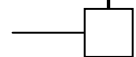


WACS Asia Continental Director's Monthly Report

Prepared February 2005

By Frank Arne Naesheim





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I. Memo to the Board

24th February 23, 2005

Dear Ferdinand and WACS Board Members,

The last two months the Tsunami has taken up all my spare time and energy.

In this report I would like to go back to some happenings and meetings regarding WACS I have had on my trips in Asia in the last quarter of 2004.

VIETNAM

Vietnam is not a member of WACS. It is one of the countries I have singled out as most beneficial for WACS to become member in the region.

It has a large population of 87 million people. There is a stable communist government who is more and more reforming to a socialistic marked economy.

It has had and are expected to have a high growth rate with a thriving tourist industry.

They have their own cuisine with very strong roots and could be more or less self sufficient for food.

Vietnam is a big net exporter for agricultural and marine products.

Their meal consist of plenty of fresh vegetables and herbs in a tasty, simple but clean and lean setting. The healthy and well balanced Vietnamese cuisine could give some inspiration for the western world, when they are searching to solve some of their lifestyle problems.

In November 2004 I was in Hanoi and Ho Chi Minh city to cook for guests of the Norwegian Government in conjunction with Norwegian King Harald V and Queen Sonja official visit to Vietnam. I managed to invite the leading chefs and F & B personalities to the official functions to get contacts and see if there was interest/possibilities for Vietnam to be member of WACS.

HANOI

There is no official Chef Association in Vietnam. In Hanoi I was told there was not so much chefs gathering/ chefs table or communication among chefs like in Ho Chi Minh city.

Even the chefs in Hanoi agreed that the initiative had to come from Ho Chi Minh first and they would form a local chapter in Hanoi later.



Continue HANOI

If any chef is in Hanoi and want to learn about Vietnamese cuisine, I recommend you make contact with Chef Didier Corlou of Sofitel Metropole. He has been 15 years in Vietnam, has big respect for their food, people, tradition, ingredient and culture. He is full of enthusiasm and good ideas and has made an excellent Vietnamese cookbook.

He made a fantastic buffet set-up in the street of Hanoi to serve the man in the streets as well as Royals and ministers.

HO CHI MINH CITY

If Hanoi is the more authentic, political and diplomatic capital in north, Ho Chi Minh is the more buzzing, commercial and business capital in south. The contrast is big.

As part of the official program there was also a seafood seminar and lunch organized and sponsored by Norwegian Seafood Export Council. Guests were 70% chefs, other F & B personalities, suppliers and media.

Guest of honor was Queen Sonja of Norway, keynote speaker was Norwegian Minister of Fisheries Mr Svein Ludvigsen. Chef Tran Van Thanh of Sheraton Hotel is one of the young and upcoming Vietnamese chef and held a captivating cooking demonstration with some of his signature dishes: Vietnamese rice paper spring roll with Norwegian salmon and pickled sauce.

He charmed the audience, media and the Queen when he feed her the spring roll and showed her his city from the balcony of the Hotel.

Just to underline the success of the seminar, Chef Terje Ness Bocuse D'or Champion 99 demonstrated some of his award winning dishes and cooked them lunch.

I was invited to speak about WACS, Since WACS is new for most of them i emphasized more on some background, activities, competition, education, structure of successful Chef Association, WACS website and benefits to be member of WACS.

After the lunch I enjoyed a glass of wine with some of the leading Chefs and suppliers. They informed me that there is some unofficial meeting among chefs and chefs table together with suppliers.

They had already discussed to take the hassle to make it an official Chef Association and this initiative was definitely a push forward for them.

The problem is that it is a big process. It will take minimum 1-2 year to get a license from the right government body to approve an Association for Chefs. There is many people



Continue HO CHI MINH CITY

and department that need to be convinced that it will benefit Vietnamese chefs, Vietnamese tourist industry and not be a threat to any political government.

However the process has started and they are getting help and direction.

I hope Vietnam is under way and will be a new member of the WACS family with its unique cuisine.

Yours Truly,

Frank A Naesheim
WACS Continental Director for Asia



II. Regional Membership Updates



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 (Philippines)



Singapore Chef Association



Korea Cooks Association (S. Korea)



Chefs Guild of Lanka



Thai Chefs Association



II. Regional Member Ship - Asian Countries

The present member status in Asian:
Grand Total of **110'931 Members**

Countries	Members	%
South Korea	80000	72%
Japan	17000	15%
China	10000	9%
Sri Lanka	1000	1%
Malaysia	900	0.8%
Singapore	657	0.6%
India	600	0.5%
Mauritius	200	0.2%
Indonesia	120	0.1%
Myanmar	121	0.1%
Hong Kong	184	0.2%
Thailand	84	0.1%
hilippines	65	0.1%



III. News from the Region

Singapore

World Gourmet Summit

The ninth edition of the World Gourmet Summit (WGS) returns to Singapore from 18 to 29 April 2005. Two weeks of fine cuisine, great wines and unique dining experiences await at various locations across the island. Each year, gourmets and wine aficionados alike eagerly await the bevy of delightful new cooking and world-famous wine labels that arrive in Singapore in April for this event, which is jointly organised by the Singapore Tourism Board and Peter Knipp Holdings Ptd Ltd.

Masterchefs

For a taste of scrumptious Cantonese cooking, head down to Summer Palace at The Regent Singapore where Chef **Bobby Lo**, executive chef of Happy Valley Clubhouse in the Hong Kong Jockey Club will be preparing your meals. Lo was recently recognised by La Commanderie des Cordons Bleu de France for his many outstanding culinary achievements.

Lovers of sushi, sashimi and all things Japanese will want to visit Jade restaurant at The Fullerton Singapore, which will showcase the considerable culinary talent of **Ryuichi Yoshii** from Yoshii Restaurant in Sydney, Australia. The Nagasaki native has been described as 'Sydney's finest sushi chef' and has even enjoyed bestseller success with his cookbook, *Sushi*, in 2000.

Michelin stars will be a-twinklin at Grand Hyatt's mezza9 restaurant during WGS 2005 as **Kevin Thornton** from the two-Michelin starred Thornton's Restaurant in Ireland arrives to thrill guests' tastebuds with delicious Irish fare. Having formerly worked at the renowned Restaurant Paul Bocuse in Lyon, France and gathered rave reviews for his very first restaurant, The Wine Epergne, this is one Irish chef not to be messed with!

European flavours, particularly from Norway, will come alive at One-Ninety restaurant in the Four Seasons Hotel Singapore when masterchef **Bent Stiansen** from the one-Michelin-starred Statholdergaarden restaurant in Oslo, Norway arrives to make merry at this event. He is known for his unique interpretation of Norwegian nouvelle cuisine.

Guests to the exquisitely set up Chinese restaurant, My Humble House, at the Esplanade Mall will be treated to some refreshing Pacific Rim cuisine courtesy of American legend **Alan Wong**, from Alan Wong's Restaurant in Honolulu, Hawaii (with a sister restaurant



in Japan). Wong was the James Beard Award winner for Best Chef – Northwest in 1996, and was also a founding member of the Hawaii Regional Cuisine Chefs.

While you're there, also check out Mirchi – Taste of India restaurant, which will be hosting the World Gourmet Summit's distinguished Indian guest chef, **Naren Thimmaiah**, from Bangalore's famous Karavalli restaurant. He is also the executive chef of the Taj Gateway Hotel and has been featured on television programmes such as *Good Morning India* as well food shows on CNBC TV and ETV.

Two French chefs will grace our shores this year. Staff at The Dining Room in Sheraton Towers Singapore will be working with cooking instructor and an internationally recognised culinary judge **Yann Barraud** from Le Cordon Bleu school in London. His French counterpart, **Thierry Alix**, from the critically acclaimed Sens & Bund restaurant set up by the Pourcel brothers in Shanghai, China, will meanwhile be wowing diners at the Raffles Grill in Raffles Hotel Singapore.

Spanish flavours will find a home at Dolce Vita in The Oriental Singapore during World Gourmet Summit when chef Ramón Freixa from the restaurant El Raco dén Freixa in Spain comes to visit. Freixa and his establishment have earned one Michelin star, as well as the titles 'Best Cook and Best Restaurant of Spain' in 2001, 'Best Cheese Offer' in 2002, and 'Best Desserts' in 2003.

Finally, no WGS is complete without the Italians. Zambuca Italian Restaurant & Bar at the Pan Pacific Hotel is proud to welcome **Joseph Vargetto**, executive sous chef of Crown restaurants – 15 outlets located in the famous Crown entertainment complex in Melbourne Australia. Vargetto was hailed 'Australia's Best Risotto Cook' in 2000 and even represented the nation at the prestigious Bocuse d'Or competition in Lyon, France, the following year. Meanwhile, Pontini restaurant at The Grand Copthorne Waterfront Hotel will be hosting one-Michelin-starred **Norbert Niederkofler** from St Hubertus Restaurant in the Hotel & Spa Rosa Alpina, San Cassiano, Badia, Italy. He specialises in light, low-fat Mediterranean cooking.

Other special guest chefs who will be in town for WGS 2005 include Didier Chantefort and Nicolas Bernarde from the Le Cordon Bleu headquarters in Paris, France, and Ferdinand Metz and Edward G Leonard, president and vice-president of the World Association of Cooks Societies (WACS). Michael Ginor of Hudson Valley Foie Gras will be returning to WGS for the fifth year, this time as 'gourmet ambassador'.

Wineries Participating

- Beringer Vineyards USA, poured at mezza9
- Hermann Donnhoff, Germany, poured at My Humble House
- Domaine Weinbach, France, poured at The Cliff restaurant
- Chateau Montelena, USA, poured at One-Ninety
- Brundlmayer & Feiler Artinger, Austria, poured at The Dining Room



- Marchesi de Frescobaldi, Italy, poured at Pontini
- Penfolds, Australia, poured at Zambuca Italian Restaurant & Bar
- Cims de Porrera, Spain
- Château Pichon Baron, France, poured at Raffles Grill

Enjoy these luscious wines together with the world's finest cooking at the World Gourmet Summit 2005. For complete details, visit the official website: www.worldgourmetsummit.com.

The World Gourmet Summit Awards of Excellence

Inspired by the Michelin in France and James Beard in America, this event was established to celebrate the spectrum of talents found within Singapore and the region's food and beverage and hospitality industries, these awards serve to recognise those who have achieved a distinct reputation for providing world-class dining experiences. It was officially launched during WGS 2001 and after five years, still continues to motivate individuals in the region towards a higher goal of foodservice excellence. (The creativity of three of this year's finalists' is featured on pages two to four of this issue)

For full details on the finalists, visit the official WGS Awards of Excellence website, www.wgsawards.com

Of course if you are fashion-inclined, then the latest buzz word would be "FTV", or the Fashion Bar and Bistro in Jakarta, the latest restaurant concept to happening scene to hit the market in Indonesia. The food is great, but the company even better – here is where the beautiful people come here to see and be seen. Exciting news for our industry is also emerging from the restaurant Middle East – I've heard that there are something like 40 hotel projects on the way! Even now, rooms are full and restaurants are buzzing there. My prediction is that the mezze (selection of myriad of healthy, tasty and abundant appetizers), will soon replace the 'antipasti' concept of old. From what I hear, Lebanese cooking is to the region what French cooking is to Europe.

Indonesia

If you are fashion-inclined, then the latest buzz word for you could be "FTV", or the Fashion Bar and Bistro in Jakarta, the latest restaurant concept to hit the market in Indonesia. The food is great, but the company even better – here is where the beautiful people come here to see and be seen.

Taiwan

The Regent Taipei has opened a new buffet restaurant similar in style to the avant garde buffet concepts that have been recently taking the region by storm. This move puts four major buffet



restaurant players on a level competition field in Taiwan – Sherwood Taipei, Shangri-La’s Far Eastern Plaza Hotel, Sheraton Taipei, and now this one. These dining venues have big modern buffets with lots of action. It will be interesting to see what the next generation of buffet restaurants will be like, now that there seems to be some sideways growth.

Sri Lanka

Historically known as Lankadweepa (meaning ‘resplendent land’) and then as Ceylon until 1972, the teardrop-shaped island known for its sweeping tea fields and idyllic coastlines took a lethal battering late last year and is currently on the long road to recovery.

Beach resorts, restaurants and other tourist attractions along the coastal areas of Sri Lanka, such as Galle, Matara and Hambantota in the South, Ampara, Batticaloa and Trincomalee in the East and Mullaitivu and Jaffna in the North, were the worst affected. The tsunami wrecked about 42% of Sri Lanka’s total hotel operations, causing droves of displaced tourists to flood the inland hotels and the capital city of Colombo, on the relatively unaffected West Coast. Due to the fact that it was peak holiday season when the tsunami struck, there were approximately 17,000 tourists in Sri Lanka on 26 December, with 6,000 holidaying along the affected coastal areas.

Alan Palmer, an expatriate resident of Sri Lanka who also collaborates with Meat & Livestock Australia on developing opportunities for young chefs in Asia through culinary competitions, was among the first few F&B personalities who took the initiative to communicate what was happening in the country to the rest of WACS.

According to him, one of the most frustrating aspects of the initial relief work was that although there were dozens of relief agencies working around the clock in Sri Lanka initially, it was difficult to find a leader. The work was coordinated in some areas – for example, in general terms the French were working on repairing the water wells while the Russians repaired the railways, the Chinese repaired the harbours and ports, the Americans brought fishing boats and the British helped with water purifying units. Yet other organisations were pretty much left to their own devices to make something happen. Monetary pledges have totalled over US\$90 million at the time of printing, but crates upon crates of donated items still sit in large stores, awaiting transport.

“Everybody wants to do something to help,” said Palmer, “but many are doing it independently. It can be quite a mess. Some of the donated food has even ended up on the black market.”

This is indeed a tragedy, because as published by the AFP, the number of Sri Lankans needing food aid rose to about 850,000 in mid-January. The tsunamis had the effect of worsening the already chronic malnutrition problem in Sri Lanka, especially among children and mothers. Children in the rebel-controlled north are particularly deprived of



food, with the percentage of chronically malnourished children at 38%, compared to 35% in the rest of the nation.

In order to better coordinate relief efforts between members of the F&B industry who wanted to help, a small international task force came together in mid-January to discuss what could be done. It consisted of Glenn Austin from Australia, Frank Naesheim (WACS continental director for Asia) Peter Knipp from Singapore and Palmer, together with WACS president Ferdinand Metz.

Meanwhile, a major marketing drive has been undertaken by the Sri Lanka Tourism Board (SLTB) aimed at putting the country back on the tourist map. “While we are still working on the finer details of the campaign, it will focus on the multi-faceted nature of our tourism, the fact that we have such a stunning variety of attractions all unaffected by the tsunami and all within easy reach of the capital Colombo,” said SLTB Chairman, Udaya Nanayakkara in January, when plans for this campaign had just been released to the public. “Underpinning the campaign will be an extensive programme of familiarisation tours for all our partners in the industry. We want to fly them in from all over the world, let them see for themselves that the country is open for business – in a big way,” he said

Although the death toll has been what many would term ‘catastrophic’, the SLTB feels that the impression created in the first two weeks following the incident was “one of a devastated country whose tourism infrastructure has all but been destroyed.” They say this is not the case at all, and their role has been to “put things into perspective.” To do so, they created an updated, no-nonsense website citing the facts and figures of post-tsunami Sri Lanka, published for public viewing at www.contactsrilanka.org/faq.htm. Through this open and positive approach, they hope to “restore confidence in the tourism industry, which is integral to the rebuilding process of Sri Lanka.”

According to www.smarttravelasia.com, Angsana’s Swanee Hotel in the Beruwela beach area, which was already in its final stages of construction in December, will likely delay its opening to the second half of 2005. Although quite near the coasts, two properties by Amanresorts were not damaged and will still open before mid-year.

Tourism is the fourth largest contributor of Sri Lanka’s GDP. Luckily, Sri Lanka’s massive and important tea industry, with plantations located in hill country at the heart of the island, has not been disrupted.

China

Held from 1 to 3 March at the Shanghai Everbright Covention and Exhibition Centre, Food Ingredients Asia – China is a great way to explore the opportunities in the entire Chinese food market as exhibitors from all over exhibit their wide range of food ingredients, from nutrition to dairy products and from confectionery products to functional food. For more information, visit <http://asiachina2005.fi-events.com/>



Korea

Held from 16 to 18 March 2005 at COEX Seoul, the event is Korea's major international trade-only food and hospitality industry exhibition, Food & Hotel KOREA is a must for anyone interested in Asia Pacific's third-largest market for imported food and drink, and abundant opportunities in hospitality and bakery sectors. For more information, visit www.fhko.com/



V. Financial Issues

In same time would like to forward the message of WACS Treasurer Mr. Norbert Schmidiger, Would like to remind you for 2005 Annual Fee EU 750.00 of WACS to be send to the following Accounts.

Please pay attention that the amount now is in EURO instead of Swissfranc.

WACS bank account /Address: Credit Suisse
PO Box 1058
CH-6002 LUCERNE/SWITZERLAND
Account Nos. 4463-225836-80
IBAN : CH37 00446 3022 5836 8000 0
CREDIT SUISSE
Address: P.O. BOX 1058
CH-6002 LUCERNE / SWITZERLAND

We looking forward for your soonest reply

Please Take Note of the Following Account Number for sponsor ship for WACS Tsunami Aid :

FOR YOUR DONATION please send to :
Account No. 0463-225836-80-1
"WACS HELP FOR SOUTH ASIA"

IBAN -NR CH10 0446 3022 5836 8000 1

SWIFT Adress of Swiss Credit; CRES CH ZZ 60A
Swiss Credit Bank
P.O. Box 1058
CH-6002 Lucerne / Switzerland
WACS is looking forward for your kind Support

Hong Kong



VI. Committees and Leadership Issues

Malaysia

New Leadership

The Chefs Association of Malaysia, Penang Chapter, is one of the most active groups of chefs in South East Asia. They have recently elected a new 11-member executive committee for the term 2005 to 2007. Leading this committee are:

Chairman:	Andy Oh Thye Peng Executive Chef, Grand Plaza Parkroyal Penang
Vice Chairman:	Audee Cheah Phee Lee Food & Beverage Manager & Executive Chef, Segafredo Café Penang
Hon-Secretary:	Peter Chan Weng Seng PJM Food Service Manager, Penang Adventist Hospital
Treasurer:	Adolf Tan Seong Pin Chinese Chef, Grand Plaza Parkroyal Penang

To contact the committee please E-mail Peter Chan at peterosa@pd.jaring.my.

Singapore

The new committee of the Singapore Chefs Association (SCA) was instated on 13 February 2005 at the SCA Annual General Meeting.

President	Mr. Eric Teo Executive Chef Orchard Hotel Tel : 65 67396548 HP : 65 91861073 Fax : 65 67396703 Email : executivechef@orchardhotel.com.sg
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VII. Communications & Contact Info

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Prepared by Frank Naesheim



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IX. Activities

2005

Feb 20-23	Gulf Food Dubai	www.gulfood.com
Feb 24-27	India International Hospitality Forum	Mumbai, India
March	Hospitality Dinner MLA BB	Bangkok, Thailand
March 2-4	Food and Hotel Korea Seoul Korea	www.fhko.com
Mar 15-17	FHC Food and Hotel China Beijing China	www.fhcbeijing.com
Mar 16-18	Food and Hotel Korea	www.fhko.com
Apr 6-9	Food and Hotel Indonesia Jakarta Indonesia	www.pamerindo.com
Apr 8-10	6 th Seoul International Culinary Competition	Seoul, Korea
Apr 19	WACS Board Meeting Singapore	
Apr 18-29	World Gourmet Summit, "A Theatre of Taste" Singapore	www.worldgourmetsummit.com
May 10-13	HOFEX Hong Kong SAR	www.hofex.com
June 23-26	Culinary Art	Colombo Sri Lanka
June 28-30	FHC Food and Hotel China	www.fhcbeijing.com
Sep 1-5	9 th WACS Asia Pacific Forum	Gold Coast Australia
Sep 3-4	MLA BB 3 rd Regional Final	Gold Coast Australia
Sep 14-17	IFHS	Bangkok, Thailand
Sep 20-23	FHM Food & Hotel Malaysia	Kuala Lumpur, Malaysia
Nov 15-18	FHC Food & Hotel China	Shanghai China
Dec 1-3	Food & Hotel Vietnam	Ho Chi Minh City, Vietnam

2006

Feb 9-11	Food Hotel & Tourism Bali	Bali, Indonesia
Mar 12-16	32 nd WACS Congress Auckland New Zealand	www.nzchefs.org.nz
Mar 21-23	Food & Hotel Korea	Seoul Korea
Apr 25-28	FHA Culinary Challenge Singapore	www.foodnhotelasia.com
April 18-29	World Gourmet Summit, "A Theatre of Taste", Singapore	www.worldgourmetsummit.com
June	Food Hotel South China	Guangzhou, China
Sep 13-16	IFHS	Bangkok, Thailand
Sept	10 th WACS Asia Pacific Forum	Thailand
Dec	FHC Food & Hotel China	Shanghai, China

2007

Sept	11 th WACS Asia Pacific Forum	Malaysia
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2008

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

Hugo Ernst Schwarz

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