Leer jezelf het leven door

WARNING

The Swedish Chef is a trained professional.

(Sort of)

Do not try this at home. (Seriously)

Thanks.
(Really)



After a warm welcome in Sweden it's now time for The Netherlands!

Firla



Firda Friesland invites you to participate in this international competition:

"SHOW ME THE CONCEPT"

Organized by:
ROC Mondriaan The Hague
Zadkine Rotterdam
MBO Utrecht
and....FIRDA Leeuwarden

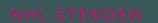
Sponsered by: NHL Stenden Hotel Managment school







HOTEL MANAGEMENT SCHOOL







This years edition takes place in the North of The Netherlands:

Leeuwarden, Friesland

A unique opportunity for schools to showcase their strenghts in innovation, gastronomy and hospitality

Firla



What can you expect?

- A creative battle between European vocational students.
- Inspiring concepts in food, service and guest experience.
- A stage for talent, collaboration and cultural exchange.
- **For students**, its an **international experience** in a country with its own culture more than windmills, cows, wooden shoes and water.
- The chance to discover Friesland- with its fresh air, warm hospitality and surprising flavours.



Be inspired by the latest trends in gastronomy

Whether you are a master in the kitchen, a hospitality hero or a concept thinker:

This is your moment to shine!

Firla



When and Where?

Date: 9th & 10th March 2026

Location: Leeuwarden, Friesland- The heart of innovation in the North

Part of AEHT- European Association of Hotel and Tourism Schools





Reservate for SMTC of 2027



Information application Show me the concept



Follow us!

Want to know more?: Scan the left QR code for our Instagram.
Want to reserve for next year (2027)? Scan the middle QR code.
Want to participate?: Scan the right QR code and mail us!

Think of Friesland as freshness, creativity, culinairy inspiration and heartfelt hospitality

