

**Old Tastes - New Ways
Benefiting from our Culinary Heritage**

**A North Sea Commission seminar
promoting culinary heritage and regional produce**

**Friday 30th April - Monday 3rd May 2004
Wesermarsch, Lower Saxony, Germany**

Aims

The aims of this event are to:

- Identify key consumer and food tourism trends around the North Sea.
- Identify key food production and retail trends around the North Sea.
- Share experiences from around the North Sea.
- Increase communication between regional food projects around the North Sea area.
- Investigate the possibility of new joint initiatives and sources of funding.
- Learn from best practice projects around the North Sea.

The seminar will be held in the Wesermarsch area in Germany. This is an area known for its speciality lamb, ox, dairy and fish produce, and it has developed a number of successful local food projects.

The event will be held at the very attractive **Hotel Kunze-Hof** in Seefeld on the North Sea Coast of the Wesermarsch area of Germany (for more information visit www.Kunze-Hof.de). We are expecting delegates from countries located around the North Sea. These will be professionals with a wide range of interests from a variety of sectors including:

- Culture and Tourism
- Economic Development
- Education and Research
- The Environment

Outcomes

We hope that this event will help establish key issues of interest in this sector and identify some possible joint projects involving representatives from different countries around the North Sea. (The presentations and discussions will be held in English).

Places at this event may be limited. Please use this booking form to reserve your place at the event and your accommodation at the Hotel Kunze-Hof **before Thursday 22nd April.**

For more details about the North Sea Commission and updated information about this event please visit the North Sea Commission website www.northsea.org

Old Tastes New Ways Seminar

Programme

Friday 30th April

15.30 Welcome and introduction to the Wesermarsch region by Mr Jörg Wilke, Managing Director, Wirtschaftsförderung Wesermarsch GmbH.

Study Tour to the area surrounding the old village of Seefeld.

Visit to the 'String of Pearls along the North Sea' Interreg IIC project, agro business projects and a local SME business.

Evening Dinner

(Note : From 09.30 there will also be an all day meeting of the NSC Environment Group – Project Working Group)

Saturday 1st May

Morning Keynote speakers on:

Food Industry	Prof. Dr. H. Windhorst / University of Vechta
Culinary Heritage	Michael Kügler / Chamber of Agriculture
Customer Trends	H Hüsters / www.bauernfrische.de

Question and Answer session

Lunch

Afternoon Keynote speakers on food, tourism and regional produce from:

Scotland
Denmark
England

Evening Dinner hosted by Wesermarsch County Administration. Local seasonal specialities and networking opportunity

Sunday 2nd May

- Morning 2 (repeated) workshop sessions on:
- Food handling skills and training
 - Local Food production
 - Marketing and branding
 - Links with History - Culinary Heritage opportunities

Feedback and conclusions from Workshops and Expert Panel Session

Lunch

- Afternoon NSC Cultural and Tourism Group meeting with representatives from the NSC Economic Development Group and the Education and Research Group to discuss:
- Proposed development of an Interreg project for sustainable tourism in the North Sea.
 - E voice project
 - Proposed joint libraries and archives meeting

Note: There is an Optional Study Tour for delegates who do not wish to attend the afternoon meeting. This will be on the theme of the seminar and will be of relevance to delegates involved in the NSC Culture and Tourism, Environment or Economic Development groups.

Evening Dinner

Monday 3rd May

Morning Meeting of NSC Culture and Tourism Group

Venue:

The venue for this event is the attractive Hotel Kunze-Hof in Seefeld. Seefeld is located on the northern coast of Germany (approx 70km from Bremen).

For more information about the venue visit : www.Kunze-Hof.de

The contact details are:

Seminarhotel Kunze-Hof
Deichstrasse 16-18
D 26937 Stadland - Seefeld
Fon: 0049 4734-9280
Fax: 0049 4734-928100
Email: Kunze-Hof@t-online.de

Contact : If you have any detailed enquiries please contact the hotel owner Ms Elizabeth Josch – kunze. (Ms Josch-kunze also speaks English)

For more information about the Wesermarsch area visit:

www.wesermarsch.de

Cost :

A special rate has been agreed for this event of **275 € per delegate**. This includes all meals from Dinner on Friday 30th April to Dinner on 3rd May, three nights accommodation (single rooms) and study tours.

Additional days will be charged at 75 €.

Please note : places at this event are limited. Please complete and return the attached booking form to reserve your place and specify your accommodation requirements.

Contact person in the region:

If you need more information about the area of Wesermarche, or more details about the study tours, please contact:

Jörg Wilke
Managing Director
Wirtschaftsförderung Wesermarsch GmbH
Poggenburger Str. 7
D 26919 Brake
Fon: 0049 (0) 4401 996909
Fax: 0049 (0) 4401 996920
Mobile: 0049 1739360502
Email: wilke@wesermarsch.de

Travel Information:

By Air:

The nearest airport to Seefeld is Bremen (70 km). For more information about the airport visit www.airport-bremen.de

Flights will normally be via Amsterdam airport, but there are also some direct flights to/from London and Brussels.

Note: It may be possible for a shuttle bus to be organised for delegates arriving on the 30th of April – depending on numbers arriving. Please use the booking form to indicate when you are likely to arrive.

Taxi:

Delegates may take a taxi from the airport to the hotel (about 80,--€). Alternatively, it may be cheaper to order a taxi from Rodenkirchen (approximately 70km away) than one from Bremen. The phone number for the taxi company in Rodenkirchen is 00 49 (0) 4732 1000. Please note: The people at the taxi company do not speak English. Ms Elizabeth Josch – Kunze (the owner of the Kunze Hof Hotel), however, does speak English and if you contact her at the Hotel (telephone number 0049 4734-9280) she will be able to make the arrangements for you.

Train:

The nearest train station to Seefeld is : Rodenkirchen (14 km). It is 60 min from Bremen railway station (in the direction of Nordenham).

**To reserve your accommodation and place at this event,
please complete and return your registration form to
Ms Elizabeth Josch–Kunze, Seminarhotel Kunze-Hof**

By Fax: 0049 4734-928100 or

By Email: Kunze-Hof@t-online.de

before Thursday 22nd April.

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Friday 30th April - Monday 3rd May 2004
Wesermarsch, Lower Saxony, Germany

REGISTRATION FORM

Name:
Job title:
Organisation:
Address:
Telephone:
E mail:

Arrival

I will arrived at Bremen Airport (if applicable) on _____ (date) at _____ (time)

I will arrive in Seefeld on _____ (date) at approximately _____ (time)

Meals

Please indicate which meals you will require:

	Yes I will attend evening Dinner on Friday 30 April
	No I will not attend evening Dinner on Friday 30 April
	Yes I will attend lunch on Saturday 1 May
	No I will not attend lunch on Saturday 1 May
	Yes I will attend evening Dinner on Saturday 1 May
	No I will not attend evening Dinner on Saturday 1 May
	Yes I will attend lunch on Sunday 2 May
	No I will not attend lunch on Sunday 2 May
	Yes I will attend evening Dinner on Sunday 2 May
	No I will not attend evening Dinner on Sunday 2 May
	Yes I will attend lunch on Monday 3 May
	No I will not attend lunch on Monday May
	Yes I will attend evening Dinner on Monday 3 May
	No I will not attend evening Dinner on Monday 3 May

Please list any special dietary requirements :

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Meetings and Study Tours

Please indicate if you will attend the Study Tour on Friday 30 April and Sunday 1 May:

	Yes I will attend the study tour on the afternoon of Friday 30 April.
	No I will not attend the study tour on the afternoon of Friday 30 April.
	Yes I will attend the study tour on the afternoon of Sunday 1 May.
	No I will not attend the study tour on the afternoon of Sunday 1 May.

Please indicate if you will be attending the following meetings:

	Yes I will attend the meeting of the NSC Environment Group on the morning of Friday 30 April.
	No I will not attend the meeting on the NSC Environment Group on the afternoon of Friday 30 April.
	Yes I will attend the seminar meeting on the afternoon of Friday 30 April.
	No I will not attend the seminar meeting on the afternoon of Friday 30 April.
	Yes I will attend the seminar meeting on Saturday 1 May.
	No I will not attend the seminar meeting on Saturday 1 May.
	Yes I will attend the seminar meeting on the morning of Sunday 2 May.
	No I will not attend the seminar meeting on the morning Sunday 2 May.
	Yes I will attend the project development meeting on the afternoon of Sunday 2 May.
	No I will not attend the project development meeting on the afternoon of Sunday 2 May.
	Yes I will attend the meeting of the NSC Culture and Tourism Group on the morning of Monday 3 May.
	No I will not attend the meeting of the NSC Culture and Tourism Group on the morning of Monday 3 May.

Accommodation

Accommodation has been reserved at the Seminarhotel Kunze-Hof,
Deichstrasse 16-18, D 26937 Stadland – Seefeld. www.Kunze-Hof.de

A special rate has been agreed for this event of **275 €** per delegate. This includes all meals from Dinner on Friday 30th April to Dinner on 3rd May, three nights accommodation (single rooms) and study tours. (Additional days will be charged at 75 €).

Please indicate what accommodation you will require:

Type of room : _____ Single _____ Double or Twin

Dates accommodation required :

	29/30 April
	30 April / 1 May
	1/2 May
	2/3 May
	3/ 4 May

Please list any special accommodation requirements :

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**Please send your completed registration form to
Ms Elizabeth Josch–Kunze, Seminarhotel Kunze-Hof
By Fax: 0049 4734-928100 or
By Email: Kunze-Hof@t-online.de
before Thursday 22nd April.**