



IGCAT Experts Voice



What's in a Title?

Europe is filled with competitions, awards and prizes. The primary motives of cities and regions to bid for a title vary but, whether they win or lose in the end, the competition reaps awards for the candidates.

Two European competitions that are aimed at cities and regions are the European Capital of Culture title, initiated in 1985 by the European Union, and more recently the

European Region of Gastronomy Award, created in 2014 by IGCAT. This year, the cities of San Sebastian (Spain) and Wroclaw (Poland) have won the designation of European Capital of Culture (ECoC), while Catalonia (Spain) and Minho (Portugal) are award winners for the European Region of Gastronomy.

The ECoC designation acts as a catalyst for a step-change in a city, helps increase the quality of a city's cultural offer, fosters increased engagement of citizens in culture, aids a city to achieve greater European understanding and profile, and often leads to increased tourism and reputation. Winning the European Region of Gastronomy provides visibility, nurtures cohesion and fosters innovation and creativity in food production and delivery. Furthermore, it is a credible and viable route to improving levels of quality in hospitality and cultural events. Ultimately, the European Region of Gastronomy aims to encourage successful policies for sustainable futures.

In both ECoC and European Region of Gastronomy there is an absolute imperative to form new partnerships. Local stakeholders that often are rivals must work together to gain collaborative advantage over competitors. Both awards inspire the need to generate new ideas that move far

beyond what normally takes place in the cultural and gastronomy fields. The bidding processes encourage candidates to challenge themselves. They act as laboratories and incubators, extend ambitions, and provoke cities and regions to connect with Europe and European partners in bold and innovative ways. The juries who make the final decisions disregard the question of a city's or region's size and current standing. The competitions are open to all to act as catalysts for development and opportunities for positive change. There are often many trials and obstacles along the way, but growth is always the result of facing up to significant challenge.

The titles that are finally awarded are not the finish, but the bidding itself offers key instruments for transformation and catalysts for progress and renewal.

Robert Palmer.

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IGCAT News

European Regions of Gastronomy 2018 Announced in North Brabant



The title of European Region of Gastronomy 2018 was recommended to be given to two bidding regions, Galway – West of Ireland and North Brabant (Netherlands). On Thursday 17 March 2016 at the Province House of Den Bosch. The international jury comprising of IGCAT experts was presided by Prof. Dr Ilie Rotariu of the Lucian...

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Eventfulness and the link between urban and rural EUROCITIES

IGCAT and the European Region of Gastronomy participated in the EUROCITIES Culture Forum conference 'Art & Imagination:

Eventfulness: sharing the heritage of Jheronimus Bosch'. Executive Director of IGCAT Diane Dodd formed part of the panel of speakers which included Karel Bartak, Head of the Creative Europe unit at the European Commission and Anton Rombouts, Mayor...

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7th Partner meeting European Region of Gastronomy Platform



The 7th partner meeting of European Region of Gastronomy Platform, organised by IGCAT and hosted by the city of 's-Hertogenbosch, in the region of North Brabant, in the Netherlands took place from 16 March to 18 March. The meeting gathered 19 colleagues representing the 9 founder regions, where they approved the minutes for the last...

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Minho, European Region of Gastronomy 2016 on TV1 Portugal

Francisco de Calheiros, Coordinator of Minho IN, the consortium named European Region of Gastronomy 2016, kicked off the year with an appearance on TV1 Portugal. Francisco de Calheiros who has also been named Ambassador for the European Region of Gastronomy, was invited to TV 1 Portugal to talk about the plans to celebrate Minho's

year...

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Dubrovnik takes an interest in gastronomy and innovation



Dubrovnik is one of the shortlisted candidates for European Capital of Culture about to go before the jury this week. It is also now the centre of the universe as its has been turned into a film set for the next edition of Star Wars. Far more interesting for us though, it has recently taken...

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2017 European Region of Gastronomy Award Holders in Milan

The International Travel Fair, known as Bit (Borsa Internazionale del Turismo) is an event that brings together trade operators from all over the world, a large audience of visitors, travel lovers, television reporters and press. This year, this important international meeting point will take place from 11 to 13 February 2016. Thanks to the work and organizational effort of...



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Rhodes 2021 European Capital of Culture Candidate



Congratulations are extended to Rhodes for being pre-selected for the title European Capital of Culture. IGCAT experts visited Rhodes (Greece) on twice to give their advise and expertise by leading intensive workshops. The experts worked extensively with the Rhodes 2021 bid team and public authorities, NGO's and the university in support of Rhodes' bid. The workshops were

led by Dr. Diane...

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Masterchef promotes Catalonia, European Region of Gastronomy 2016

Within the framework of Catalonia, European Region of Gastronomy 2016, the Catalan Tourist Board has declared 2016 the Year of Gastronomy and wine tourism as an opportunity to focus promotional efforts in tourism Catalonia through generic and specific actions related to the experiences of wine and culinary tourism. One of the highlights is the collaboration...



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Catalonia, European Region of Gastronomy 2016 at FITUR.

Xavier Espasa, General Director of the Catalan Tourist Board spoke about



Catalonia's participation in FITUR, the International Tourism Fair in Madrid, which took place between the 20-24 January 2016. "FITUR has been the kick-off event of Catalonia, European Region of Gastronomy 2016 and the Year of Gastronomy and Wine Tourism...

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IGCAT talks about Environment and Culture in Malta

On 16 January 2016, Davinia Galea, Deputy Director of IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism) was invited to chair the plenary session at the General Convention of the Nationalist Party in Malta. This year's theme was '*idea ambjent*' (Idea Environment). Her topic was 'Environment and Culture' in view of which she spoke about Malta...



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New events management degree for hospitality students

IGCAT recently launched a new degree course on event management for hospitality students studying at EUHTStPOI. The course aims to introduce the students to smart strategies for cultural and food events management. The course aims to give students an insight in the complexities of organising a food festival or similar event and/or preparing cultural and/or...

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IGCAT carries out research, collects knowledge and develops projects to support creative solutions in regional and local development.

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