

• H O S P I T A L I T Y •

MOSAIC

MALDIVES

SPECIAL EDITION FEATURING

 **Lily
International**
FHAM 2025
FOOD AND HOSPITALITY ASIA MALDIVES
GLOBAL CULINARY CHALLENGE & EXHIBITION

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Showcase of Hospitality and
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Publisher Note.

Welcome to the fifth issue of Hospitality Mosaic Maldives, your gateway to the dynamic world of Maldivian hospitality. More than just a magazine, this publication serves as a hub for collaboration, inspiration, and storytelling, bringing together hoteliers, restaurateurs, suppliers, and hospitality enthusiasts who share a passion for excellence.

As the official publication of FHAM, Hospitality Mosaic Maldives continues to bring you exclusive insights and updates on this premier industry event, including the highly anticipated Culinary Challenge. This issue once again highlights the visionaries, chefs, suppliers, and industry professionals whose dedication and innovation continue to elevate Maldivian hospitality on the global stage.

Beyond event highlights, we explore into the culture, artistry, and unique lifestyle that define the Maldives. From luxury resorts and fine dining to the rich heritage of Maldivian cuisine, our content is designed to inspire, inform, and connect industry leaders and enthusiasts alike.

Thank you for being part of this journey. Together, let's continue shaping the Maldives as a world-class destination for hospitality and culinary excellence.

Editor-in-Chief



مزارع العين



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That's
Freshness!



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FHAM 2025: The Ultimate Showcase of Hospitality and Culinary Excellence in the Maldives

The Food & Hospitality Asia Maldives (FHAM) 2025 is set to shine from 7–9 September 2025 in Central Park, Hulhumale, turning the Maldives into a vibrant hub for hospitality, food, and beverage innovation. This premier international trade event, the largest of its kind in the Maldives, will unite industry leaders, global suppliers, and visionary chefs for an unforgettable three-day extravaganza. Alongside the exhibition, the Global Culinary Challenge will ignite the stage, showcasing world-class culinary talent and pushing the boundaries of gastronomic creativity.

A Gateway to the Maldives' Luxury Food and Hospitality Industry

The Maldives, with its constellation of over a thousand resort islands, is synonymous with unparalleled luxury. FHAM 2025 offers a golden opportunity for global suppliers and service providers to tap into this dynamic market, where the demand for premium products and innovative solutions never wanes. From gourmet food and beverages to state-of-the-art kitchen equipment, high-end spa and wellness products, and sustainable hospitality solutions, the exhibition floor will be a vibrant marketplace of ideas and offerings tailored to elevate guest experiences.

This year's event promises to be the most expansive yet, with robust participation from Asia, the Middle East, Europe, and beyond. Exhibitors will connect directly with purchasing managers, resort operators, and hoteliers eager to source cutting-edge solutions for the Maldives' thriving hospitality sector. Whether you're an international brand or a regional innovator, FHAM 2025 is the ultimate platform to showcase your products to a highly targeted, influential audience.





A Melting Pot of Innovation and Expertise

What sets FHAM apart is its ability to bring the entire hospitality ecosystem under one roof. The exhibition will feature a diverse array of exhibitors, from global giants to local enterprises, presenting a rich tapestry of products that blend proven expertise with groundbreaking innovation. For trade visitors, this means unparalleled opportunities to discover new suppliers, compare offerings, and secure solutions perfectly suited to the unique demands of the Maldivian market.

Beyond the exhibition, FHAM 2025 will host the Global Culinary Challenge, a thrilling highlight that will see top chefs from around the world compete to create extraordinary dishes under pressure. This showcase of culinary artistry will not only inspire attendees but also underscore the Maldives' growing reputation as a hub for gastronomic excellence. Expect innovative flavor combinations, sustainable cooking techniques, and presentations that elevate dining to an art form.

Networking and Partnerships That Shape the Future

FHAM is more than an exhibition. It's a networking powerhouse. The event offers a rare chance for hospitality professionals to connect face-to-face, exchange ideas, and forge partnerships that drive the industry forward. Many of the region's most successful collaborations between suppliers and resorts were sparked at FHAM, making it a cornerstone of the Maldives' hospitality landscape.

From intimate discussions to high-energy networking sessions, FHAM 2025 will foster connections that shape the future of luxury tourism. Whether you're a supplier looking to expand your reach or a resort operator seeking innovative solutions, the relationships built at FHAM are poised to leave a lasting impact.

Why FHAM 2025 Is Unmissable

With its blend of world-class exhibits, the electrifying Global Culinary Challenge, and unmatched networking opportunities, FHAM 2025 is set to redefine excellence in the hospitality and culinary worlds. Mark your calendars for 7–9 September 2025, and join the global hospitality community in the Maldives for an event that promises inspiration, innovation, and opportunities.



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Elevating Excellence: The Driving Forces Behind FHAM 2025

As the Maldives gears up for the Food & Hospitality Asia Maldives (FHAM) 2025, a trio of industry titans leads the charge in elevating the nation's hospitality sector. **Lily International**, the Title Sponsor, stands at the forefront with its mission of "Feeding the Nation." Renowned for delivering premium global products at accessible prices, Lily International bridges international suppliers with local businesses, empowering hotels, resorts, and households while driving innovation across the Maldives' vibrant hospitality landscape.

Nestlé Professional, the platinum sponsor of Culinary Challenge, brings its global legacy of culinary excellence to FHAM 2025. With a focus on quality and innovation, Nestlé Professional equips resorts and hotels with world-class food and beverage solutions, redefining guest experiences in the Maldives' luxury tourism market.

GLOBAL CULINARY CHALLENGE & EXHIBITION



The image shows the Lily International logo on a white background. The logo features the word "Lily" in a large, bold, black sans-serif font, followed by the word "International" in a smaller, black, all-caps sans-serif font. To the left of the text are several colorful triangles in shades of blue, green, and yellow, arranged in a cluster.

SIMDI Group, as the Co-Sponsor, contributes its decades-long expertise in trading and distribution. Since 2001, SIMDI has set trends by supplying premium brands across beverages and hospitality solutions in Maldives, with operations extending to Sri Lanka and Dubai, solidifying its regional influence.

The Food & Hospitality Asia Maldives (FHAM) Global Culinary Challenge 2025 is proudly supported by leading sponsors including NESCAFÉ, MAGGI, CBL Plenty Foods (Pvt.) Ltd., U.S. Meat Export Federation (USMEF), Maldives Industrial Fisheries Company Limited, Felchlin, Lactofil, Indomie, San Marco, and Development Interplan Ceylon (Pvt.) Ltd.

Euro Marketing (Pvt.) Ltd. sponsors the Barista and Mocktail Competitions. Dilmah sponsors the Natural Luxury Sommelier Challenge, while PestEx (Pvt.) Ltd. serves as the Detergent and Cleaning Partner for the Housekeeping and Bed Decorating Competition.

Complementing these leaders are **Hobart and Latteria Sorrentina** (Official Equipment Partners), **Cosmerc** (Digital Printing Partner), **Gage Safety** (Official Safety Partner), **Aquos Logistics (Pvt.) Ltd.** (Event Logistic Partner), **Le SOUQ** (Event Setup Partner), **Dhiraagu** (Digital Partner), **Cleantech** (Green Cleaning Partner), and **Weblankan** (Digital Media Partner). Together, these sponsors ensure FHAM 2025, held from 7–9 September 2025, will be a dynamic hub for collaboration and innovation in hospitality.



OBLU SELECT Sangeli

Leads Sustainable Tourism in the Maldives

Nestled in the tranquil North Malé Atoll, OBLU SELECT Sangeli has emerged as a beacon of sustainable luxury in the Maldives, blending world-class hospitality with environmental stewardship. In 2025, the five-star resort achieved two landmark milestones: a Memorandum of Understanding (MoU) with the Maldives Environmental Protection Agency (EPA) for reef conservation and the prestigious Green Globe Gold Certification for five consecutive years of sustainability excellence. These accomplishments, announced on 10 June and 2 July respectively, underscore Sangeli's commitment to eco-conscious travel, resonating with 84% of global travelers prioritizing sustainability, per Booking.com's 2025 Travel & Sustainability Report.



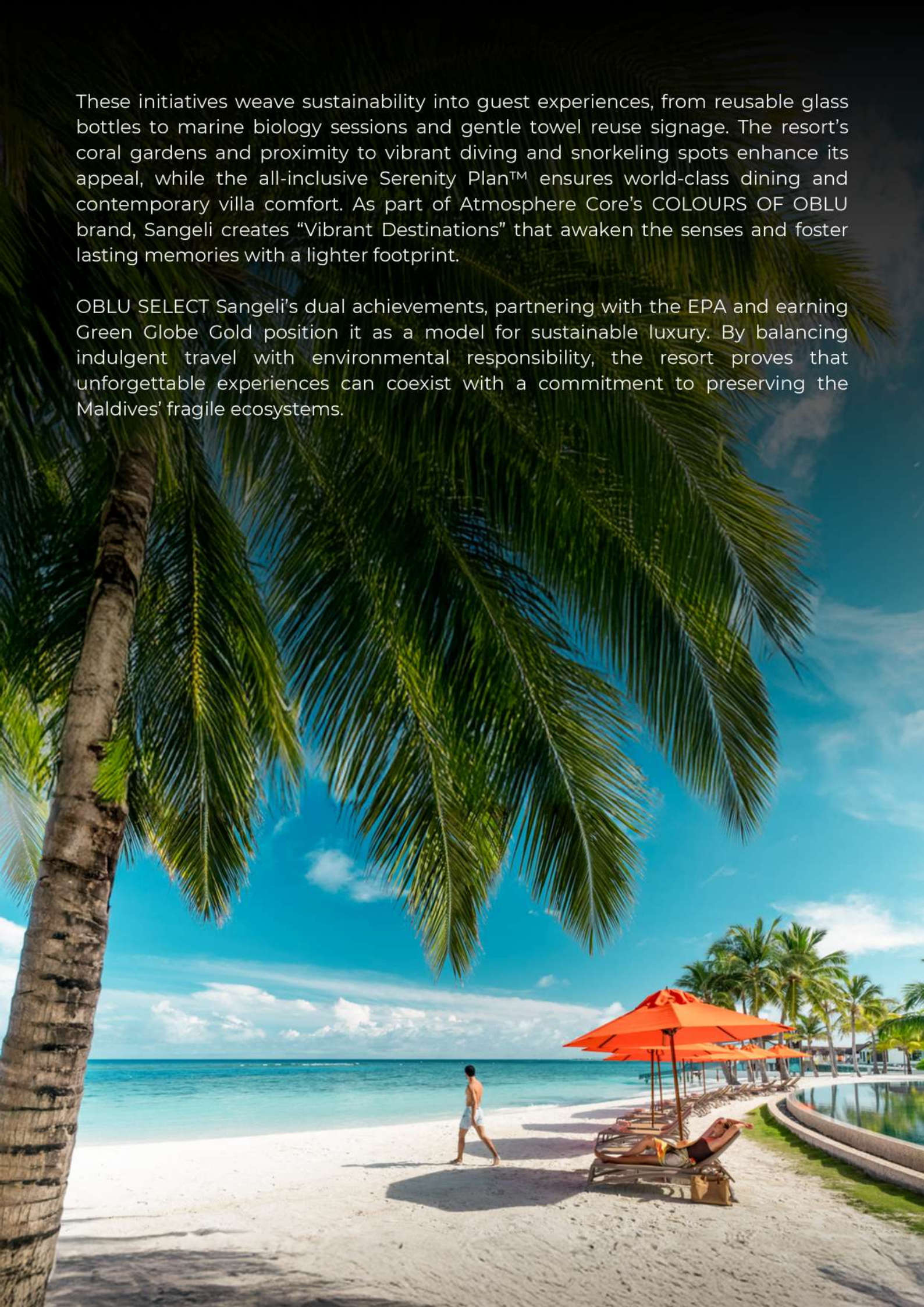
On 2 July 2025, Mr. Ashraf, owner of OBLU SELECT Sangeli, and Mr. Naeem, EPA Director General, signed the MoU at the resort, formalizing a partnership to support the Rasfari Reef Restoration Programme. Located just 25 km away, a 20-minute speedboat ride—Rasfari Marine Protected Area benefits from Sangeli's marine expertise through the Muraka Project. The resort's team will monitor reef health, implement conservation protocols, and share knowledge with EPA experts, enhancing ecological resilience across the region. "Working with the EPA empowers us to safeguard vital ecosystems," said Mr. Ashraf. Sangeli's coral restoration efforts have transplanted over 10,000 coral fragments using nursery and frame techniques, showing remarkable resilience despite widespread bleaching in the Maldives.

Complementing this, Sangeli earned Green Globe Gold Certification, a global benchmark for sustainable tourism, after five years of consistent environmental, social, and economic excellence. The certificate was presented by Ms. Babli Jahau, General Manager of NSURE Private Limited, to Jenni Hartatik, Sangeli's General Manager, who noted, "Sustainability is integral to our operations, creating meaningfully eco-friendly stays." The resort's holistic strategy includes a biogas plant processing 1,000 kg of kitchen waste daily, powering 40% of kitchen gas needs, with compost fertilizing native plant landscapes. Discarded fishing nets are upcycled into bracelets, with proceeds supporting coral restoration, while a live-streaming underwater camera beams coral garden footage to guest villas and the Muraka Marine Centre, engaging non-divers in ocean conservation.



These initiatives weave sustainability into guest experiences, from reusable glass bottles to marine biology sessions and gentle towel reuse signage. The resort's coral gardens and proximity to vibrant diving and snorkeling spots enhance its appeal, while the all-inclusive Serenity Plan™ ensures world-class dining and contemporary villa comfort. As part of Atmosphere Core's COLOURS OF OBLU brand, Sangeli creates "Vibrant Destinations" that awaken the senses and foster lasting memories with a lighter footprint.

OBLU SELECT Sangeli's dual achievements, partnering with the EPA and earning Green Globe Gold position it as a model for sustainable luxury. By balancing indulgent travel with environmental responsibility, the resort proves that unforgettable experiences can coexist with a commitment to preserving the Maldives' fragile ecosystems.



SanMarco



**Lily
International**

In the heart of the Indian Ocean, where turquoise waters meet world-class luxury, Maldivian companies are stepping into the spotlight at the Food & Hospitality Asia Maldives (FHAM) 2025. This premier exhibition and the electrifying Global Culinary Challenge serve as a vibrant stage for homegrown enterprises to showcase their innovation, resilience, and pivotal role in powering the nation's thriving hospitality sector.

Leading the charge is Lily International (Pvt.) Ltd., a beacon of excellence with its mission of "Feeding the Nation." By delivering premium food and beverage products, Lily International bridges local needs with global standards. SIMDI Company (Pvt.) Ltd. brings decades of expertise in distribution, while Euro Marketing (Pvt.) Ltd. and Cosmerc Maldives (Pvt.) Ltd. bolster the nation's trading prowess. The Maldives Industrial Fisheries Company Limited (MIFCO) showcases the country's seafood heritage, presenting locally sourced products to an international audience.

From hospitality suppliers like Silverline Hotel Supplies and Villa Trading (Pvt.) Ltd. to innovative service providers such as Pestex Maldives (Pvt.) Ltd., Peterminators (Pvt.) Ltd., and Maldivian ISO Consultancy Co (Pvt.) Ltd., Maldivian businesses demonstrate remarkable diversity. Companies like SHOTT Beverages Maldives Pvt Ltd, Smart Island Solutions (Pvt.) Ltd., and Sosun Fihaara further highlight local ingenuity, offering solutions tailored to the luxury tourism market.

At FHAM 2025, these enterprises stand tall alongside global exhibitors, proving that Maldivian businesses are not just participants but trailblazers. Their involvement fuels national pride, fosters cross-border partnerships, and shapes the future of the Maldives' world-renowned hospitality industry.



A GLOBAL FEAST OF INNOVATION AT FHAM 2025

The Food & Hospitality Asia Maldives (FHAM) 2025 transforms the Maldives into a vibrant hub where global hospitality and culinary worlds collide. Far more than a trade show, FHAM serves as a melting pot of cultures and ideas, uniting international exhibitors with Maldivian businesses to redefine luxury tourism. The accompanying Global Culinary Challenge adds flair, spotlighting top chefs pushing the boundaries of gastronomic creativity.

The U.S. Meat Export Federation (USMEF) leads the international lineup, bringing world-class meat production standards to connect Maldivian buyers with global producers. CBL Plenty Foods (Pvt.) Ltd. from Sri Lanka showcases premium food products tailored for the hospitality sector. The exhibition floor thrives with diversity, featuring Falcon Pack Industries LLC and Hotpack Packaging Industries LLC for cutting-edge packaging, alongside Dankotuwa Porcelain PLC and Rateria Fabrics (Pvt.) Ltd., elevating dining experiences.

FOOD AND HOSPITALITY ASIA MALDIVES
GLOBAL CULINARY CHALLENGE & EXHIBITION



From Asia, Europe, and the Middle East, companies like Fine Food International by Flach GmbH (Germany), Guangzhou IMO Catering Equipment Limited (China), and Desert River General Trading LLC (UAE) deliver gourmet foods and advanced equipment. Lifestyle brands such as Art Outdoor Furniture, Cozy Linen, and The Hotel Supplier align with the Maldives' luxury ethos, while Global Vinyl (Pvt.) Ltd., Prestige Foods International, and Caviar Classic Sea Food Canning enrich the culinary offerings.

Service providers like OM Finmart Services (Pvt.) Ltd. and myBIZ SL (Guarantee) Ltd. highlight FHAM's role as a comprehensive hospitality platform. With exhibitors from the United States, Sri Lanka, Singapore, and beyond, FHAM 2025 fosters global partnerships, ensuring the Maldives' hospitality industry continues to shine.



New Ultra-Luxury Private Island Resort,

Here to Redefine Maldives Travel



A groundbreaking addition to the Maldives' luxury hospitality scene is set to debut in December 2025 with the opening of “.Here”, an ultra-exclusive private island retreat. As announced by Visit Maldives, this bespoke destination across two natural islands—Somewhere and Nowhere—promises to redefine luxury travel with unparalleled seclusion, intuitive service, and transformative experiences, all within the UNESCO Biosphere Reserve of Baa Atoll, renowned for its vibrant marine life and exceptional snorkeling and diving opportunities.

“.Here”, one of the world's smallest private island resorts, features just nine residences, blending understated elegance with a playful spirit. The Somewhere island offers seven expansive villas straddling land and sea, with five three-bedroom residences (1,200 sqm, up to eight adults) and two four-bedroom options (1,400 sqm, up to 11 adults). Each boasts 47-meter suspended sky infinity pools with waterfalls, fully equipped kitchens, outdoor Big Green Egg grills, and access to a water sports center. Nowhere, designed for complete privacy, hosts two residences: a 1,000-sqm overwater villa with three bedrooms and a 15-meter pool, and a five-bedroom Presidential villa spanning 2,400 sqm with a 28-meter pool and private beach, accommodating up to 24 guests.

The architectural vision by KulörGroup embraces the islands' narrow footprint, allowing guests to enjoy both sunrise and sunset amid lush jungle and turquoise waters. Interiors, crafted by award-winning British studio Muza Lab, draw inspiration from Maldivian heritage, incorporating natural timbers, stone, and marble reminiscent of Dhoni boats and Feyli sarongs. A dedicated Roohu butler service, meaning "soul" in Dhivehi, ensures personalized experiences tailored to each guest's desires.

Dining at Safar restaurant, meaning "journey" in Dhivehi, offers inventive fusion cuisine, with 24-hour resident chefs curating bespoke menus for in-villa dining, beach picnics, or overwater dining. Fehi Wellness spa on Nowhere, named after the Dhivehi word for "green," provides bespoke treatments like salt stone massages and aquatic reflexology, blending ancient traditions with modern techniques. Guests on Somewhere can enjoy these treatments in-villa.



Here's commitment to sustainability includes reef-safe construction and energy-efficient systems, harmonizing luxury with the Maldives' fragile ecosystem. Guests can also access amenities at the neighboring Finolhu Baa Atoll, balancing seclusion with vibrant adventure. Accessible via a 30-minute seaplane from Velana International Airport in Malé, .Here sets a new standard for elite travelers seeking meaningful, bespoke escapes. For more details, visit www.here-maldives.com.

Credit: This article is based on information from Visit Maldives, published on 31 July 2025, at <https://visitmaldives.com/en/news/a-new-ultra-luxury-private-island-in-the-maldives-is-revealed>.

FHAM 2025 CULINARY CHALLENGE SHOWCASES GLOBAL TALENT IN MALDIVES

The Food & Hospitality Asia Maldives (FHAM) Global Culinary Challenge, set for 7–9 September 2025 at Central Park, Hulhumale, promises an electrifying showcase of culinary excellence. As the only World Association of Chefs' Societies (World Chefs) Continental Event in Maldives, this prestigious competition, endorsed by World Chefs, the Chefs Guild of Maldives, and the Chefs Guild of Lanka, will feature over 600 competitors from more than 50 Resorts and Hotels. Judged by World Chefs-certified professionals, the event upholds the highest global standards, offering a platform for chefs to shine, network, and innovate.

The Food and Hospitality Asia Maldives (FHAM) Culinary Challenge features 24 diverse categories, showcasing culinary and pastry talents. Competitions include: Petits Fours or Pralines, Creative Bread Display, Artistic Pastry Showpiece, Three-Tier Wedding Cake Structure, Dress the Cake, Revello Creative Dessert, Plated Appetizers, Plated Three-Course Meal, Appetizers (Hot or Cold), hot cooking with Lamb, Seafood, Poultry, Beef, Yellow-Fin Tuna Steak, White Fish Fillet, Creative Dunar Rice Dish, Asian Noodles Bowl, Traditional and Modern Maldivian Meal, Young Chef (Main Course & Dessert), Nescafé Creative Coffee, Vegetarian Main Course, Traditional Italian Two-Course Meal, Revello Creative Coffee, and Team Event (Three-Course Meal), plus Fruit & Vegetable Carving.



Drawing participants from over 120 resorts, hotels, and restaurants, FHAM 2025 fosters skill development, cultural exchange, and industry growth. The event, organized by Dhivehi Expo Services, not only elevates the Maldives' hospitality sector but also boosts tourism and local businesses. With a star-studded panel of international judges ensuring rigorous evaluation, competitors gain invaluable feedback to refine their craft. From intricate pastry showpieces to innovative Maldivian dishes, FHAM 2025 will be a vibrant celebration of culinary artistry, creativity, and global collaboration, solidifying the Maldives as a hub for gastronomic excellence.



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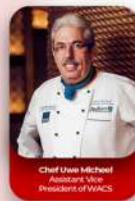
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BREWING BRILLIANCE: FHAM 2025 BARISTA COMPETITION TAKES CENTER STAGE



Amid the tropical allure of the Maldives, the Food & Hospitality Asia Maldives (FHAM) 2025 hosts a captivating highlight: the FHAM Barista Championship, unfolding across the atolls. This electrifying event, part of FHAM's concurrent festivities, brings together talented baristas from Maldives and international resorts, showcasing their artistry in crafting exceptional coffee.

Sponsored by Euro Marketing (Pvt.) Ltd. and Lavazza, the competition celebrates the fusion of skill, creativity, and passion. Baristas from across the Maldives' iconic resorts compete, transforming coffee into a sensory masterpiece with innovative techniques and bold flavors. From velvety lattes to intricate espresso creations, participants elevate the craft, vying for top honors in a showcase that resonates with global coffee culture.

Leading the judging panel is Ms. Sylvia Yee Siew Tho, Fabbri 1905's esteemed Brand Ambassador, whose expertise ensures a discerning evaluation. Joining her are Mr. Sulaiman Asfaaq and Mr. Ahmed Zaeem, both barista trainers from Euro Marketing, bringing their deep knowledge of the beverage industry to assess technical skill, flavor profiles, and presentation. Their scrutiny guarantees only the most exceptional baristas shine.

The FHAM Barista Championship is more than a competition; it's a celebration of coffee artistry that elevates the Maldives' hospitality scene. With Euro Marketing and Lavazza's support, this event, held alongside FHAM 2025, promises to inspire and set new benchmarks for excellence in the global coffee industry.



SHAKING UP EXCELLENCE: FHAM 2025 MOCKTAIL COMPETITION

The Maldivian mocktail industry thrives as a vibrant blend of tropical creativity, crafting refreshing non-alcoholic beverages that elevate the luxury hospitality experience. On 7 September 2025, the Food & Hospitality Asia Maldives (FHAM) 2025 presents the FHAM International Mocktail Competition, a vibrant event bringing together skilled mixologists from Maldivian and global resorts across the atolls. This dynamic event, part of FHAM's concurrent offerings, celebrates the artistry of alcohol-free mixology, blending exotic flavors and stunning presentations to captivate guests.

A bartender with short dark hair and glasses, wearing a black vest over a white shirt and a black tie, is focused on pouring a vibrant pink liquid from a white shaker into a clear martini glass. He is standing behind a bar counter. In the foreground, the back of a woman with long reddish-brown hair is visible, looking towards the bartender. To the right, the back of an older man with grey hair is also visible. On the bar counter, there are several small bottles of ingredients and a tray. The background is slightly blurred, showing a banner with the words "MOCKTAIL COMPETITION" in large blue letters.

Sponsored by Euro Marketing (Pvt.) Ltd. and Fabbri 1905, the competition fuels innovation, with participants crafting inventive mocktails that reflect the Maldives' tropical allure. From vibrant fruit infusions to intricate herbal blends, these creations push the boundaries of beverage craftsmanship, vying for top honors in a celebration of skill and creativity.

The judging panel, composed of industry experts, ensures a rigorous evaluation. Sensory judges Mr. Sulaiman Asfaaq and Mr. Ahmed Zaeem, both beverage trainers from Euro Marketing, alongside Mr. Adam Amir, Assistant Lecturer in the Food & Beverage Department at the Faculty of Hospitality and Tourism Studies, assess flavor, balance, and creativity. Mr. Mohamed Afgah Ismail, a technical judge from Euro Marketing, evaluates precision and technique.

More than a competition, the FHAM Mocktail Competition is a vibrant platform that elevates the Maldives' hospitality scene. With Euro Marketing and Fabbri 1905's backing, this event sets a new benchmark for non-alcoholic beverage innovation globally.



BUILDING A RESPECTFUL KITCHEN BRIGADE

By Prasath Vitharange,
Executive Chef – Atmosphere Kanifushi, Maldives



In the high-pressure world of a professional kitchen, where precision and timing are paramount, the strength of a kitchen brigade lies not only in culinary skill but in the culture that binds the team. As an executive chef, I've learned that fostering a respectful, cohesive brigade is the foundation of consistent excellence, creativity, and service.

Leadership sets the tone. Clear communication and consistent standards create a framework where everyone understands their role. Respect isn't demanded—it's earned through fairness, active listening, and genuine care for the team. Leading by example, whether prepping alongside the crew or addressing challenges calmly, builds trust and sets a standard for professionalism.



Training is vital, but mentorship transforms a team. By investing time in each chef's strengths, whether refining their knife skills or encouraging bold creativity and I help them grow into their potential. When team members feel valued, they pour pride into their work, elevating every dish. A no-blame environment further strengthens this dynamic. Mistakes are inevitable, but treating them as learning opportunities rather than grounds for humiliation fosters accountability and preserves morale.

Celebrating wins, big or small, is equally crucial. Recognizing a perfectly executed service or a junior chef's first successful special fuels motivation and unity. A simple acknowledgment can transform a grueling shift into a shared triumph.

Building a strong brigade takes patience, empathy, and a commitment to shared success. It's not an overnight process, but the result—a team that operates with trust, respect, and pride—is the beating heart of any great kitchen, driving excellence service after service.



CRAFTING PERFECTION: FHAM 2025 HOUSEKEEPING & BED DECORATING COMPETITION

A photograph showing three men in white uniforms working on bed decorating. They are focused on their tasks, with one man using scissors. The background features a banner with the text "Live B".

The Maldives' hospitality scene, renowned for its meticulous attention to detail, finds a perfect showcase at the Food & Hospitality Asia Maldives (FHAM) 2025 through the Housekeeping & Bed Decorating Competition. This vibrant event, a highlight of FHAM's concurrent offerings, brings together skilled housekeeping professionals from Maldivian and international resorts across the atolls, transforming ordinary spaces into works of art.

Sponsored by PestEx Maldives (Pvt.) Ltd., a leader in pest control and hygiene solutions, the competition celebrates the precision and creativity of housekeeping teams. Participants craft stunning bed designs and pristine room setups, blending aesthetics with functionality to elevate the guest experience. From intricate linen folds to innovative decor, each entry reflects the artistry that defines the Maldives' luxury hospitality standards.

To be held on 9 September 2025, the competition showcases teams competing to create visually spectacular and impeccably clean environments, judged on creativity, technique, and attention to detail. PestEx's sponsorship underscores its commitment to supporting the hospitality sector's backbone, ensuring hygiene and excellence go hand in hand.

More than a contest, the FHAM Housekeeping & Bed Decorating Competition is a testament to the unsung heroes of hospitality. It highlights their role in creating unforgettable guest experiences, reinforcing the Maldives' reputation as a global leader in luxury tourism while setting new benchmarks for housekeeping artistry.

NATURAL LUXURY SOMMELIER CHALLENGE 2025: A TEA-INSPIRED CULINARY SHOWCASE

A man in a dark suit and tie is leaning over a table, pouring an orange-colored beverage from a glass pitcher into several glasses. He is holding a long straw in his mouth. On the table, there are several glasses, some containing the orange drink, and a white teapot and cups. The background is slightly blurred, showing other people and a blue wall.

The Maldives' vibrant hospitality scene takes on a new dimension at the Food & Hospitality Asia Maldives (FHAM) 2025, where the Natural Luxury Sommelier Challenge debuts on September 7 and 8, 2025, at Central Park, Hulumale. Sponsored by Dilmah, this groundbreaking competition, a highlight of FHAM's concurrent events, invites Food & Beverage professionals from hotels, resorts, restaurants, and hotel schools to reimagine tea-inspired gastronomy and mixology under the theme of "Natural Luxury."

For the first time in FHAM's history, this prestigious challenge celebrates the artistry of transforming natural ingredients into culinary and beverage masterpieces. Participants craft innovative tea-infused dishes, showcasing creativity and sophistication that align with the Maldives' luxury hospitality ethos. Dilmah's sponsorship underscores its commitment to celebrating tea's versatility, pushing boundaries to elevate guest experiences.

The judging panel, composed of industry luminaries, ensures a rigorous evaluation. Anjelo Jansen, Senior Tea Taster at Dilmah Ceylon Tea PLC, assesses the tea components for authenticity and balance. Immediate past president of WorldChefs Chef Thomas Gugler and F&B Expert Trevine Gomez evaluate innovation, flavor, and presentation, ensuring exceptional creations shine.

The Natural Luxury Sommelier Challenge is more than a competition; it's a celebration of creativity and excellence, redefining elegance in the Maldives' culinary landscape. With Dilmah's visionary support, this event at FHAM 2025 promises to inspire and shape the future of tea-inspired gastronomy worldwide.

FHAM 2025 CULINARY WORKSHOP PREPARES CHEFS FOR GLOBAL COMPETITION

The Food & Hospitality Asia Maldives (FHAM) Global Culinary Challenge sets the stage with a dynamic workshop on 4 August 2025 at Hulhule Island Hotel, Malé, designed to prime chefs for the prestigious competition from 7–9 September. Organized by Dhivehi Expo Services, this full-day event equips participants with essential skills and insights to excel in the only World Association of Chefs' Societies (WorldChefs) Continental Event in Maldives.

The workshop opens with a welcome address by Mr. Imran Hassan, the Managing Director of Dhivehi Expo, followed by a sponsor's remarks, underscoring industry support. A key highlight is Chef Madhawa Weerabaddhana's presentation, which outlines the FHAM Culinary Challenge's rules and regulations, judging criteria and expectations, ensuring competitors are competition ready. Simultaneous sessions, led by Chef Gayan Basnayake for hot cooking and Chef Achala Weerasinghe for pastry workshops, delved into modern hot and cold cuisine and pastry cuisine, focusing on critical elements like food harmony, balance, and flavor for live cooking and pastry competitions. These demonstrations, led by experts, provide practical techniques to meet World Chefs' standards. A Nestlé Professional demonstration showcasing innovative culinary applications, added a creative edge. The day concludes with a certificate presentation, celebrating participants' dedication.

With over 600 chefs from local and international resorts competing in the FHAM Culinary Challenge, this workshop is a crucial platform for skill refinement, networking, and understanding global culinary benchmarks. By fostering creativity and precision, it reinforces the Maldives' status as a culinary excellence hub, setting the stage for an extraordinary competition.



CELEBRATING WORLD CHOCOLATE DAY

with Sweet Indulgence

In a delightful tribute to World Chocolate Day, the Barceló Nasandhura Malé hotel transformed its Nasandhura Lobby into a haven of sweetness on 7 July with the Chocolate Indulgence Station. From 4:00 PM to 8:00 PM, Head Pastry Chef Mohammed, a certified Continental Judge in Pastry Arts, captivated guests with an array of handcrafted chocolate desserts and tastings. The event drew a vibrant crowd of in-house guests and walk-ins, who savored the decadent creations while posing at a curated photo setup. Limited-edition treats were also available for purchase, adding an exclusive touch to the celebration.

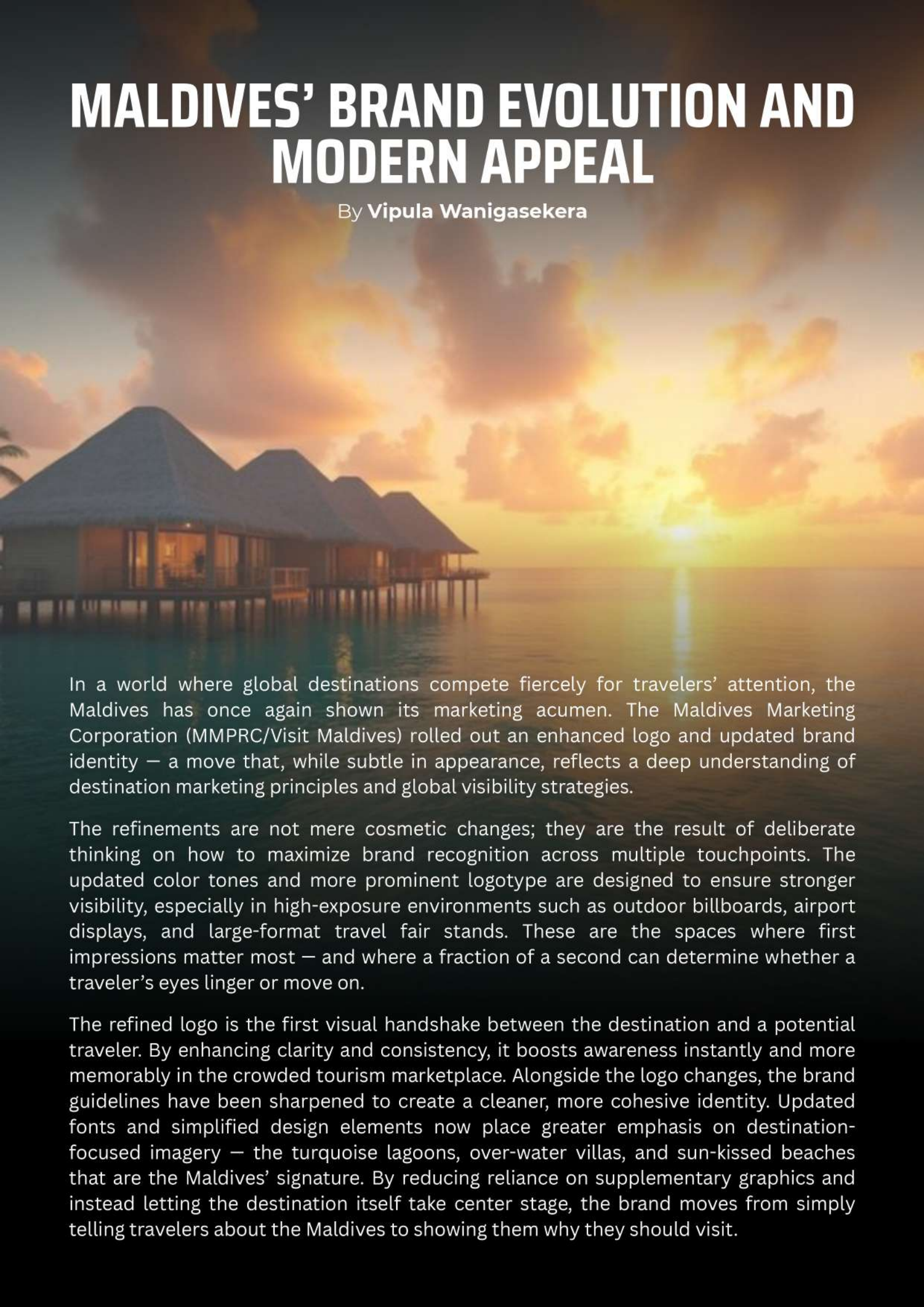




The chocolate festivities extended beyond the lobby. From 4 to 7 July, Oivaru's dinner buffet on the hotel's third floor featured a special Chocolate Dessert Station, elevating the evening dining experience with rich, cocoa-infused delights. Guests relished the opportunity to indulge in Chef Mohammed's expertly crafted sweets, making every bite a memorable highlight.

To keep the sweet momentum going, Alimas Coffee Lounge offers a tempting 10% discount on all house-made ice cream flavors from 20 to 26 July. Perfect for cooling down during warm island afternoons, this promotion invites guests to savor artisanal ice creams crafted with the same passion that defined the World Chocolate Day events. From the lobby's chocolate extravaganza to Oivaru's dessert station and Alimas' refreshing treats, the hotel's celebrations deliver pure indulgence for every sweet tooth.





MALDIVES' BRAND EVOLUTION AND MODERN APPEAL

By **Vipula Wanigasekera**

In a world where global destinations compete fiercely for travelers' attention, the Maldives has once again shown its marketing acumen. The Maldives Marketing Corporation (MMPRC/Visit Maldives) rolled out an enhanced logo and updated brand identity — a move that, while subtle in appearance, reflects a deep understanding of destination marketing principles and global visibility strategies.

The refinements are not mere cosmetic changes; they are the result of deliberate thinking on how to maximize brand recognition across multiple touchpoints. The updated color tones and more prominent logotype are designed to ensure stronger visibility, especially in high-exposure environments such as outdoor billboards, airport displays, and large-format travel fair stands. These are the spaces where first impressions matter most — and where a fraction of a second can determine whether a traveler's eyes linger or move on.

The refined logo is the first visual handshake between the destination and a potential traveler. By enhancing clarity and consistency, it boosts awareness instantly and more memorably in the crowded tourism marketplace. Alongside the logo changes, the brand guidelines have been sharpened to create a cleaner, more cohesive identity. Updated fonts and simplified design elements now place greater emphasis on destination-focused imagery — the turquoise lagoons, over-water villas, and sun-kissed beaches that are the Maldives' signature. By reducing reliance on supplementary graphics and instead letting the destination itself take center stage, the brand moves from simply telling travelers about the Maldives to showing them why they should visit.

The Maldives' tagline journey reflects evolving market needs and strategic recalibrations. Originally, the country's tourism marketing revolved around the iconic slogan "The Sunny Side of Life", which successfully captured the destination's appeal for many years. Later, the Maldives shifted to "Maldives – Always Natural" to broaden its brand beyond tourism, encompassing sectors like fishing and energy. However, this change did not resonate as strongly with the tourism audience. Consequently, in 2020, amid the challenges of the global pandemic and the need to revive tourism, Visit Maldives tactically reverted to the more familiar and popular "Rediscover Maldives...the Sunny Side of Life" campaign to reconnect emotionally with travelers and encourage visitation as borders reopened.

This strategic re-adoption was a marketing activation rather than a permanent repositioning. The 2025 refreshed brand identity retains the core essence of the Maldives' appeal while integrating the "Sunny Side of Life" tagline in a way that leverages its nostalgic and emotional resonance. This balance of heritage and innovation reinforces desire and signals modern relevance without alienating longstanding fans of the brand.

The decision to implement these changes simultaneously across all platforms and mediums from 6th July 2025 also reflects operational foresight. Consistency in rollout is critical; fragmented deployments can dilute impact. By synchronizing the launch, the Maldives ensures its upgraded identity is encountered uniformly across social media, print, trade fairs, and on-ground promotions, reinforcing message recall and prompting the final step in the AIDA journey – action.

In an era dominated by digital algorithms, short attention spans, and fierce competition, the Maldives demonstrates that even world-famous destinations must adapt. Refreshing a brand identity goes beyond colors or fonts; it is about staying relevant, maximizing visibility, and ensuring every visual element contributes to welcoming more visitors.



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