

MHA CONFERENCE AT SEA EVENT: December 17-21, 2019 - MSC Divina

MHA has strived in recent years to establish a truly global perspective in terms of both its membership and the diversity of product offerings from the MHA supplier community. This conference at sea is a further step in that evolution as it offers a special opportunity specifically to new suppliers, a very large percentage of which are from outside the United States.

This is also MHA's opportunity of thanking suppliers for their participation in MHA events and to give both them - and their ideas - special recognition. This conference is a way to bridge the gap between the annual trade show (where there is never enough time) and in-depth conversation about a new product or service with industry decision-making teams.

Benefits to the Suppliers:

An opportunity to get to know first-hand the individuals who are directly involved in the decision-making process. And an opportunity of understanding the "today" of cruise line operations and culinary interests relative to your specific product field.

An opportunity to develop a clearer understanding of the process by which each individual cruise line in attendance evaluates new opportunities from the supplier community.

An opportunity to meet with a group of cruise line players that, by their very presence, are acknowledging their high level of interest in working and partnering with the supplier community.

An opportunity to exchange ideas and learn from other non-competitive suppliers in attendance who are also focused on the culinary experience.

An opportunity to refine the supplier's understanding of who are the key competitors that they will be facing as they strive to achieve success in their respective product category.

The small number of participants at this conference, as well as the relative parity of supplier vs. cruise line attendees, means there will be real possibility for in-depth discussions on issues of interest is greatly enhanced.

This type of conference can represent a real "shortcut mechanism" for new suppliers to determine the level of potential for their products in the cruise line segment. If it's a fit, the time and effort of this conference will surely be justified relative to the long-term potential of the cruise line segment. If it's not a fit, the small investment required to attend will save a great deal of time, money and frustration down the road. Either way, this is a very cost-effective investment.