
IFSA plans work with Mercury Awards organizers

By **Hibah Noor** on September, 19 2017 | Events



The International Flight Services Association (IFSA) and the organizers of the Mercury Awards have signed a Memorandum of Agreement to cooperate on a number of levels.



Mercury Awards, founded in 1982 are now under the stewardship of SIAL Middle East and will be presented during the group's annual food service event December 12-14 in Abu Dhabi.

The agreement will be formally announced in September at IFSA's Annual Conference and a further announcement will be made at the Mercury Awards.

"This aims to further enhance the opportunity for The Mercurys under SIALME and IFSA to collaborate and introduce initiatives that will support the industry," said today's release from SIAL.

"We are eager to partner with the Mercury Awards, as one of IFSA's primary initiatives has been to further grow our reach to the Middle East region," said IFSA President, **Jane Bernier-Tran**. "Looking to the future, we plan to see a series of initiatives resulting from the alliance as we strive to support the airlines and hospitality suppliers who are dedicated to a better passenger experience."

"2017 will mark 36 years for the Mercurys and will celebrate and accolade the best innovators within the travel catering industry. In IFSA, we have found just the right partner as this will help bring increased recognition for the Mercurys," said **Joanne Cook**, Managing Director of SIAL Middle East.

The Mercurys and IFSA recognize this alliance as a stepping stone for many collaborations in future for the advancement of inflight services industry.

Editor's Note: PAX International is the Media Partner for the Mercury Awards and the IFSA Compass Awards.