

2024 EDITION

HOSPITALITY

TRAINING

PROGRAM

TRAINING PROGRAM FOR FOOD &
BEVERAGE HOTEL
DIRECTORS AND EXECUTIVE CHEFS



PROGRAM OVERVIEW

The ICEX Hospitality Training Program, for Food & Beverage Hotel Directors and Executive Chefs from ICEX, is a complete professional, theoretical and practical training program, which immerses the participant in Spanish cuisine and the country's gastronomy sector.

This is a scholarship program supported by ICEX – Foods & Wines from Spain – that provides a 360º learning experience to a limited number of professionals every year.

The program is the key element of a long-term project that aims to achieve a greater presence of Spanish gastronomy in some of the most renowned hotel companies in the world, and build a solid and lasting relationship between selected professionals and ICEX Spain Trade and Investments.

For more information about previous editions, please, visit our website:

<https://www.foodswinesfromspain.com/hospitality-training-certificate-info>



ICEX is part of Spain's Ministry of Industry, Tourism and Commerce. It is a public organization created with the purpose of developing and promote Spanish exports and investments all over the world. The Foods&Wines from Spain brand, run by ICEX, works to promote our culinary culture and to support exports of Spanish food products to Spain's priority markets.

Over the past 10 years, Foods&Wines from Spain has developed several training and postgraduate programs and workshops to provide a thorough understanding of the Spanish gastronomy scene to both novice and senior foreign professionals.

SPANISH CUISINE, AT THE FOREFRONT OF WORLD GASTRONOMY

For the last two decades, Spain has experienced an exciting succession of changes that have revolutionized the gastronomy industry, from the most prestigious restaurants to home kitchens, as well as traditional taverns and tapas bars. This authentic culinary revolution has transcended our borders and placed Spanish cuisine, its products and its professionals in the spotlight of the global hospitality industry.



140M

Spanish Food & Wine industry sales reached
140M € in 2021, +5,3%



289

Total number of Michelin star
restaurants in Spain in 2023



6

Spanish restaurants among the 50
“World’s Best Restaurants” (ref. list
2022
2 Spanish restaurants on the “Best of
the best” list.



15

A million visitors came to Spain last
year were drawn to its
gastronomy*

HOSPITALITY TRAINING PROGRAM 2024

The Hospitality Training Program is designed to be a transformative experience for Food & Beverage Directors and Executive Chefs from prestigious hotels all over the world. Every year, the program brings together a group of professionals from different countries that share a firm commitment to and passion for their jobs. The ideal group will consist of a maximum of 15 professionals who will enrich each other with their different backgrounds and approaches to the business.

Participants will benefit from a once in a lifetime learning experience that will immerse them in Spanish Gastronomy and Hospitality, showing them how to enhance their establishment's offering from a fresh, new perspective.

When the program has concluded, and the professionals are back in their home countries, the hotel will have the continued support and advice of Embassies of Spain and ICEX offices worldwide, which will work to facilitate contact between the hotel and producers and leading companies in the Spanish gastronomy sector.

LEARN THE WAY TO GASTRONOMIC EXCELLENCE FROM THE BEST IN THE BUSINESS

LEARNING AREAS

- a. Spanish Gastronomy and gourmet products sectors. Tradition meets innovation.
- b. Global culinary and business model trends applied to the hospitality and culinary scene.
- c. Hands-on training in cutting-edge techniques applied to Spanish products.
- d. Gastronomic experiences and meetings with Spanish relevant chefs



PARTICIPANT'S PROFILE

The Hospitality Training Program aims to train highly competitive professionals from the Food & Beverage areas. Our ideal candidate would be a F&B Director or/and Executive Chef or Sous Chefs with a solid professional background and a demonstrated interest in Spanish gourmet products and culinary culture.

The participants should also have senior positions of responsibility and be professionals that hold decision-making and action-taking roles in the selected hotels, including purchase decision.

Applications will be considered according to:

- Educational background and previous experience of the candidate
- Motivation to take part in the program

In order to create the final group, other criteria will also be taken into account :

- Diversity in the nationalities of candidates
- Potentiality of the countries according to ICEX criteria
- Gender diversity and equality. **Female participation will be prioritized among participants.**



PROGRAM STRUCTURE



The program consists of two modules, the first of which is an Online Course that will allow the participants to combine the first training area with their professional responsibilities. The Discovery Tour will take place in Spain and will take 2 weeks long.

MODULE 1 (FROM HOME)

SPAIN'S PANTRY AND GASTRONOMY ONLINE COURSE

🕒 5 weeks – January–February
2024

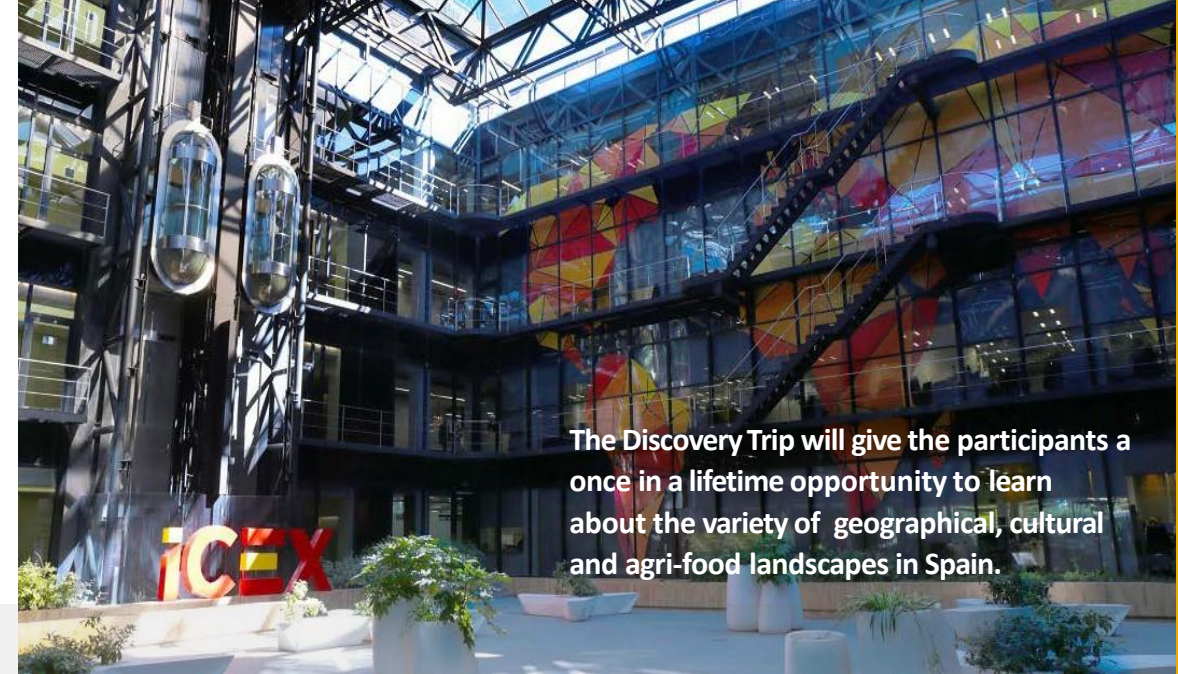
50-hour online course in Spanish gastronomy, its products and industry, to be completed in your country of origin before traveling to Spain. Upon completion you will receive the official “Specialist Diploma in Spain’s Pantry and Gastronomy” from ICEX-CECO.

MODULE 2 (SPAIN)

SPANISH GASTRONOMY DISCOVERY TRIP

🕒 2 weeks - May 2024

The trip will consist of 2 weeks in Spain, starting with theoretical and practical training (workshops, showcooking) on the main products of the Spanish Pantry, at international groundbreaking academic institutions.



The Discovery Trip will give the participants a once in a lifetime opportunity to learn about the variety of geographical, cultural and agri-food landscapes in Spain.

The “Discovery Tour of Spanish Gastronomy”, will take the participants to different regions of Spain. This intense journey will give them the opportunity to discover products in their natural surroundings, as well as get a first-hand look at the rich culinary culture of Spain.

Along the way they experience tastings, lunches and dinners centred around local products, as well as examples of both classic and avant-garde Spanish cuisine. They visit producers and companies specializing in fine foods and wines, many of which export their products to the participants’ home countries.

LEARNING OUTPUTS

At the end of the program the participant will be able to:

- Generate and communicate **passion** for the culture, gastronomy and products of Spain.
- Identify and **value** the main features of the Spanish gastronomic culture, its regions and the Mediterranean region.
- Analyze and **experience** specific success cases of gastronomic quality and innovation, and service in hotels and catering in Spain.
- Effectively use different tools and means to **communicate** to customers and other professionals the value of Spanish products and services.
- Analyze, design and plan original **gastronomic offerings** by experimenting with different Spanish gourmet products.
- Be able to take into account the context, demand and expectations of customers, applying **criteria of quality, labor, and food safety**.
- Evaluate, identify and design innovative processes in the area of service, dissemination, and customer service, with the aim of making a **higher-quality gastronomic offering**.
- Increase motivation and knowledge about the **integration** of high-quality products and services in the hotel industry.



HOSPITALITY TRAINING PROGRAM 2024

DATE	MODULE	LOCATION	LENGTH
JANUARY – FEBRUARY 2024	Online course	Home	5 weeks
MAY 2024 (TO BE CONFIRMED)	Discovery Trip	Different regions around Spain	2 weeks
MAY 2024 (TO BE CONFIRMED)	Closing Ceremony	Madrid. Spain	1 day



WHAT THEY SAY ABOUT US



[2018 EDITION](#) (video)



[2019 EDITION](#) (video)



[2022 EDITION](#) (video)

ARTURO GONZALEZ,
EXECUTIVE CHEF
MELIA NASSAU
BEACH, BAHAMAS

The program showed another level of gastronomy. It has given me a new perspective and I'm looking forward to start working with my team back in the Bahamas.

KENNETH MOLLYNEAUX,
CHEF & OWNER
TROPICAL FUSION
IN TORTOLA, BRITISH
VIRGIN ISLANDS

Back in my country I want to make my clients experiment what I've lived during this program. It has been amazing.

RITESH CHOUDHRAY,
FOOD & BEVERAGE
DIRECTOR TAJ
PALACE BOMBAY

I don't think there's any other place in the world that could offer products like these, and I think I'm truly blessed to be here.



TERMS AND CONDITIONS FOR PARTICIPATION

ICEX WILL PROVIDE FREE OF CHARGE

- Roundtrip flight tickets and accomodation.
- Spain's pantry and Gastronomy, online course from ICEX– CECEO.
- Spanish Gastronomy for F&B Managers and Executive Chefs course different academies.
- Food Discovery Trip full costs.
- ICEX will not assume any personal or maintenance expenses.

PARTICIPANT WILL CONTRIBUTE TO THE PROGRAM WITH:

- Successfully completing all course requirements.
- Completing the two modules of the program as previously described.
- Contracting a personal medical and assistance insurance policy that includes accident insurance and repatriation.
- Assuming his or her own personal expenses.

EMPLOYER (HOTEL/COMPANY) WILL SUPPORT THE PARTICIPANT WITH:

- Salary payments during the entire program.
- Allowing the participant to fully complete the program's modules.



HOW TO APPLY

Submit duly completed and signed:

- **Application form A**
- **Application form B**

Submit a **motivational video** (2min. máx. length) describing why you would like to participate in this program, the presence of Spanish products at your hotel/country currently, and the possibility of including more and growing in that sense.

IMPORTANT CONSIDERATION:

This is a full-time business trip with activities every day, including weekends. Participants must follow the full schedule.



Email all documentation to the local ICEX office in your country email no later than October 31, 2023

Subject: HOSPITALITY TRAINING PROGRAM 2024



Successful candidates will be contacted during December 2023



CONTACT US

For further information on the Program, please contact:

Hospitality Training Program

fwsacademy@icex.es

ICEX España Exportación e Inversiones, E.P.E.
Paseo de la Castellana, 278 28046 Madrid - SPAIN

ww.icex.es



WWW.FOODSWINESFROMSPAIN.COM