

World Cup Head Waiter Association

FOR SOMEONE'S SMILE



President: Serge Goulaieff

Creating a kinder society through the development of a universal mind / Making playgrounds around the world more fun / Learning about communication and society through the culture of dining table art for a delicious future for the mind and body

A Message From Our President

Your kindness and smile every day are the treasures of the future.

What is human service? Why take on the challenge?

Human service is said to be a profession that will never disappear, even as AI evolves.

Service is a creative cultural activity of humanity that responds to the fundamental desire to move the human mind and body, and provides spiritual fulfillment such as love, a sense of accomplishment, and a sense of solidarity with others, as well as healing and joy.

The field of craftsmanship and outstanding results is one of the most beautiful arts in the world of humanity.

On the other hand, service has an aspect of pursuing human desire for peace to the utmost.

Pursuing the path of service is an activity that challenges the limits of one's own abilities and skills, and at the same time, the outstanding results can give people dreams, excitement, and peace of mind.



About Our Association



Our Story

Top members of the hospitality industry have joined forces across



Our Mission

Connecting the world with a universal mind. Making the world a kinder



Our Future

An academy for ensuring that time remains a gift

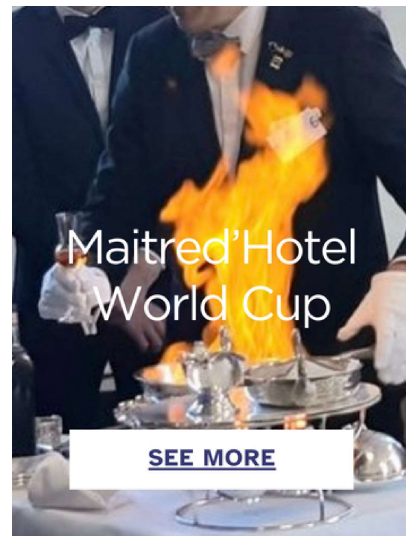
borders to develop and hone the
skills of global hospitality leaders.

place through tourism and leisure.

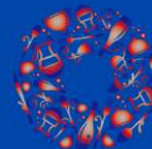
WE SPREAD PEACE, CULTURE AND HEALTH TO THE WORLD THROUGH INTERNATIONAL
[ACADEMIES] AND [COMPETITIONS].

Our Projects and Plans

Theory and Practice



Our 2030 Milestones



Addressing human rights issues, which are at the heart of global issues

WE WILL CLARIFY AND ACT ON WHAT WE SERVICE PEOPLE SHOULD WORK ON IN THE SDGS.



Friends around the world



The world can become a kinder place.
We can surely connect.

Board Member

01



Serge Goulaieff

President

From hotel chains to three-star gastronomy, He has extensive experience in room service due to his



Ief Vanhonnacker

Vice President

He is also a member of various organizations and a member of the jury of the Belgian Young



Maitre Syu Takamori

Asia Representative / Secretary General

Asia's No.1 hospitality coach and management consultant with 5 world awards and countless

work experience in French and foreign hotel companies.
He later joined the French Ministry of Education, where he has also made achievements in education.
Always in pursuit of excellence, he was awarded the title of *Meilleur Ouvrier de France* in 2004. After organizing further French selections, he held the World Championship of the *Maitre d'Hotel* in December 2019, World Masters of Hotel Championships.

Sommelier competition.
1996 4th Belgian Georges Cyman Cup Junior *Maitre d'Hôtel* Prize, awarded by the Belgian *Maitre d'Hôtel* Association. 2017 Winner of the 1st Belgian *Maitre d'Hôtel* Prize of Bruges (awarded by Prosper Montagné) 2nd Prize of Europe for the *Maitre d'Hotel* Europe at the Tallinn "Georges Baptiste Cup" 2018. Winner of the World Champion at the Auxerre "World Waiter Championship" 2019
Passed the WSET Level 4 Diploma in 2023

domestic awards. He is also the first and youngest person ever to win the All-Japan and International Paris Competition in hospitality and F&B service. A master of OMOTENASHI, a skill passed down through the generations of the samurai class. Has served as a service manager at three-star restaurants around the world.
Served as a sommelier for the former Emperor and Empress at the Olympics.
Represented the country in service to the G7 and VIPs from around the world.

Board Member

02



Umberto Giraudo
Secretary

One of the most internationally representative figures in the world of hospitality, catering and hotel industry. From 2000 to 2013 together with Chef Heinz Beck, he managed the famous restaurant "La Pergola" in the dining room of Hotel Roma Cavalieri for 13 years. He contributed to the first three-star restaurant in Rome. He was selected as one of the 13 finalists for the 2020 edition of the Master of Arts and Crafts Award promoted by the Fondazione Cologni dei Mestieri d'Arte.



Esteban Valle
Accountant

Swiss Room Director Award at Gault et Millau 2024
Best Swiss Room Manager Award at Gastronomie et Tourisme 2024
Best Room Director Award at Grande Table du Monde 2024
Winner of the Papillon Professional Trajectory Award at the Association des Maîtres d'Hôtels et Barmans d'Aragon 2024



Frank Josserand
2nd Vice-President

Trained future hotel teachers for 2 years at IUFM (French university attached teacher training center) in Antony, and worked in Russia, China, Romania, and Malta.
Vice President of the MOF Arts de la Table competition in 3 sections. Vice President of MAF MOF for 4 years Order of the Academic Palm MOF Arts de la Table. He was the president for the MAF/MOF in the Alps for 4 years.

Board Member

03



Thierry Millet
3rd Vice-President

M.O.F. in Service and Table Arts, *Maitre d'hôtel* 2011.
Teacher of Service and Marketing at Raymond Mondon Metz High School, C.F.A.
Trainer at the Hotel Raymond Mondon Metz.
Trainer at Greta Lorraine Nord, trainer at the I.A.E. School of Management METZ
Awarded *Maitre Sommelier* 2007 by Union De la Sommelierie Française, French Sommelier Association.
Master II Innovation Management Thesis "Marketing and Development of Hotel Services"



Alain Thoon
Organizer

He has worked as a head waiter in many starred restaurants, He has also worked as a *maitre d'hôtel* in a number of restaurants. In 1989, he was the first *maitre d'hôtel* in the restaurant of the Hotel Sofitel in Bruges, He then was promoted to a Restaurant and Banquet Director. He then worked as an Assistant Director of Catering Services and as a practical instructor at the Hotel School of Koksijde. In 1996, he opened his own brasserie-restaurant "Moustache". His interests are all centered around brewing, room work/service and gastronomy, He is the founding president of Fetam (Federation of Table Masters) to promote the service profession in Belgium. Since 2016, the first Belgian hotel master of Organizer of the annual Excellence Competition "First *Maitre D'* of Belgium". Chairman of the "Junior Table Master" service competition for final year students of Belgian hotel schools.



Instagram



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Coming Soon

Contact Information

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