



ASSOCIATION OF PROFESSIONAL CHEFS NIGERIA

REPORT ON WAFFEST NIGERIA 2023



**HOSTED IN COLLABORATION WITH THE
NIGERIAN TOURISM DEVELOPMENT AUTHORITY**

**LAGOS STATE TECHNICAL AND VOCATIONAL BOARD
DATE: 9TH – 14TH AUGUST, 2023**

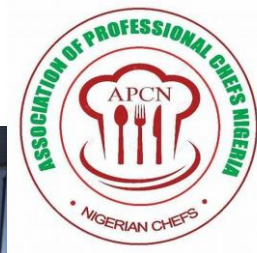


PARTNERS AND ENDORSEMENT



SPONSORS







BACKGROUND

This Report aims at giving a comprehensive assessment of the West Africa Food Festival (WAFFEST NIGERIA 2023) hosted by the Association of professional chefs Nigeria in collaboration with the Nigerian Tourism Development Authority and the West African Chefs Alliance by bringing West Africa and other African chefs together to celebrate the rich traditional cuisines of West Africa and its food tourism potentials.

WAFFEST NIGERIA 2023 attracted close to one thousand participants from nineteen countries, twelve sponsors and partners with MAGGI NIGERIA taking the lead as the major sponsor. Features of the event included eight competitions including the prestigious SIGNATURE JOLLOF CHALLENGE, Master Classes, traditional food display, cultural display Culinary Product Factory tour, symposium and closing award dinner night party.





In attendance to grace the occasion were the
Nigerian Tourism Development Authority
National Institute for Hospitality and Tourism
Federation of Tourism Association of Nigeria
Nigerian Hotels and Catering Institute
Hospitality and Tourism Management Association of Nigeria
FCT Department of Tourism
Hospitality Management Congress
Standard Organisation of Nigeria
RCL Industrial Safety Centre

The event largely adjudged by the international community as the best of West African Food Tourism and topmost of the earlier four editions held in rotation within other countries of West Africa came to close with all participating countries depart with great satisfaction.

It is worth mentioning that while the week-long event was in progress, several corporate organization visited to seek possible opportunities to partner with the Association and sponsor subsequent events.

Introduction West African Food Festival (WAFFEST NIGERIA 2023) was initiated by the Association of Professional Chefs Nigeria on the 16th March, 2017 and mandated the Chefs Association of Ghana in 2018 to take the lead as specified in the Memorandum Of understanding between the two countries is a week-long event to celebrate and promote the rich food culture and tourism potentials of the West African region.

It also aimed at bring together a full package of tourism to the participants which includes the sights and sounds of West Africa while providing a platform for hospitality, Culinarrians and Tourism stakeholders to have mutual understanding on the best way to advance service delivery in the food value chain, advocating for prospects and policies within the industry.



OBJECTIVES

The objective of the WAFFEST is to highlight unity in diversity of the West African people through our food culture, indigenous meals, methods of preparation and modern standard presentation.

- In recognition of individual and corporate contribution to the advancement of Nigeria's food tourism, the Association used the occasion to recognize and honour such selfless sacrifices.
- More importantly, WAFFEST bring nations and communities together, provide publicity for each participating country during the Festival and enjoy being the center of attraction all around the world as the media is deployed to cover happenings every step of the way.
- Traditional recipes and service methods near extinction are brought back to life as domestic tourism is projected and promoted.

WAFFEST ATTENDANCE

West Africa Food Festival Nigeria 2023 attracted over 1000 people and was attended by participating countries like Benin, Togo, Ghana, Burkina Faso, Cote d'Ivoire, Gambia, Liberia, Mali, Sierra Leone and Senegal .

Guest Countries

Botswana, Cameroon, Congo, Uganda, Lesotho, Kenya, Niger and South Africa.





PRE- EVENT

In preparing towards the WAFFEST Nigeria 2023, various committees were set up to design, structure, prepare budget and manage the different section of the event.

Such committees included the Secretariat (Printable, trophies, awards, documentation of participants, Mini mart and Emergency), accommodation, Security, logistics (Transport and Visa matters) Entertainment (Food and Beverages, Cultural display, music, DJ and Mc) Competition, Procurement and the finance.

A lot of promotional materials like live television interviews (AIT, TATASHE and TVC), newspapers press conferences, flyers, banners, posters and the social media platforms like Facebook, WhatsApp to promote the event within a six-month period were used.

The 30 state chapters of the Association nationwide used their Facebook pages, Instagram handles including the ten different international WhatsApp platforms including Africa Chefs Alliance, Federation of Tourism Associations of Nigeria, Hospitality Management Congress, African Chefs United, World Chefs Middle East & Africa and individual members. The committee also used existing TV platforms and radio interview to discussed the WAFFEST event.

Invitation letters were send out to over twenty-six countries, Application forms were designed for the competitors to register their competition categories with three months period to study the competition criteria and guide.



ARRIVAL OF PARTICIPATING COUNTRIES

As part of the arrival schedules, the West African countries arrived by road and were received by the logistics committee as they arrived Lagos. Most countries arrived much earlier than expected and were properly taken care of.



DAY ONE: PART ONE: 09 AUG. 2023 – EVENT DIRECTOR: CHEF NICK MAAJI
ARRIVAL & DOCUMENTATION – 10am

PART TWO:
WELCOME DINNER at Duban Hotel pool side – 7PM

DAY TWO: 10th August, 2023 – EVENT DIRECTOR: CHEF UDE
CITY/ FACTORY TOUR - 11am

DAY THREE 11TH AUGUST, 2023 – EVENT DIRECTOR: CHEF PUNSHAK
PART ONE – 9am

- OPENING CEREMONY – Protea Hotel, Lagos
- ☐ Arrival of distinguished guests and Special Guest of Honour
- ☐ Recognition of profiled guest
- ☐ Nigerian National Anthem
- ☐ Welcome Address by the Chef Paulinus Okon, National President, APCN
- ☐ Cultural Display
- ☐ Flag Procession
- ☐ Goodwill Messages: Hospitality and Tourism Organizations (Nigeria, West Africa, Africa)
- ☐ Keynote Address
- ☐ Orientation / Word on the marble
- ☐ Photograph Session
- ☐ Food Tour on Indigenous Cuisines

PART TWO – 12 Noon

- COMPETITION - Lagos State Culinary Center, Lagos
- ☐ CULTURAL DISPLAY
- ☐ FOOD TOUR / INDIGENOUS CUISINES DISPLAY
- ☐ NESTLE PROFESSIONALS PRESENTATION
- ☐ MENTOR & MENTEE LEADERSHIP CHALLENGE
- ☐ BAKING AND PATISseries Part One HBS (Bread and Cake production)

DAY FOUR 12TH AUGUST, 2023 – EVENT DIRECTOR: CHEF MARIO GODFREY
Lagos State Culinary Center, Lagos - 9am

- MASTERCLASSES
- COMPETITIONS
- ☐ SIGNATURE JOLLOF COMPETITION
- ☐ MAGGI PRESENTATION
- ☐ CULTURAL DISPLAY
- ☐ VEGAN CHALLENGE
- ☐ SUPER WOMAN CULINARY CHALLENGE

DAY FIVE 13TH AUGUST, 2023 – EVENT DIRECTOR: CHEF NURA MOHAMMED
Lagos State Culinary Center, Lagos – 9am

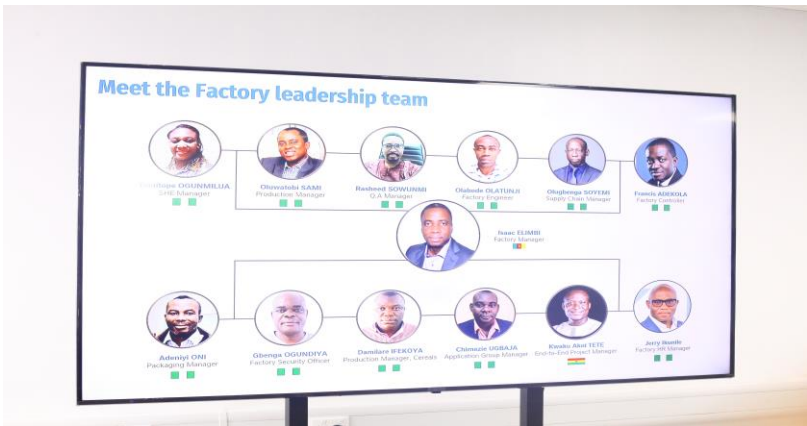
- MASTERCLASSES
- COMPETITION
- ☐ MASTER CHEF CHALLENGE
- ☐ TASTY TOM PRESENTATION
- ☐ CULTURAL DISPLAY
- ☐ YOUNG CHEFS SKILLS CHALLENGE
- ☐ BAKING AND PATISseries Part Two AT HBS (Cake Decoration & presentation)
- ☐ ON THE GRILLS BARBEQUE CHALLENGE

DAY SIX 14TH AUGUST, 2023 – EVENT DIRECTOR: CHEF ANSLEM CHUKS

- SHOPPING - 10am
- AWARD / GALA NIGHT Sheraton Hotel By Marriot, Alausa, Lagos – 6pm
- ☐ Arrival of distinguished guests and Special Guest of Honour
- ☐ Recognition of profiled guest
- ☐ Nigerian National Anthem
- ☐ Speech from Hospitality and Tourism Organizations
- ☐ Awards of Honour
- ☐ Entertainment – Cultural Display
- ☐ Dinner
- ☐ Competition Result and Presentation of winnings

DAY SEVEN 15TH AUGUST, 2023 – DIRECTOR OF EVENT: CHEF TOLA

- CHECK OUT AND DEPARTURE – 6am, 9am & 12Noon (Please choose your time of departure from logistics arrange and inform Chef Tola 48 hours before the departure time to avoid disappointment)







COOKING COMPETITION AND WORKING STATION

The Lagos State Technical and Vocational College sponsored the event with a large kitchen with fifty kitchen stations fully individualized and suitable for such international competition.

JUDGES

The Judges were selected from different countries based on their experience to Judge the cooking competition and they included: Chief Judge - Chef Monana Motswaledi (Botswana) while other judges were interchanged for different competitions. Among these judges were Chef Citrium Khmalo (South Africa), Chef Donald Montesane (Lesotho)

AWARDS AND HONOURS

Signature Jollof Competition (Team Of 3) Food Tour / Country Exhibition (Team Of 4) Three Tier Traditional Wedding Cake (Individual) Bread Making (Individual) Mentor And Mentee Leadership Challenge (Team Of 3) Waffest Chef Of The Year 2023 Award Master Chef Challenge (Individual Entry) On The Grills – Barbeque Championship (Individual Entry) Vegan Challenge (Team Of Two) Super Woman Culinary Challenge (Individual Entry)





MEDIA AND COMMUNICATION

Contacts: 07032514525; 08033330122; 08025478905; 08035782455; 08065366641

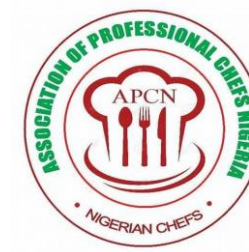
Website: www.nigerianchefs.org

Email: professionalchefs24@gmail.com

Facebook: Association of Professional Chefs Nigeria

Instagram: @nigerianchefs @apcn_lagos @apcnphcity @apcn_abuja





EVALUATION

The purpose of this is to obtain post-event feedback from the participants, competitors and partners. A pre/post registration form was designed to assess the attendee to get feedback to improve upon the future of events. There was a daily evaluation briefing from the first to the last day of the event aimed at looking at possible challenges and strategize for the next day. Additionally, qualitative interviews were undertaken to determine the effectiveness of the program from the perspective of all committee members, participants and competitor's involvement and difficulties if any, that may crop up in the sponsor brand usage. The Association of Professional Chefs Nigeria objective was to ensure that sponsors got value for money spent and participants were satisfied.





CLOSING CEREMONY

The closing ceremony was attended by close to 500 attendees which included Chefs, media, sponsors, partners and the Judges for the awards ceremony. Chefs Association presidents delivered their messages. Various awards and appreciation certificates were presented to different people and organisations..





SHARED LESSON LEARNT

The planning committee projected around 10 to 12 countries of about 150 foreign guest chefs and visitors from various countries but ended up with 19 countries of 250 foreign guest chefs making a total of over 600 participants with Nigerian Chefs.

Some of the foreign guest Chefs arrived earlier due to availability of flight dates while some had to stay over a couple of days for same reason.

The coordination between sponsors was not adequately handled which ended up in a minor misunderstanding which could have been avoided should proper negotiation was done. This misunderstanding resulted in MAGGI pulling out equipment earlier promised to leave with us till end of event.

The Lagos State Technical College ran out of water on the last day and the personnel who would have pumped was not on duty, this resulted in the cancellation of the Young Chefs Skills Challenge.

Sponsors or brands need to understand the activities and also incorporate their brands into the activities planned.



RECOMMENDATIONS AND CONCLUSIONS



The objective of the event was well achieved by the entire membership of Association of Professional Chefs Nigeria, Sponsors and partners.

It is recommended that, the Association events needs event management company for better result.









APPRECIATION TO THE CENTRAL PLANNING COMMITTEE, SPONSORS AND PARTNERS



CHEF OLUGBOLABO OLUSANYA
COMPETITION



CHEF ESTHER YERIMA
FINANCE



CHEF MONICA FIDELIS
SECRETARIAT



CHEF SALMA YUSUF
ENTERTAINMENT



CHEF NGOZI Y. IBEZIAKO
ENTERTAINMENT



CHEF ANTHONIA OKOLA EMEFO
FINANCE



CHEF GOODNESS OGUGUA EJIOFOR
PROCUREMENT



CHEF BELINDA ESOIMEME
FOOD AND BEVERAGES



CHEF DEBORAH SOFOWORA
MEDIA



DESTINY CHIGOZIE BROWN
DECORATION



CHEF UDE OKOLI
COMPETITION



CHEF MAMU AYUBA UMAR
TRANSPORT



CHEF FATIMA IKOTU HARUNA
MEDIA



CHEF FARIDA MUSA
SECRETARIAT



CHEF COMFORT ANGWE
ACCOMODATION



CHEF SANGE SAMUEL
FINANCE



CHEF GODWIN UDO SAM
MINI MART



CHEF FOLASADE KUDIRAT
SECURITY



CHEF NKWUBIKEC. RAYMOND
SECURITY