



MARUTI SUZUKI DEALERS CONFERENCE

WHAT YOU DID: With a majority market share, Maruti Suzuki leads the automobile revolution in India. Representatives from their car dealerships are flown around the world for annual awards ceremonies, with previous locations including Rome, Singapore and Dubai. In 2017 Maruti Suzuki chose Sydney Showground for its three-day annual award event including conferences, a gala dinner, two luncheons and a new car launch involving indoor pyrotechnics.

F&B: The menu requirements for the three days were specific and extensive. Each custom-designed menu consisted of six canapes, four soups, six Indian themed mains, six international mains, rice and breads as well as a dessert buffet including the traditional Indian dish Gulab jamun. Japanese menu options were provided for executives from the Suzuki Motor Group.

CHALLENGES AND OVERCOMING THEM: In keeping with the prestigious nature of the conference, the scale of the catering was immense, including 90 bespoke menu items. Dietary requirements were diverse with the need to cater for guests who were gluten free, vegetarian and Jain (devoid of animal products and root vegetables). Extensive planning and menu development by the team were key to ensuring the catering was a success and the food experience offered to the last table served was the same variety and selection as those enjoyed by the first table. Traditional Indian baking ovens (tandoors) were sourced for the event, enabling 3000 traditional Indian breads to be cooked to order.

It was imperative from a cultural perspective that authentic Indian flavours were presented to provide a genuine and traditional 'taste of home'. The catering team undertook extensive research and menu development, working closely with the client to ensure the flavours were faithful. Unique ingredients were sourced especially for this event and a new food vendor was added to the supply chain to ensure absolute authenticity to these traditional Indian dishes.

There were also complexities around the planning and execution of the event as several parties were involved in the process, including the end client, outbound tour operator (both based overseas) and the inbound tour operator. Sydney Showground worked closely with the inbound operator to ensure all communication with agents based overseas and the end client was in line with expected business etiquette and appropriate cultural nuances were observed. This involved daily onsite meetings which made certain the event ran smoothly and client requirements were met.

OUTCOME: Planning, practice and experience along with flexibility and versatility of the Sydney Showground venue spaces made all the difference. The client was thrilled and the Showground team once again delivered a successful event for a prestigious international client.

The Sydney Showground team have gone on to deliver another two international incentive dinners for the same inbound tour operator and look forward to welcoming more.

CLIENT'S COMMENT: "It was indeed a pleasure for us to have chosen your venue for this prestigious event of ours. I must convey my sincerest gratitude and appreciation to you and your entire team for having gone out of your way in ensuring seamless and smooth services to us. This made the event a grand success!"

- Client - Maruti Suzuki International Dealer Incentive 2017 m

NAME: Maruti Suzuki Dealers International Conference – conference, car launch and gala dinner

DATE: May, 2017

BY: Sydney Showground

NO. ON ORGANISING TEAM: 5

VENUE: The Dome and Hall 2

PAX: 900

