars Awards at the end on December 3. Foreign guests left quickly because of quarantine measures and air flights cancellations. This event could not have taken place four days later.



June 2nd, 3rd & 4th, 2022

2 - GOURMAND AWARDS

Food cultures from 225 countries and regions

The Gourmand World Cookbook Awards were founded in 1995 by Edouard Cointreau. Every year, they honour the best food and wine books, printed or digital, as well as food television. In 2021, entries from 225 countries and regions participate in these prestigious awards, the only international competition of the sector. It is free, and open to all languages. Every year, Gourmand gives the awards in a very special location for gastronomy. The Ceremony is always an opportunity to meet every important person in the world of food and books: hundreds of publishers, authors, chefs and journalists take part in these events.

Free and open to all

The Gourmand Awards have been compared to the “Oscars” for film. They are inspired by the Olympic Games and their spirit. All food and drinks content are included in the competition, in print or digital, paid or free, private or public, trade publishers or self published, big or small, with an equal chance for everyone. The Gourmand Awards are a unique opportunity to build the image of the food culture in a country, show the world its spirit.

Equal chances

The competition is by countries, which gives an equal chance for books from all countries to reach the international level. There is one jury for each country. When countries have different languages, there is one jury per language. For these awards, countries are based on the United Nations members list, plus the regions that have their own internet code.

<p>+225 Countries and regions</p>	<p>+45K Books since 1995</p>	<p>+50K Articles / year</p>	<p>+40K Participating professionals</p>
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June 2nd to 5th, 2022

3 - UMEÅ COOKBOOK FAIR

Umeå Municipal Library

The Municipal library has an unusually large section with over 3000 cookbooks displayed beautifully, mostly Swedish, but including international books. The star is of course the Umea Climate & Food Cookbook, in Swedish or English. An exhibition of books from the Gourmand Awards Winners is planned at the Municipal Library.

A most wanted come-back

In December, 2021, the World Cuisines Week allowed the come-back of the Paris Cookbook Fair, with books from over 170 countries and the most important publishers, authors, agents, photographers, TV producers, graphic designers, tourism offices and specialized media. The professional area will help them to network, trade foreign rights and launch new projects with colleagues from as many countries as possible.

A huge international network

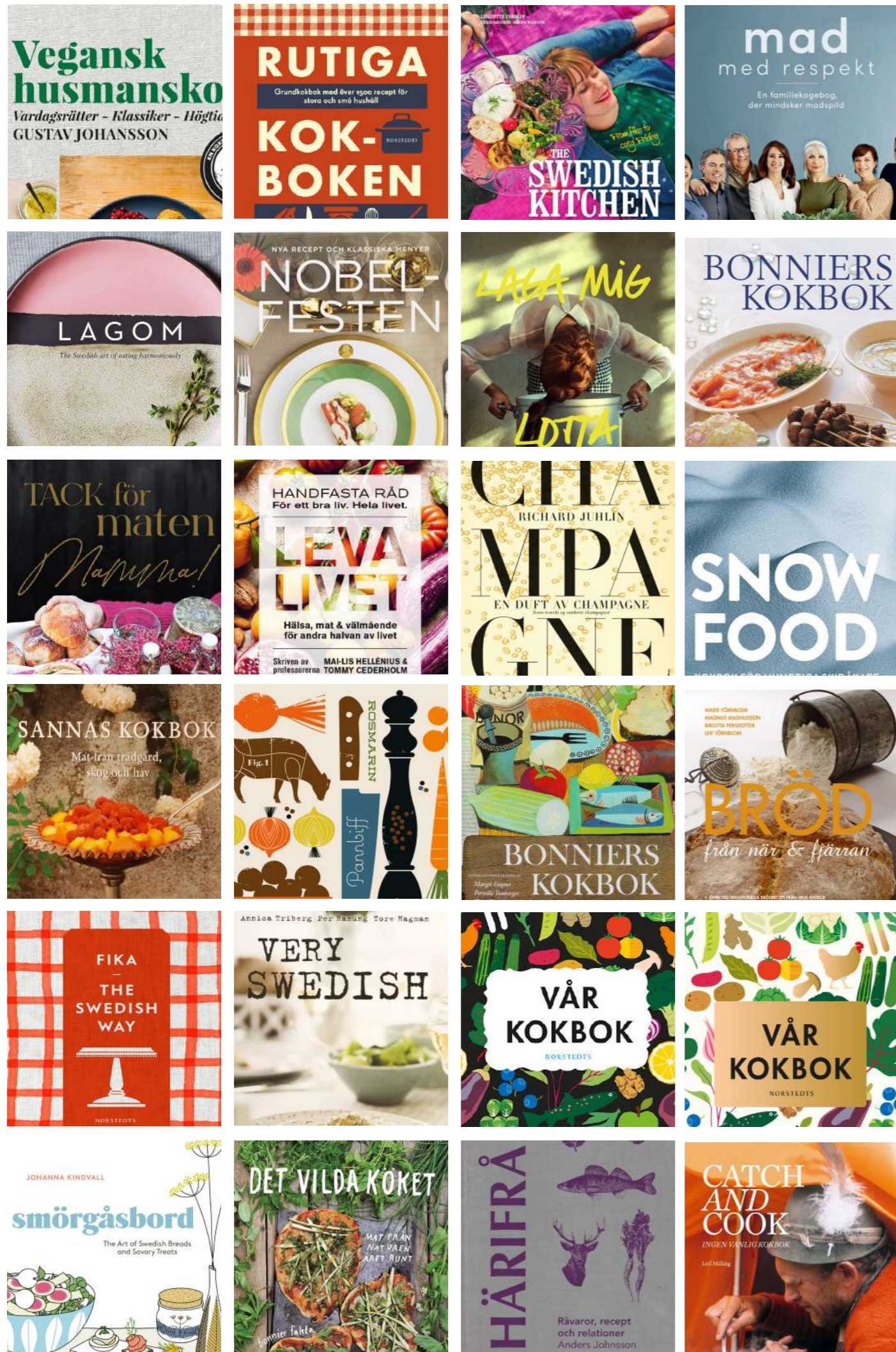
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When trade meets pleasure

The Paris Cookbook Fair was created in 2010, at Le Centquatre, a splendid cultural center in the east of the city. In 2013, the fair moved to the Carrousel du Louvre, before travelling to China in 2014, where the publishing industry was becoming more and more open to international content. In 2015, Gourmand International found an agreement with the Frankfurt Book Fair, the major cultural event of the world, to develop the Gourmet Gallery where publishers meet every year since then. In parallel, Gourmand co-organizes the food and drinks area of the Beijing International Book Fair since 2016.

June 5, 2022

4 - GOURMAND - SWEDEN SELECTION



The first Swedish Food Cultures Congress

The last day of the Umeå Food Symposium will celebrate food culture from all Sweden. Authors, chefs and publishers have 5 minutes to explain their books. It is a great way to reach all the professionals present and attract their attention for interviews, cooperations and publishing projects.

Speakers from all the country

Each five-minute speech is planned to be a short presentation. Behind the speaker, the screen will show a slide with its book, name and country. The speakers are chosen to represent all the Swedish cookbook market. Their books and TV shows cover a plethora of topics: gastronomy, local or regional cuisines, single subjects, products, drinks, literature, history, children books, photography, design, hospitality, books for professionals, magazines, pastry, diplomacy, etc. Gathering the key-players of the sector allows to focus on food culture projects, even if many professionals are general trade publishers, authors and journalists covering many other topics outside food.



DETAILS & INFORMATIONS

Airports

One hour flights through Stockholm airports. Arlanda is the big airport, the other one is much smaller, and very convenient, in the city. There are many flights, nearly every hour in June. The flight follow the coast of the Baltic, ver peaceful and beautiful views of wild nature, very little is built. Umea Airport is ten minutes from center of town. It is six hours by car or bus in Summer.

Hotels

All our hotels are five to ten minutes walking distance of the Umeå Folkets Hus (Congress Hall) where we have most events, in the center of town. Stora Hotelle Umea (1895), the most historical hotel, has been beautifully renovated with a ship theme. It shares a food court, with another big hotel, with breakfast and lunch restaurants. It tries to have the best breakfast in Sweden. The municipal library is there too. The whole center of town is a pedestrian area. Cars are only allowed for deliveries, there are taxis but buses are easy and everywhere. We recommend Hotels Stora, Elite Mimer, Aveny and U&Me.

University

There are 30.000 students in this town of 150.000 , it gives a youth atmosphere. The University is a beautiful campus seven minutes away by bus from the center of town. There are buses every five minutes. The Universty is world famous for its Design School, with a great Art Museum. They also are excellent in Forest studies and Research. Much food research too. The University has its big graduation event June 4 at the University, ending with a banquet at the Congress Hall. It will be separate from our event, with another entrance, and another floor, below the theater.

Food & Climate in Umeå

Sustainability is very important in Umea. There is a Food & Climate restaurant association, with 15 of the best retaurants in town, mostly in the pedestrian center of town. Their book Climate & Food received oth a Gourmand and Hallbars awards, so they published a new edition in English. The director of the association made a video presentation of the book at Les Cordeliers on December 3 during the Hallbars Sustainability conference. Food and Climate are the focus this year. The quality of the restaurants in Umea is high, including top level wine lists.

Local food & products

The Municipality and the region have a program to help local food producers. We are in contact with the local food associations , the producers and farmers.

Coffee

Umea has a world level coffee shop, selling hundreds of different coffees under their own packaging. Costas of Sweden is a central meeting place in Umea, with the amazing personality Costas Pliatsikas from Greece, married to a Swede from Umea for two decades.

Indigenous People

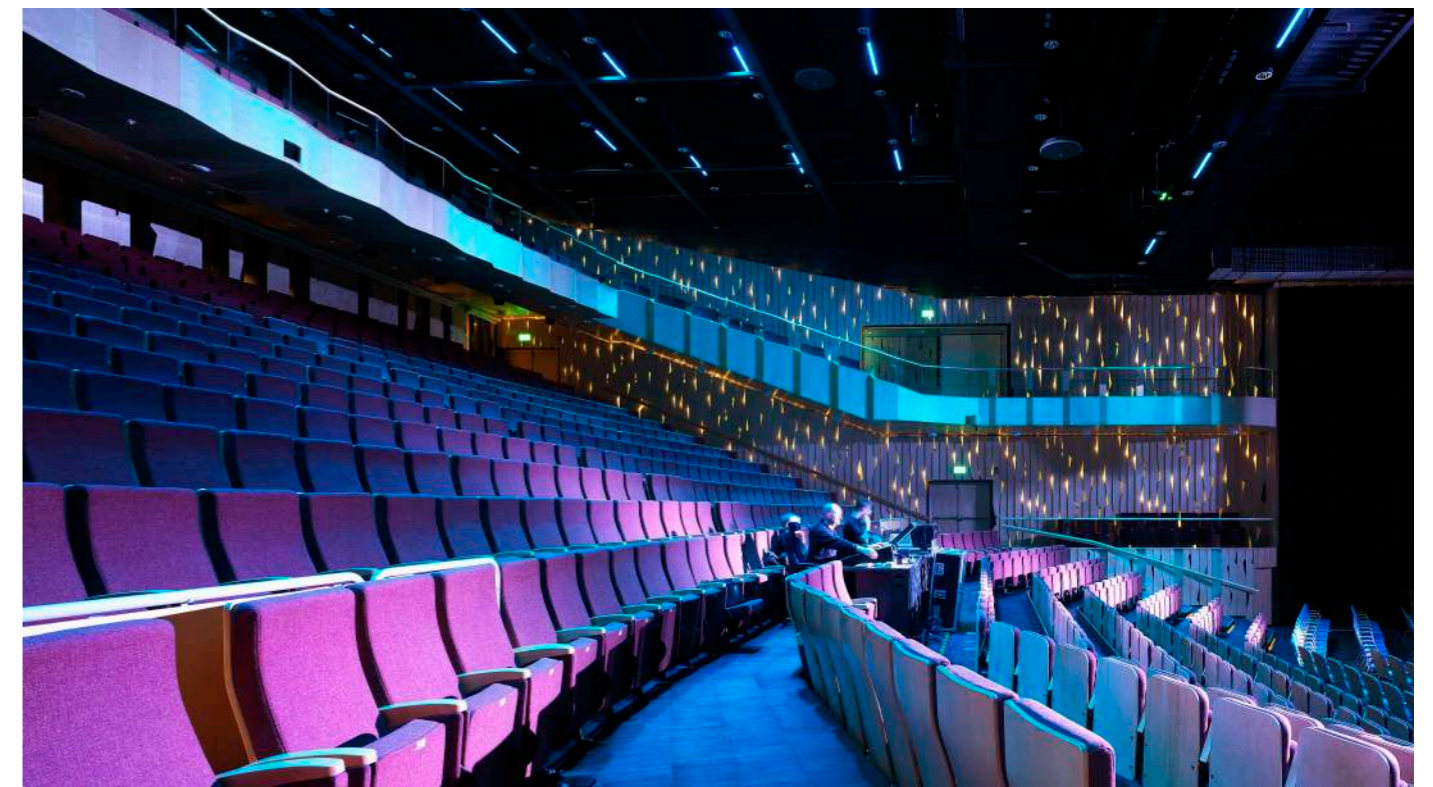
Sami are very important in Umea, with their own Museum and an excellent restaurant. There is also a special area to see reindeers, moose and other arctic animals in a forest area. Other Indigenous Peoples will be welcome, from Africa, America, and Asia. We will do the planning with our friends of the Indigenous Peoples Team at FAO in Rome, who participaed in many of our events, as on December 3 at Les Cordeliers, Paris.

Show Kitchens

The Arctic Food Lab has been invited with Anders Oskal to come from Norway on two trailer trucks. It will be set up in a park, with a big tent as restaurant. The Gourmand Awards are an official sponsor since the start of the project, completely funded by Norway after the Gourmand Award to Eallu book.

Congress Hall

Newly built in 2014, the theater has a capacity of 1100, it can be adapted to lower numbers. The restaurant is below the theater, Electrolux equipment, capacity for food = 700 guests. Below the theater, the restaurant room is available everyday except Saturday June 4. The Congress Hall has a World level Museum of Contemporary Guitars on the top floor, with famous Rock & Roll guitars.



DAY-BY-DAY PROGRAM

JUNE 1

Registrations all day at Folkets Hus Congress Hall
Front desk + Agora Expo office + Tourism options desk
Gourmand books exhibition at Municipal Library Stadsbibliotek - Inauguration
19:00 - Meeting Point: Facit Bar

JUNE 2

All events at Folkets Hus
9:30 - Official Inauguration by Mayor Janet Agren
9:45 - Arctic Food Lab presentation
10:00 - Library Exhibition presentation
10:10 - Gourmand Best25 presentations
12:00 - Lunch break
13:00 - Hallbars Presentation by Edouard Cointreau, President of Hallbars
Karlkoga Alfred Nobel House, Sustainable Gastronomy Day, Pelle Agorelius, Curator
Umea Climate & Food
Agro Libano Ending Poverty
Springer Nature
Sweden - Mai-lis Hellenius, Health, Food and Sustainability
Sweden - Susanne Jonsson, SVT Umea
Sweden - Emil Areng, Facit Bar, Umea
Sweden - Sebastien Boudet, Baker, Umea
Sweden - Per-Erik Berglund
Sweden - Leif Milling, Lena Andersson
Czech - Dominika Gasparova
France - Mireille Sanchez
Germany - Jorg Zipprick
India - Mayur Sharma
Malaysia - Kulit Manis
Slovenia - Janez Bogataj
Slovenia - Anita Sumer
Spain - Lluís Tolosa
UAE Dubai - Flavel Monteiro
USA - Marlena Spieler
USA - Miheśuah Devon, University of Kansas
17:00 - Gourmand Award Ceremony - Sustainability Awards
Hallbars Awards
18:00 - Meeting point - Welcome party : Drinks celebration party at Folkets Hus
19:00 - Tourism Option - Longest day experience on the farm, outside the city

UMEÅ FOOD SYMPOSIUM

JUNE 3

All events at Folkets Hus

9:30 - Umea General presentation, by Visit Umea
Tourism options
Umea Bookstores presentations
Umea restaurants presentations, Costas Coffee,
RISE Research Institute of Sweden, Food producers event June 4, presentation by Pelle Agorelius
10:00 - Presentations
France - Loire Valley wines masterclass, Guillaume Roussy
France - Les Tastevins Clos Vougeot, Pascal Durand, Commandeur
Round Table - China Wines, Pascal Durand, Clement Piquet, Guillaume Roussy, Edouard Cointreau
Round Table - Non Alcoholic Drinks - Richard Juhlin Wines with no alcohol, Blabar wild blueberry juice by Pelle Agorelius, Non alcohol wines seen from France by Guillaume Roussy

12:00 - Lunch break

13:00 Germany - Jan Baumeister - How Wine made Karl Marx a communist
14:00 Sweden - Grenadine Publishing House authors
14:30 Canada - Emmanuel Stip- Wine and Psychiatry
15:00 Canada - You are what your grandparents ate, Judith Finlayson
15:30 Short presentations, Drinks books
Argentina - Tiki cocktails
France - Enrico Bernardo, Best Sommelier in the World, La Sagesse du Vin
France - Marie-Lys Bibeyran, Les Petites Mains de l' Ombre
Peru - Lucero Villagarcia, Pisco
Spain - Judith Saenz de Tejada, Rioja
Spain - Lluís Tolosa Wine Books Publishing
Sweden - Hans Olov Oberg
Sweden - Champagne Magnum Opus
Turkey - Dr. Adalig
UK - Keith Grainger, Wine Faults
UK - Amanda Barnes, South American Wines

Special Awards Short presentations
UNEP PEACE AWARD - Make peace with Nature, Atul Bagai, head of UNEP for India

17:00 - Gourmand Awards ceremony: Drinks, Special Awards, Fund Raising
18:00 - Meeting Point - Drinks Awards celebration party at Folkets Hus

DETAILED PROGRAM

JUNE 4

9:30 - Cambodia - Taste of Angkor, Jasmin Rice, Cambodia Pepper
Panama - Embassy of Panama in Sweden : Geisha Coffee
10:00 - Presentations
Austria - Culinary World Cup, VKO, Mike Pansi, Philipp Stohner
Austria - Wiener Hotladen team
Belgium - Food photography on mobile phones, Jean-Pierre Gabriel
France - Gilles Fumey, Sorbonne University, Food Historian
France - Le Chabichou - Stephane Buron
France - Virginie Legrand, Mes Recettes passion
Israel - Pnina & Atalya Ein Mor, Jerusalem biblical village
Israel - Lior Mashiach, Baking from my Tel Aviv Kitchen
Japan - Mikako Sawada, Washoku
Lebanon - Noha Baz, Cout du Liban
Malaysia - Bulan Press, Penang Street Food
Nigeria - Margaret Ogunbanwo, The Melting Pot
Peru - Maria Pia Copello
Spain - Jose Juan Diaz, Baelio Claudia, University of Cadiz
Qatar - Dr Walid Qoronfley, Food for autism spectrum disorders
Sweden - Ulrika Soderlind
Sweden - Heart & Lung Foundation
Turkey - Dorukan Boyaci, University of Kapadokya, School of Hospitality
Tunisia - Ahmed Ladarsi
UK - David Smith - Tw-Eat
USA - Marlena Spieler, Tasteless

12:00 - Lunch break
13:00 - Indigenous peoples presentations
FAO - Indigenous Peoples Food Systems, Yon Fernandez de Larrinoa, Anne Brunel
13:30 - USA Mihesuah Devon, University of Kansas, a Choctaw
Irish Choctaw Gift Exchange 1847, Famine Pots, Padraig Kirwan, University of London
Central America Indigenous Foods, Guillermo Gonzales (Embajador Publicaciones - SICA)
Sapmi Slow Food
Sweden - Susanne Jonsson, SVT
World Reindeer Herders, Anders Oskal and Arctic Food Lab team
Tuvalu cookbook 2022, Climate Change & Food in the South Pacific
Congo - Linley Chiwona, Delices de Mikese
15:00 - WFP - Carmen Burbano, Head of School Children Meals
16:00 - Gourmand Awards ceremony for food culture
18:00 - Meeting point - Drinks celebration Party at Folkets Hus
19:00 - Option - Sweden local Foods, organized by Husmansbord, at RISE

UMEÅ FOOD SYMPOSIUM

JUNE 5

9:00 - Option 1 -Tourism - Until 14:00
9:00 - Option 2 - Umea Institute of Design exhibition- All Sunday

Folkets Hus - Open to the public
10:00 - Awards Ceremonies - Sweden Best 25, 2020, 2021 Gourmand Awards ceremonies
11:30 - Lunch break
13:00 - Sweden books presentations
15:30 - Champagne Master Class, by Richard Juhlin
15:30 - Japan Tea Ceremony, Master Class by Kakegawa Yasu
16:30 - Thank you speech - See you next year !
16:45 - Final Good-bye Party

Photo: Gourmand Awards 2021 in Paris, during the World Cuisines Week

