

100%
ONLINE

FOCUS ON
MERIDA

Délice Network
Annual General Meeting

27-29 Oct, 2020

Analyzing the consequences of the Covid crisis on our food cities

DÉLICE

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WELCOME TO THE VIRTUAL AGM

As members of Délice Network, we all believe in the importance of social bonds, gatherings and sharing food & drinks among partners and friends. We believe that our cities should be places of celebrations, get-together and taste.

Unfortunately, the year 2020 has confronted us with new realities that we all learned to live with. While most of us were deprived from the possibility to book our favorite table, we all realized how much we cherish our food culture and how important it is to protect our local food sector and our own identity.

Never could we have imagined that rather than sharing a traditional Queso Relleno in a beautiful ancient Hacienda of Mérida, we would be hosting our Annual General Meeting online. Our partners in Mérida had put together a stunning program, allowing us all to understand the richness and complexity of the food culture of the Yucatan Peninsula.

But the uniqueness of 2020 also lies in our ability to adapt and make the best of a situation. If we cannot make it to Mérida, then Mérida will come to you! And while we cannot learn, share & connect live, then let us do so virtually. We will never replace the experience of a conversation, a shared meal and a live meeting. However, through this first online AGM, our will is to bring into your offices or homes the best of our network dynamic and the best of Mérida.

We hope you will appreciate the content proposed and ask you all to invite your local food partners to join us for these 3 days of learning, sharing & connecting.



Eduardo Seijo
Secretary of Tourism
Municipality of Mérida



Olivier Marette
President of Délice Network
Representative of Brussels

PROGRAM AT A GLANCE

Tuesday Oct 27

11h-12h CET | Introduction to Délice Network

Open session for non regular partners

15h-16h CET | Workshop #1: City Marketing

Restricted to invited members

16h30-17h30 | Key-Note: Carolyn Steel

Open session

18h-19h | Taste of Mérida

Social Moment, for registered members only

Wednesday Oct 28

9h-10h CET | Workshop #2: Public Policies

Restricted to invited members

15h-16h CET | Key-Note: Hans Steenbergen

Open session

16h30-17h30 | Eyes on Mérida

Open session

18h-19h | Cheers from the Globe

Social Moment, for registered members only

Thursday Oct 29

12h30-13h30 CET | Introducing Tbilisi

Open Session

15h-16h CET | Annual General Meeting

Restricted to City Representatives

16h30-17h30 CET | Workshop #3 : F&B Sector

Restricted to invited members

KEY-NOTE SPEAKER



OCT 27th, 16h30-17h30 CET

[Add to Calendar](#)

HOW FOOD CAN SAVE THE WORLD

CAROLYN STEEL
AUTHOR

We live in a world shaped by food – a ‘sitopia’, or food-place (from Greek sitos, food + topos, place), but since we don’t value food, we live in a bad one which – as the current pandemic has highlighted – threatens both our future and that of the planet. In this talk, Carolyn Steel will explain how, by valuing food again, we can not only rebuild our lives and world better after Covid, but can create a new idea of a good life fit for the 21st Century.

Carolyn Steel is a leading thinker on food and cities.

*Her 2008 book **Hungry City: How Food Shapes Our Lives** is an international bestseller and established her concept of sitopia (food-place) across a broad range of fields in academia, industry and the arts. A Rome scholar in 1995-6, Carolyn is in international demand as a speaker and her 2009 TED talk has received more than one million views. Her second book **Sitopia: How Food Can Save the World**, was published by Chatto & Windus in March 2020.*



KEY-NOTE SPEAKER



HANS STEENBERGEN
TRENDWATCHER

OCT 28th, 15h-16h CET

[Add to Calendar](#)

THE BIG RESET

We experience a shock in the system. COVID-19 has been a seismic shift for the food industry. The big reset for food, hospitality, restaurants, catering and tourism has global impact on the entire industry, on business models and on consumer behaviour. However, with change comes opportunity.

Hans will present his redefinition of the pyramid of Foodlov, inspired by the famous Maslow pyramid. Covid-19 and the big economic crisis is reshaping the pyramid entirely.

Hans has gained his food expertise by visiting and organizing dozens of events, reading hundreds of specialist books and reports, conducting thousands of interviews with professionals, eating thousands of restaurant meals and traveling countless miles around the world. A combination of street credibility and expert opinion.

*Hans is co-founder of the **Food Inspiration Magazine** that was voted the best B2B magazine in the Netherlands by the authoritative Dutch Publishers Association. Since 2009 Food Inspiration has been organizing its own event every year: **The Food Inspiration Days**, the biggest foodconference of the Netherlands.*



WORKSHOPS

In Délice Network, members are considered the experts. While countries from around the globe are facing the same pandemic, the strategies and replies given by each city to recover are different. Sign up for one of these 3 workshops and participate in building collective intelligence around the topic.

Each workshop will be animated by 2 members of the Délice Executive Committee. By following a common work canva, you will be sharing views and ideas on the chosen topic. Bring to the table the knowledge and the experience from your own city. The results of the workshops will be shared among the network through a report.

OCT 27th, 15h-16h CET

#1: CITY MARKETING

Using our food culture to bring new forms of tourism in our cities



Ignasi de Delas
Barcelona



Reinher Behrens
Cape Winelands

OCT 28th, 9h-10h CET

#2: PUBLIC POLICIES

Connecting the local food value-chain to become more autonomous food cities



May Endresen
Stavanger



Juliette Cantau
Lyon

OCT 29th, 16h30-17h30 CET

#3: THE F&B SECTOR

Supporting the food service industry in its evolution while preserving the food culture and quality of the offer



Olivier Marette
Brussels



Felipe Garcia
Tucson

Limited seats.

No longer open for registration

GENERAL MEETING

OCT 29th, 15h-16h CET

[Add to Calendar](#)

FOR MEMBER CITY REPRESENTATIVES:

ANNUAL GENERAL MEETING

The Executive Committee of Délice Network is pleased to invite all Member Cities to attend the Annual General Assembly Meeting that will be held online on **Thursday Oct 29th**.
The timing will be decided upon the registered cities.

Agenda of the Annual General Assembly:

- Opening Speech by the President Olivier Marette
- Approval of the previous AGM Minutes, previously sent by email
 - Presentation and approval of the Activity Report of 2019
 - Presentation and approval of the Financial Report for 2019
 - Discussion over the 2020 activities
 - Discussion and vote over the 2021 provisional budget

Please note that members who cannot attend the live session should give proxy to another member, as stated in the Statuts of the organization.

OCT 27th, 11H-12h CET

[Add to Calendar](#)

FOR MEMBER CITY PARTNERS:

INTRODUCTION TO DELICE NETWORK

For non-voting partners of member cities, a special session will be animated by Network Manager and Excom members to give a general introduction to the organization.

This session will present the purpose of the organization, the operating methods and values shared by the member cities.

Different projects and benefits from the network will be presented through testimonials from Délice members.

MEMBER CITY PRESENTATIONS

OCT 28th, 16h30-17h30 CET

[Add to Calendar](#)



FOCUS ON MERIDA

Eduardo Seijo
Secretary of Tourism
Municipality of Mérida

EYES ON MERIDA: INTRODUCING THE FOOD STRATEGY

What makes Mérida a great food city? In replacement of the live experience in the city and the meeting with local partners, Eduardo Seijo will lead us through a virtual discovery of the Food Strategy of the Yucatecan capital.

Discover how food is used for economic development, social cohesion and international promotion through the different local institutions.

OCT 29th, 12h30-13h30 CET

[Add to Calendar](#)



Nata Kurkhuli
Turism Development
Department
Municipality of Tbilisi

INTRODUCING TBILISI, GEORGIA

The Capital of Georgia has joined Délice Network in 2020. While the country has been developing a strong strategy on international tourism, Tbilisi is taking advantage of it's rich and ancient food culture to offer to visitors a unique experience. For the Turism Development Department, the challenge is to perserve and promote this uniqueness and turn it into an asset for an efficient and sustainable touristic development.



SOCIAL MOMENTS

Délice Network gatherings are about knowledge and experience sharing among members. But the power of food lies also in its ability to connect people from different origins and to facilitate the bond. Because this aspect is core to our values and an essential part of our gatherings, two online social moments are proposed to keep us united despite the distance.

OCT 27th, 18h-19h CET
(closed registration)

FOCUS ON MERIDA

A TASTE OF MERIDA



Experiencing a place is a question of taste. The City of Mérida satisfies all senses with flavors, taste and colors that originate from the multicultural and diverse history of the region.

Invite some of these tastes into your home for an express sensorial trip to Mérida.

Pre-register to receive a treat-box with delicacies and log-on the online session to simultaneously discover and taste its content. Salud !

OCT 28th, 18h-19h CET
[Add to Calendar](#)

CHEERS FROM THE GLOBE



32 cities from around the globe are united through Délice Network.

32 cities who all have their iconic places and iconic food.

For the pleasure of spending a moment among partners and friends, you are invited to log on this zoom session from your favorite place in your city, at a cafe, restaurant or bar.

Order your favorite food or drink and enjoy 1h of world tour, seeing familiar faces in unfamiliar places.

How to attend the Sessions ?

All sessions last 60-minutes and are held on Zoom.

For Restricted Sessions:

You are already pre-registered: you will be receiving the Zoom link through a calendar invitation by email.

You are not pre-registered:, contact Camille Benoist to ask for late registration (upon availability)

For Open Sessions:

Share the links and invitations to all partners among your cities through social media

For any information regarding the organization of the AGM:



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