



**Magiczny
Kraków**

MADE FOR Restaurant Conference in the Małopolska Garden of Arts

2021-10-11

The MADE FOR Restaurant 2021 conference, which will be held on 26 October, in the Małopolska Garden of Arts - Juliusz Słowacki Theatre, is designed to prepare restaurateurs and the catering industry for the coming years of work within a new reality. What should a restaurant be like in 2022? How to run a profitable business in the age of coronavirus?

The Partner City of a Conference is Kraków. Choosing the capital of Małopolska for this meeting is not accidental. It is a city with rooted culinary traditions, the 2019 European Capital of Gastronomic Culture. Kraków is also a city that implements ideas of sustainable tourism according to the 'Sustainable Tourism Policy for Kraków 2021-2028', adopted by the Kraków City Council. A set of recommendations contained therein is intended to develop an optimal tourism management model, after the collapse caused by COVID-19, aimed at cooperation and reconciling interests of residents, entrepreneurs, and visitors. We invite the Kraków catering industry to jointly build a strong product offer for both domestic and international customers which will make it possible to take advantage of Kraków's assets, and to implement 'tailor-made' solutions strengthening the city's tourism offer – says Elżbieta Kantor, director of the Tourism Department, Office of the City of Kraków. The MADE FOR Restaurant 2021 conference will start on Tuesday, 26 October, at 9 a.m. and will be divided into scientific, business, and cultural parts. The conference will be held in a hybrid format and industry discussion will open it. Due to the limits caused by the coronavirus pandemic, participation in this event will be on a first-come, first-served basis. The event will be closed by Katarzyna Szyngiera's performance, Meal, which will reflect on the global drama of poor people, climate change and Earth devastation through a story of a catastrophe at the family table. Free registration and ticket sales for this event are available on the conference website