

Firda

/ 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!**

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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

Sponsored by:
NHL Stenden Hotel Management school



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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**

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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!

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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

Firlda



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, culinary inspiration and heartfelt hospitality

