

WACS Asia
Continental Director's
First Monthly Report

Prepared May 2004

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I. Memo to the Board

18th May 2004

Dear President Metz and members of the WACS Executive Board,

I am pleased to send you the first monthly report of activities and statistics from WACS member countries in the Asian region. Having just hosted a volley of international chefs, judges and industry visitors at three major events in Singapore in April (World Gourmet Summit 2004, Food&HotelAsia2004 and the first Bocuse d'Or Seminar in Asia), we have just stepped out of a very hectic period in the year and are still working on tying up the last loose ends from these events.

In addition to this, the Singapore Chefs Association (SCA) has just created a brand new Junior Chef Club with 220 members – which is a milestone in the history book of the SCA, and has taken quite a bit of work to get done.

But with the help of a supportive committee I have managed to put together all the information I think is necessary to communicate to WACS in this first report, and hope that you will find it useful in the management of the association. We aim to produce this report by the 15th of every month in order to keep you regularly updated, and for further news about what Singapore chefs are up to, you can always refer to www.singaporechefs.com, where we publish a monthly newsletter with stories and photographs related to the SCA.

Yours Truly,

Frank A Naesheim



II. Regional Membership Updates

The following chefs associations in Asia have already responded to the general membership questionnaire we sent out last month (see Appendix A).

-  Indian Federation of Culinary Associations
-  China Cuisine Association
-  Hong Kong Chefs Association
-  Association of Culinary Professionals Indonesia
-  All Japan Cooks Association
-  Chefs Association of Malaysia
-  Mauritius Chef Association
-  Myanmar Chef Association
-  Les Toques Blanches (Phillipines)
-  Singapore Chef Association
-  Korea Cooks Association (S. Korea)
-  Chefs Guild of Lanka
-  Thailand Culinary Professional Guild (TCPG)

*** IMPORTANT**

Please note, the TCPG is not the official WACS member association – the Thai Chefs Association wrote in to the WACS website moderator saying that the wrong association details were up.

Please clarify, based on WACS membership policy and fees received, which is the official association of Thailand belonging to WACS?

We are currently compiling the data and waiting for outstanding replies. We will deliver the results to you soon after the Asia Pacific Forum in Korea.



III. Competitions

- a. The biennial **Food&HotelAsia Culinary Challenge** (formerly known as Salon Culinare) was held from 20 – 25 April 2004 at the Singapore Expo.

It ran alongside Food&HotelAsia, Asia's largest F&B exhibition, which this year brought over 37,000 visitors and 2,714 exhibiting companies together and filled up six halls (60,000 sq m) at the Singapore Expo for a highly successful 14th edition.

Visit www.foodnhotelasia.com for more information.



FHA2004 Culinary Challenge Top Award Winners

Best Chef, New Asia Cuisine	Edward Voon Ewe Seng (The Oriental Singapore)
Best Chef Asian Meal	Angela A.C Lee (Cho Australia)
Best Artist	Justin Lee Kok Jin (Sutera Harbour Resort & Spa, Malaysia)
Best Ice Carving Team	Seksan Duangsai & Nipon Sasarn (Bangkok Marriott Resort & Spa)
Best Apprentice Team "Two to Tango"	Chan Weng Hoi & Alfred Low Choon Hong (Conrad Centennial Singapore)
Best Pastry Chef	Sam Tan Sioh Kian (Grand Hyatt Singapore, Singapore)
Best Chef	Tan Lai Horng (Mount Elizabeth Hospital Ltd)
Best Culinary Establishment	The Fullerton Singapore
Best Dream Team 2nd Runner Up	TIE between Meritus Mandarin Singapore Dream Team & Conrad Centennial Dream Weavers (Conrad Centennial Singapore)
Best Dream Team 1st Runner Up	The Lagunians (Laguna National Golf & Country Club, Singapore)
Best Dream Team	SHATEC Dream Team, Singapore
Best Gourmet Team 2nd Runner Up	Culinary Team "Let's Go Magic" UBF Germany
Best Gourmet Team 1st Runner Up	Ritz Carlton Millenia Singapore Culinary Team
Best Gourmet Team	"The Art Cuisine of Raffles the Plaza" (Swissôtel the Stamford & Raffles the Plaza, Singapore)

In addition, a brand new competition called The FHA Imperial Challenge, which tested Chinese cuisine chefs on their skills, was launched at this year's show, and the Singapore leg of the Meat & Livestock Australia Black Box Culinary Challenge for young chefs was held alongside.



b. Bocuse d'Or Seminar



The First Bocuse d'Or Seminar in Asia, jointly presented by the Norwegian Seafood Export Council and the Singapore Bocuse d'Or Committee, was held at The Fullerton Singapore on 24th April this year. The aim of the seminar, attended by 120 cooks, chefs, teachers and industry suppliers, was to inform and educate the professionals on what this competition is all about, as it has to date been a predominantly European contest with the words "World Cuisine" in its title.

Two former Bocuse d'Or winners, Teje Ness (1999) and Charles Tjessem (2003) were among the panel of speakers who shed some light on this world-renowned competition that day, as well as their mentor and President of Bocuse d'Or Norway, Evyind Hellstrom, who runs the 2-Michelin Restaurant Bagatelle in Oslo.

Also on the panel were Otto Weibel and Peter Knipp from the Singapore Chefs Association, Svein Berg, Arne Hjeltnes and Eidis Biehler from the Norwegian Seafood Export Council and Frank Naesheim, WACS Continental Director for Asia. There were there to share their experience on the potential of product collaborations with contests like the Bocuse d'Or and achievable goals for Asian chefs interested in this competition.

The next Bocuse d'Or competition will be held from 25 – 26 January 2005 in Lyon France, with the following countries participating (24 countries out of 33 applications):

- Australia
- Austria
- Belgium
- Canada
- China
- Denmark
- Finland
- France
- Germany
- Iceland
- Ireland
- Italy
- Japan
- Lebanon
- Luxembourg
- Norway
- Russia
- Singapore
- South Africa
- Spain
- Sweden
- Switzerland
- United Kingdom
- USA

The 24 national candidates from the selected countries will have 5 hours to prepare a saddle of veal as well as 4 Iceland soles. It will be a first time for the Chinese and Lebanese. Singapore will be sending Benton Toh from the Ritz-Carlton Millenia, Singapore and his assistant to compete then.

Visit www.bocusedor.com for more information.



IV. Education

SINGAPORE – New Junior Chefs Club

The Singapore Chef Associations has in a record time of one month created a brand new Junior Chef Club which consists of 220 members. This non-profit organization aims to build potential chef leaders and be the gathering point for enthusiastic young culinarians below the age of 23 years. It will be spearheaded by Jasmine Ng from Temasek Polytechnic and her committee is currently in the midst of formation. Membership is exclusively for students of local culinary programmes run by SHATEC and Temasek Polytechnic.



SINGAPORE – Temasek Polytechnic to launch new scholarship with CIA

Temasek Polytechnic's School of Business: Department of Hospitality and Tourism Management is set to begin working on plans for a twinning scholarship with the Culinary Institute of America. We will report further developments as details become available.

PHILLIPPINES – New International School for Culinary Arts

Chef Norbert Gandler has left the Mandarin Oriental to set up the International School For Culinary Arts & Hotel Management (ISCAHM). One of its initial seminars (followed by delectable dinner) last March was a Norwegian Salmon Seminar sponsored by NORGE Seafood from Norway, Snorre Food Pty Ltd (Singapore) and Werdenberg Corporation (Manila). The successful affair was conducted in close cooperation with Arne Hjeltnes of the Norwegian Seafood Export Council and the Royal Norwegian Embassy in Manila. ISCHAM will feature such future seminars and affairs with different themes and cuisine.

MYANMAR – Cross Cultural Learning Opportunities Abundant

- Early this year, masterchef Rudi Weyrauch from Saarland in Germany visited Myanmar to conduct free western cooking classes for professional young chefs, and was so successful at inspiring his students that plans are currently underway for his return in late 2004 to set up an International cooking school at Myanmar's fastest developing beach resort, Laguna Lodge in Ngapali Beach.
- In March, members of the Myanmar Chefs Association (MCA) were proud to conduct Myanmar cooking classes for passengers aboard the US cruise liner, 'MS Crystal Serenity'. This proved a good opportunity to introduce Myanmar cuisine to an international audience while the cruise liner stopped in Yangon.
- Ambassador of the All Japan Cooks Association (AJCA), Chef Ajiro Shinoda and his team also visited Myanmar in May for a special feature on Japanese cuisine. There is a very high demand for knowledge on Japanese cooking due to the high Japanese tourist traffic in Myanmar.
- Soon, selected Myanmar chefs will be travelling to Singapore to conduct Myanmar cuisine cooking classes and shows to the multicultural urban community in that city. More updates to follow.



V. Other Activities and Events

SINGAPORE – World Gourmet Summit 2004: A theatre of Taste

Stretching for two weeks from 19 to 30 April this year, the 8th edition of this award-winning event jointly organized by Peter Knipp Holdings and the Singapore Tourism Board enjoyed a successful run thanks to enthusiastic response from local and overseas gourmets. The lineup of internationally acclaimed chefs who came to showcase their flair for cooking at this year's summit included Gualtiero Marchesi from Ristorante Gualtiero Marchesi in Franciacorta, Italy, Bryan Nagao from Mao Restaurant in Colorado, USA, Laurent Gras from the Fifth Floor in San Francisco, USA, Yves Mattagne from Sea Grill, Radisson SAS Hotel in Brussels, Belgium, and Yan Yeung from Silks, Crown hotel in Melbourne, Australia, among many others. The chefs conducted culinary masterclasses and cooked for masterchef safari dinners, gala and charity dinners where their cuisine was paired with some of the best wines in the world. This year, the arts also found its way into Singapore's top restaurants to create an unparalleled atmosphere of fun, fantasy and thrill for diners islandwide. For more information, please visit www.worldgourmetsummit.com.



MALAYSIA – Penang Culinary Challenge

The Malaysians have in recent years been enjoying a burgeoning interest from chefs for the culinary competitions scene. Particularly active is the Penang Chapter of the CAM, which will organise the inaugural Penang Culinary Challenge from 2 – 4 July 2004 as part of the annual Penang Food & Fruits Fiesta 2004. Held at the Penang International Sports Arena, this live international competition is open to general public and will challenge teams of four to produce a three-course menu for six persons within one hour. A maximum of 64 teams from hotels, restaurants, catering businesses and culinary schools in Penang, Malaysia, and around the world can register for participation on a first-come-first-serve basis, and finalists will be selected based on elimination rounds. Judging will be based on presentation & showmanship (20 points), taste (50 points), utilization of ingredients (20 points), hygiene & cleanliness (10 points). Top scorers can stand to win up to RM5,000. Contact Organising Chairman Peter Chan at Tel/Fax: (60) 4 226 8659 or e-mail: campg@po.jaring.my for more information.



MALAYSIA – Home Cook Competition

On 11 April 2004, the Chefs Association of Malaysia (CAM) coordinated the traditional Malaysia home cook competition for the Petaling Jaya Local Authority. There were 114 individual competitors at this event, which was a showcase of the traditional food of Petaling Jaya. Marks were awarded for good nutritional balance and creativity in the menus. (One of the main objectives for CAM this year is to create public awareness of leaner and healthier Malaysian cooking.



VI. Financial Issues

Nothing to report at this time.



VII. Committees and Leadership Issues

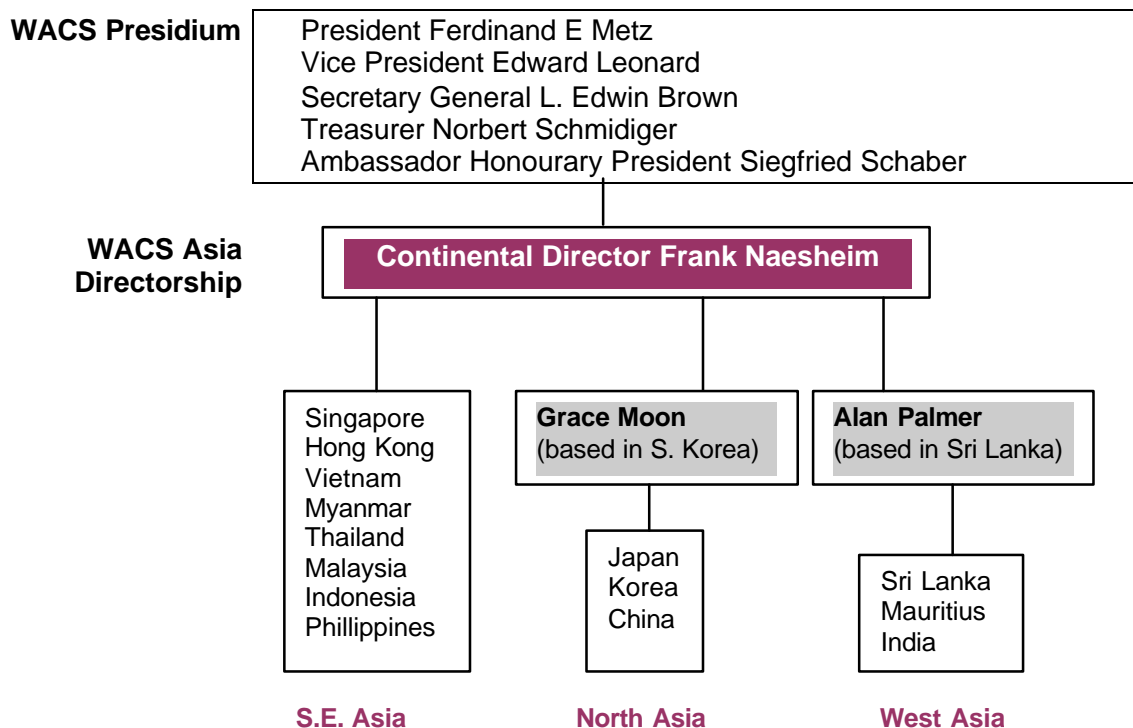
a. First Leadership Meeting in Singapore

As the some of our colleagues from Japan, China, Sri Lanka and Hong Kong were in Singapore during Food&HotelAsia2004 in April we took the opportunity to call for a first meeting between key leaders in WACS. This took place at 3pm on 24th April 2004 after the Bocuse d'Or Seminar at the Fullerton Hotel.

On the agenda was the need to get to know one another and stress the importance of effective communication between WACS Asian members and the Executive Board, as well as the need to raise awareness of junior chef training and continuing education.

Meeting minutes are attached in Appendix B.

b. Formation of sub-committees for the administration of WACS Asia countries





VIII. Communications & Contact Info

All queries about the administration and management of WACS Asia member countries should be directed to Mr Schwarz, who is assisting Frank Naesheim in all administrative matters and communications.

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