

MEMORANDUM OF UNDERSTANDING BETWEEN

IGCAT

(International Institute of Gastronomy, Culture, Arts and Tourism)

Represented by: Dr. Diane Dodd,

President of IGCAT

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AND

V. M. Salgaocar Institute of International Hospitality Education

Represented by: Prof. Irfan Mirza,

Director and Principal

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Whereas **IGCAT** is a non-profit organisation established in 2012 working in the interdisciplinary fields of gastronomy, culture, arts, tourism and other related sectors (including agriculture, education and health). Through its worldwide network of experts, IGCAT aims to empower local communities by raising awareness of the importance to safeguard and promote distinct food, culture, arts and sustainable tourism assets. IGCAT provides the European and World Region of Gastronomy Award and is the official secretariat for the World and European Region of Gastronomy Platforms. Furthermore, the Institute has developed the European Young Chef Award, the World Food Gift Challenge, the Top Websites for Foodie Travelers Award and the Food Film Menu.

Whereas **VMSIIE** established in 2014 is a beacon of quality education, offering a diverse range of programs designed to meet the evolving demands of the hospitality industry. Affiliated to Goa University, VMSIIE provides students with a holistic learning experience, blending academic rigor with hands-on training and industry exposure. It aspires to be the best educational institute in international hospitality management having ISO certification in Quality Management System and Environmental Management System and is determined to continue its journey by creating world-class hospitality/culinary leaders committed to excellence by imparting quality education, exponential experience, values, and professional attitude, thereby making a mark on the global map.

IGCAT and **VMSIIE** agree as follows:

Article I: Purpose



The purpose of this Memorandum of Understanding (MOU) is to establish a general framework for cooperation between **IGCAT** and **VMSIHE** with regard to our shared values and principles.

The goal of this collaboration is to enhance mutual international visibility and expand both organizations' networks, and increase opportunities for collaboration in South Asia. Both parties agree to share information, news, and updates across each institution's respective channels to promote shared initiatives and foster a wider global reach.

The parties agree to support each other in implementing these objectives to the best of their ability and within available resources, in accordance with the activities

Article II: Aims of cooperation

1. **IGCAT** aims to enhance international visibility for both institutions by sharing information and news through each other's networks, promoting shared values of cultural and food diversity, sustainable tourism, and community well-being.
2. **VMSIHE** agrees to be listed as a partner and will disseminate updates from IGCAT and other relevant information through its own channels, extending mutual reach and impact.
3. **IGCAT** and **VMSIHE** will collaborate on raising the profile of gastronomy in South Asia through knowledge-sharing initiatives on the World/European Regions of Gastronomy Platform.
4. **VMSIHE** will help increase **IGCAT's** network and visibility in the South Asian Region, engaging its members to bring new participants to **IGCAT's** joint projects, such as the Top Websites for Foodie Travelers and Food Film Menu, and introduce potential regions to join the World Regions of Gastronomy platform, with a focus on Goa.
5. Both parties will support each other's initiatives to raise awareness about sustainable practices, regional gastronomy, and cultural diversity, while fostering the sustainable growth of tourism.

Article III: Areas of cooperation

1. IGCAT will contribute to the above agreement by listing **VMSIHE** as an official partner on IGCAT's website, including the following information: **VMSIHE's** logo (linked to its website); name; a short description; and links to the **VMSIHE** social media pages. The **VMSIHE** logo will also appear in relevant sections on IGCAT's and the World Region of Gastronomy websites, linking to IGCAT's partners section.
2. IGCAT will further support this partnership by promoting **VMSIHE** on IGCAT's social media pages and in its quarterly newsletter, enhancing **VMSIHE** visibility to an international audience interested in sustainable and gastronomic tourism.



3. **VMSIHE** will support the partnership by sharing information, press releases, and updates from IGCAT through its own channels, underscoring the shared values and principles that align both organizations.
4. **VMSIHE** will present any shared initiatives as collaborative efforts with IGCAT in all related communication and promotional activities, displaying IGCAT's logo and providing links to relevant IGCAT web pages.
5. **VMSIHE** will provide IGCAT with the necessary information and materials, to facilitate its listing and visibility on IGCAT's platform.
6. **VMSIHE** will work closely with **IGCAT** to promote its mission, helping identify and encourage new regions in the South Asian Region to explore opportunities such as joining the World Regions of Gastronomy platform.

Article IV: Modalities of cooperation

1. In the implementation of activities under this MOU, **IGCAT** and **VMSIHE** shall act in accordance with their respective rules, regulations and policies;
2. **IGCAT** and **VMSIHE** will make every effort to inform each other of all relevant issues that might affect the implementation of this MOU;
3. Nothing in this agreement shall be deemed to represent a financial implication or commitment on behalf of either of the parties.

Article V: Use of the name, acronym and emblem

1. Any use of the name, acronym, logo and emblem of **IGCAT** in other contexts not covered by this agreement shall be subject to prior written authorization from two members of the Executive Board of IGCAT;
2. Any use of the name, acronym, logo and emblem of **VMSIHE** in other contexts not covered by this agreement shall be subject to prior written authorization from the Executive Unit, and to the terms and conditions established by **VMSIHE**;
3. Subject to the requirements established in Articles V. 1 and V. 2 above, each party will publicly acknowledge the contribution and cooperation of the other party in the implementation of joint activities;
4. By signing this agreement, both parties give their express consent to the use and display of their data by the other party in the context covered by this agreement.



Article VI: Entry into force, amendment and termination

1. This MOU will enter into force on the date of its signature by both parties, and will be automatically renewed on a yearly basis. It can be terminated by either party by giving three months prior written notice to the other party. No such termination shall affect contractual obligations already entered into by either party under this MOU;

Any amendment to this MOU will be effected by mutual agreement of IGCAT and VMSIHE through an appropriate exchange of letters;

Agreement and acceptance of this MOU are indicated by the signature of the duly authorized representatives of IGCAT and VMSIHE;

2. This MOU is being executed in the English language, in two (2) original documents.

In witness thereof, we, the undersigned, warrant that we have the full authority to represent the two parties, and that we agree to the conditions of this MOU.

Signed by Prof. Irfan Mirza
Director and Principal
V.M. Salgaocar Institute of International Hospitality Education

Signed by Dr. Diane Dodd
President of IGCAT
Executive Director of the European and World Region of Gastronomy Platforms and Awards

IGCAT GASTRONOMY
CULTURE
INTERNATIONAL INSTITUTE OF ARTS AND TOURISM

Date: 29 January 2025.