

Minutes of The 8th WACS Asia Pacific Forum 2004

23 – 26 May 2004, Seoul, Korea

Present:

WACS Director Asia
WACS Director Pacific
Korea
Korea
Korea
Korea
Korea
Korea
Korea
Korea
Korea
Korea
Korea
Korea
China
China
Japan
Japan
Malaysia
Malaysia
Malaysia
Myanmar

Frank Arne Naesheim
Glenn Austin
Min Su Kang
Woung Seon Moon
Sang Jung Lee
Choon Sup Han
Grace Moon
Lee
Heung Ho Shin
Soon Ja kim
Taehyung Thomas Kim
Kim Sook Hee
Kang Byong Nam
Wang Jiagen, Sec of CCA

Kunihiko Seto Sec/Gen
Petriea Hirabayashi
Norafandi Abd. Malek
Joshua Er
Peter Lim
Oliver E.Soe Thet

Mauritius
Mauritius
Thailand
Australia
New Zealand
Fiji
Singapore
Singapore
Wacs Life time honorary member

ABSENT WITH APOLOGIES

India
Indonesia
Philippines
Hong Kong
Sri Lanka

Gopalsamy Murday
Lam Kin Cheung Yean
Marco P. Bruschweiler
Roger Sayce
Grant Jackson
Mohammed Faruk
Eric Teo
Jasmin Ng
Alan Palmer

Minutes recorded by: Hugo Ernst Schwarz, assistant to Frank A Naesheim

Sunday 23 May 2004		Follow Up (where required)
5.00pm	Registration at the Forum at Capital Hotel	
7.00pm – 9.00pm	Welcome dinner by Korea Cooks Association (Dress Code: Smart)	
Monday 24 May 2004		
7.00am	Breakfast at Capital Hotel	
8.30am – 9.00am	Delegates arrive at the forum venue: Shilla Room, Captial Hotel	
9.00am Official Opening of the Forum	<p>Welcome Message #1 by President Kang Min Soo of the Korea Cooks Association translated by Ms. Lee. (full version available in Appendix A)</p> <ul style="list-style-type: none"> • Greetings on behalf of 140 million Korean cooks and chefs • Wacs Asia Pacific Forum more significant this year as it is held on the eve of the Seoul International Food Expo 2004 • Many ingredients in Korea as it is surrounded by the sea on three sides and has four seasons. • Korean food widely known as healthy food that is rich in nutrients and low in calorie count. • Because WACS was established as a non-political non professional organization and is dedicated to maintaining and improving the culinary standards of global cuisine, members need to have a better understanding of WACS and enough information to strengthen ties between member countries. • It is very easy to introduce one's culture to another country, but with food, many people have difficulty describing subtle differences between cuisines. Therefore it is a pleasure that a delegation of chefs have come to our country, and its our hope that you will take time to introduce Korean food culture to your countries when you go home. 	

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9.10 am

Welcome Message #2

by Mr Glenn Austin, WACS Continental Director for the Pacific
(full version available in Appendix B)

- This is my first forum as a Continental Director in South Korea.
- With the new WACS falling in place, in the 1st meeting we all agreed for the duration of this board are emphasis will always be on Food, Education and Members. If we cannot agree to align what we currently are doing to one of these three things, we need to answer the question “why are we doing this?”
- In this opening speech I will be communicating to you the main points that our new WACS president, Mr Ferdinand Metz, wants to share with all members, although between Mr Naesheim and myself you will probably hear it twice.
- Food industry is about continuous learning - the day that we think we know everything is the day that we should lay our tools down for we have truly lose sight of the industry.
- Listen to the speakers over the next two days and then share the knowledge with your colleagues so WACS can grow to become the global knowledge base which we can all learn from.
- Pledge of the new administration is to steer the members countries to begin the process of transforming WACS into a professional organization without losing the fraternal bond which keeps us together.
- Not an easy task as WACS is a global organization of 70 countries and about 8 million cooks and chefs. In order to fulfill this plan and realize our potential as an organization we have to think globally.
- That means we must apply this question as we contemplate any new initiative: Is it good for WACS? Is it good for our region? If yes, then we are doing the right thing, if no, then please try to apply the global thinking principle.
- No longer good enough to meet each year and engage in debates on administrative issues and at the same time hope that this will attract sponsors / provide professional development opportunities for all members.
- We have to focus on the issues that are really important and the suggestion that has been given to us is the concept of C-H-E-F, which stands for: CUISINE, HOSPITALITY, EDUCATION AND FOOD. (elaboration in Appendix B)
- The WACS board has made a firm commitment to measure all of its activities by how well they promote the concept of C-H-E-F and I encourage all of you on the local, regional, national and continental level to do the same.
- You will see this concept reflected in the program in the 2005 Australian Forum in the Gold Coast.
- Final request: please keep an eye on the website for the valuable information that you may need and please stay in constant contact with Mr Naesheim and myself.

9.20 am

Welcome Message #3

by Mr Frank Naesheim, WACS Continental Director for Asia
(full version available in Appendix C)

- I am very honoured and most humbled to be elected the new Continental Director for WACS in Asia. I take this new assignment very seriously, and I strongly believe in the new direction Ferdinand Metz has outlined.
- I love Asian food and have the deepest respect for Asian cooks. In the afternoon session and tomorrow morning I will outline some ideas of how we can promote Asian food and cooks within WACS.
- Asia is the most interesting and diversified food continent on earth. But Asia is not that good at organising itself or marketing its products.
- My advice to Asia will be to never lose track of your tradition and Asian flavors. Learn from the Europeans how to make systems and organise yourself and learn from the Americans how

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to promote and market the world's best food.

- Then you will fulfill my vision and outshine everybody. You will then be able to carry the flag that says “World Authority on Food”. I believe you have the potential to do that.
- My goal with this meeting is to pass on the message from Ferdinand Metz and find some Asian initiatives and perspectives, in order to present a common goal.
- My final goal is to stand at the door and shake hands and look in the eyes of each and every one of you at the end of the forum and see committed eager faces who will bring this message to your association members. I want to see that ‘sparkle’ in your eyes.

9.30am

Introduction of participating countries

Singapore;

- **Jasmine Ng**
Secretary Singapore Chefs Association & Chairman Singapore Junior Chefs Club
- **Eric Teo**
Vice president, Singapore Chefs Association.

Myanmar:

- **Olivier E Soe Thet**
President, Myanmar Chefs Association, thanks for the invitation to be here .

Malaysia:

- **Norafandi Abd Malek**
Secretary General Chefs Association of Malaysia
- **Peter Lim**
General treasurer, Chefs Association of Malaysia
- **Joshua Er**
Public relations officer, Chefs Association of Malaysia

WACS representative:

- **Alan Palmer**
Honorary Life member of WACS

China:

- **Gao BingYi**
Vice president, China Cuisine Association
- **Wang Jiagen**
Deputy Secretary General, China Cuisine Association

Japan:

- **Hisatoshi Utsunomiya**
Vice President all Japan Chefs Association (AJCA)
- **Kunihiko Seto**
AJCA Secretary General

Thailand:

- **Marco Bruscheiler**
President, Thailand Chefs Association.

Mauritius:

- **Gopalsamy Murday**
President, Mauritian Chefs Association
- **Yean Lam Kin Cheung**
Secretary, Mauritian Chefs Association

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Korea :

- **Choon Sup Han**
Executive Chef Capital of Host Hotel and Korean Chefs Association
- **San Jung Lee**
Executive Sous chef JW Marriot Seoul & Korean Chefs Association
- **Miss Grace Moon**

Fiji

- **Mohammed Faruk**
Treasurer Fiji Chefs Association

Australia

- **Roger Sayce**
Chairman, Queensland Chapter of the Australian Culinary Federation

New Zealand

- **Grant Jackson**
Vice President, New Zealand Chefs Association

Other Guests

- **Kim Sook Hee**, *Professor at the Korean School of Hotel Culinary Arts*
- **Nelly Lim**, *assistant to Prof. Kim*
- **Kang Byong Nam**, *Professor at the Korean School of Hotel Culinary*
- **Am chon He Su**, *student at Kun Kim University*
- **Toehyung Thomas Kim**, *Vice President of Chinaware factory (sponsor)*
- **Soon Ja Kim**, *President of Han Sung Food (co-sponsor)*

Assistants

- **Hugo Schwarz** – Assistant to Mr. Frank Naesheim
- **Lee Hey** – Translator

10.10am
Forum Business

Report by Frank Naesheim

- Will try to make it not too formal
- My report will be a follow-up to the assignments and duties that President Metz has set for me and all other WACS leaders.
- For practicality, I have split the Asian region into three sub-regions: South Asia/ South-East Asia, and North Asia.
- My assistants in Singapore will be Hugo Schwarz and Josephine Gwee.
- Alan Palmer is here representing WACS more so than Sri Lanka. As many of us are new leaders, we need somebody with us who knows the history of WACS, and Alan Palmer has come forward to help.
- Reads out Ferdinand Metz's message (see appendix B)

10.30 am

Report by Glenn Austin

- The Pacific Rim is the smallest continental directorship in WACS with 3 member countries, but its not so much the size as what you do with it.
- Australian Culinary Federation (ACF) webmaster, Paul Moor, has created a **Pacific Rim webpage**, as well as a web page for each country, but we need to obtain more information about what is happening in each country – events, meetings, chefs who are traveling and would like to catch up, etc.

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- My role as continental director is not limited to regional responsibility. I am still the national president for the ACF, manager of the culinary team participating in the Culinary Olympics, as well as the director of X-Treme Consultancy.
- Have enlisted the help of 2 assistants to help look into regional issues – Garry Miller from New Zealand and Rick Steven from Australia.
- This is in line with fulfilling the promises that I made to WACS before I was elected as continental director. This directorship will not be all about Australia. It is a team effort. I want the region to join as one and move towards growth in WACS. The old days of division are over and united will move forward.
- I have a business opportunity that I would like to share with you. If all are agreeable to its implementation, it would assist all associations in becoming financially sustainable.
 - Financial sustenance is the key to a successful organization, and I think it is much better to teach someone here to bake the bread rather than just make them a sandwich, because the sandwich will just disappear but the baker will survive.
 - I propose we create a software programme that will be able to link the country sponsor to as a chef who is writing a recipe for his menu. As a chef writes a recipe and finds he needs a certain product, all he needs to do is click the sponsor name, which will lead him directly to a page on their website with an ingredient list and cost. This direct and fast link between chef and supplier has vast potential, and could become an asset to WACS if marketed.
- I have received a request from Fiji to assist in the seminar and culinary demonstrations of their salon during the first week of November. I've already had a meeting with them on that – our first for the year.
 - The salon is held in conjunction with the south pacific trade show the salon will be held at the Sheraton Towers Hotel.
 - Fijian chefs association president, Daniel and I are currently discussing the finer points of the seminar.
- Australia has been successful in preparing a Japanese chef to travel to Fiji as an assistant in training at a local restaurant.
- Would like to take this opportunity to publicly acknowledge the Stanford Place in Brisbane for 'lending' me Chef Satore Nagasimi.
- Australia is having a good run with the Nestle Golden Chef's Hat competition. It is probably the oldest apprentice-level competition in Australia as it has been running in excess of 25 years.
 - They said they would pay someone to operate for them. We thought it would be sort of a boys club, so we took over and opened it to every apprentice in Australia, not just a chosen few.
 - We compete with hot kitchen cooking, which is the hardest of its kind in Australia and I would equal with any in the world. If you win a gold medal at this competition, you stand a really good chance at a successful career.
 - Would be good if you could come and see it for yourself in August.
- Both the Australian national culinary and pastry teams are financially ready to travel and the money is already in the bank.
- Our junior team did very well in Dublin at the WACS congress and came home with silver medals.
- In New Zealand, the guys there are very busy at the moment, and will continue to be until the 2006 congress is over.
- Australia is also proud to have New Zealander Corey Hume as a support member the national team. New Zealand will not be sending a national team to the Culinary Olympics this year, but at least we will be able to take one of their juniors along with the Australian team to provide him with the training opportunity. He is a great tradesman and an excellent ambassador for his country.

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- Our **webpage** has been seeing a record number of hits as well as sponsor renewals.
 - It is good to get a sponsor for one year, but if at the same time 10 others disappear, then perhaps we have not served them well. If a sponsor returns year after year, then generally I would think you are doing a good job.
- Roger Sayce is here from the Gold Coast in Queensland to update you on the **2005 WACS Asia-Pacific Forum** that is currently being planned.
 - The new presidium in WACS are giving us valuable direction on how we should run this forum and participate in the world congress to achieve results.
- I will take direction from our president but is it most important for me to make sure that everything works in the Pacific region. We are a long way off from America and Europe, but are very close to Asia. It is more logical that we gather in this area rather than race around the world to be present at every international competition. I want this region to grow.

10.00am

Report from China

By Wang Jiagen, Deputy Secretary General of the China Cuisine Association

- I would like to express our sincere thanks to the Korea Cooks Association for the great contribution to this forum and their kind hospitality to the delegates.
- Established in 1987, **China Cuisine Association (CCA)** is not only an association for all the Chefs and cooks in China but also an association for the nation's catering industry.
- CCA has about 10,000 members directly under the national Association.
- There are more than 3 million catering enterprises with 18 million staff and over 6 million registered cooks all over China.
- CCA has a long-term cooperation and close relationship with local associations in provinces and cities that have about 300,000 local members.
- Recently, CCA has formed 8 branches as follows:
 - 1) Fast Food Professional Committee
 - 2) Western Food Professional Committee
 - 3) Muslim Cuisine Professional Committee
 - 4) National Famous-Chef Special Committee
 - 5) Nutrition & Gourmet Professional Committee
 - 6) Culinary Culture Research Institute
 - 7) Training & Exchange Center
 - 8) *World Cuisine* magazine, published monthly.
- Besides, CCA has its own website, www.ccas.com.cn, called the 'China Catering Culture Website'.
- CCA organizes a lot of culinary activities every year, such as seminars, competitions, food festivals, training programmes and promotion of new cooking skills and new dishes etc.
- CCA is the organizer of national culinary competitions that occur every 5 years.
 - Over 5,000 cooks took part in the 5th National Cooking Competition, which started in September 2003 and finished in April 2004.
- We have **food festivals and competitions** in the provinces almost in every month. e.g:
 - From 21 – 23 August 2004, there will be an International Food Festival including Shandong Culinary Competition in Yantai City, Shandong Province, organized jointly by CCA and Shandong Cuisine Association.
 - From 16 – 21 November 2004, there will be another International Food Festival in Guangzhou including the 5th World Competition of Chinese Cuisine, organized by CCA and the Guangzhou Municipal Government
 - China celebrates national cooks festival in October every year. The 14th National Cooks Festival, sponsored by Fuzhou Municipal Government, will take place from 23 – 28 October 2004. (The last two festivals were organized in Chendu Sichuan province and Nanchang Jiangxi province. The big cities are very active in the competition for the sponsorship of a cooks festival.)

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- CCA **bid to host a WACS World Congress** for the first time at the Congress in Dublin this march but failed. We will try again though.
- We are not very active in WACS culinary competitions because they are mainly showcasing Western cuisine. We hope that more attention can be paid to the rules concerning Oriental cuisine.
- We are **keen to join more training programmes** offered by WACS and WACS members, especially ‘Train the Trainer’. We tried this programme with the New Zealand Chefs Association in 2002, and would like to continue such exchanges.
- CCA **requests an official letter from WACS** for the proposed ‘World Chefs Day’. (this request was echoed by other members at the forum) the request was as well requested by other members
- We would like to see more modern culinary techniques being introduced and showcased at competitions.

Comments from Continental Director Frank Naesheim:

China came forward to present their country as a future congress venue at the Dublin congress, and did a very good job of it. But in future, I believe Asia should stand behind together with the countries that show up for the World Congress, so that not everything has to be done by proxy voting as in the past. At this year’s congress Asia was sitting there with only 7- 8 votes to compare with 40 - 50 strong votes for other continents. If we can pull our resources together, we do not have to vote in this estranged way on important issues like congress venues. There must be a more powerful force of unity coming from our region at future congresses.

Report from Hong Kong

The Hong Kong Chefs Association was absent with apologies - they could not be present due to the recent restructuring of the committee.

Report from Japan

Expressed happiness at the new direction of the Asia-Pacific Forum, especially the fact that there were powerpoint presentations that made the content easy to understand.

Report from Malaysia

By Norafandi Abd. Malek, General Secretary of the Chef’s Association of Malaysia, on behalf of president KK Yau.

- Apologies but the president was not able to come.
- We hope that the new direction set by this presidium will stay alive and healthy in the years to come even though people come and go.
- An exciting in culinary challenge will be held in July during the first Penang Culinary Expo, with a USD\$5,000 first prize for the winner.
- CAM will be co-organizing a Nestle Golden Chef’s Hat competition in August , as well as the 14th Malaysian Skills Competition with the government.
- We will also be sending competitors to the World Chinese Cuisine competition in Taiwan.
- In September we will organize the 2nd Lee Kum Kee Chefs Challenge for the apprentices, with a first prize of UDS\$500 cash.
- If Chef’s Day comes through in October, we have in mind two charity events – a golf tournament and a charity dinner.
- We will also be participating in a gourmet expo national competition in china and will be in the Culinary Olympics this year, despite low funds.
- On the first week of December, CAM will hold its Annual Gala dinner – it will be a night of recognition for those who have done well in our industry.
- To close the year we will be having a Malaysian pastry competition.

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- 2005 will be election year for our association, and usually we have new faces.
- The CAM committee has given me the mandate to offer Malaysia as the host for the 11th WACS Asia-Pacific forum in conjunction with our 30th anniversary. We hope all of you will support our proposal .
- Video.

Comments from Continental Director Frank Naesheim:

That was a great presentation. CAM is an active association which shows good commitment to developing the profession. A new and very active Malaysian national team will be ready by 2006 – we should support their efforts.

Report from Thailand

By Marco P. Bruschteiler, overseas coordinator for the Thai Chefs Association

- What's cooking in Thailand? Well, a lot of chili! Our association experienced a bit turbulence, which weakened us. We have two chefs associations in our country with one run by experts and one run by local chefs. However we are looking into merging into one Thai Culinary Association.
- From 8 – 11 September we will hold our annual culinary gathering, which we have been doing for the 10 years. I will be running this competition, which is mostly focused on hot cooking, ice carving and vegetable carving. We don't focus on cold display at this competition because we believe presenting food covered in gelatin is old fashioned. It reached a high point 20 years ago, but it is not practical anymore and yet we are still continuing with this item at national and international competitions worldwide.
- We look forward to becoming strong again as in the past and participating in many future events.

Comments from Continental Director Frank Naesheim:

Great news to hear that you have sorted out the political issues within both associations and we look forward to you coming back into the family as one unit. WACS looks forward to this happening and seeing you back in action. In WACS you are still the official chefs association for Thailand, so if you would like to change or merge, you must inform WACS and myself accordingly.

Report from Myanmar

By Oliver E.Soe Thet, president of the Myanmar Chefs Association.

- In Myanmar, currently, the focus is on education.
 - We realize need we need much more training for local chefs, and as such have got in contact with an international hotel chain who are sending us their professional chefs. We are still looking for sponsorship for the air tickets and accommodation – anybody from large companies to government bodies who are willing to help.
 - It would be good if chefs from Australia, Germany or any other country could step up to indicate they want to be part of this development, to come over for a while and share their knowledge and expertise with our chefs.
- We also recently collaborated with the All Japan Cooks Association to bring three of their chefs over to train in Myanmar from 31 May 2004.
- Thanks to the AJCA we were also able to raise charity money to feed about 4,000 underprivileged children.
- Earlier 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 Ngapali Beach.

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- Our networking efforts with Thailand are proving fruitful because more and more Thai chefs are coming to Myanmar to learn. We thank the Thai Chefs Association for their support.
- We are interested perhaps to host an Asia-Pacific Forum in Myanmar in 2009.

Report from Mauritius

By Gopalsamy Murday, president, Mauritian Chefs Association

- We picture ourself as a 5-year-old toddler compared to the rest of you in WACS. Our association only has 180 members.
- But we managed to host the 7th Asia-Pacific Forum in our country last year.
- In the past we have hosted the Meat & Livestock Australia Black Box Culinary Challenge in our hotel school.

Report from the Philippines

By Othmar Frei, president, Les Toques Blanches Philippines.

- The Philippines were absent with apologies. Frank Naesheim read out the letter from the president.

“In regards to the status of our association ‘Les Toques Blanches Philippines’: As you know we have always been a very active club in organizing culinary competitions, as well social and sports activities to create links, friendship and mutual understanding in the professional cooperation. In the past few years we encountered difficult times politically, economically as well in general business which forced us to stop all activities in our association. But now the time has come to revive our association and look in the future of our culinary industry. Therefore, we organized a Les Toque Blanches Chefs gathering and cocktail on 24 May 2004 to discuss and revive the revival of the association and elect new board members to run the association. We will keep you posted on the outcome of this meeting .

With Best regards
Othmar Frei

Report from Singapore

By Eric Teo, vice president, Singapore Chefs Association

- The Singapore chefs association is proud to be associated with the Singapore Restaurant and Hotel Association directory. We were registered in 1984 and today have a total of 460 members and 220 junior club members .
- SCA has produced a set of top level national culinary teams over the years, such as the team in 1988 which won the prestigious Culinary World Cup championship and the team in 2000 which came in 1st runner up at the IKA HOGA Culinary Olympics in Erfurt, and 2nd runner up in the 2002 event.
- Local activities by the association include the annual Lo Hei (a Chinese New Year tradition) dinner and AGM, annual Christmas dinner, and educational visits to factories that process foods like chocolate, sushi, beer and bakery products.
- We also have social gatherings such as family day at the beach, bird park or zoo, where the children and spouses of members can tag along.
- We also have sporting activities such as tennis competitions, bowling tournaments and snooker . (We’ve been thinking of a mahjong sessions in the future).
- We have just created a junior chefs club with 220 members.
- SCA activities are covered in *The New Asia Cuisine & Wine Scene*, published by Peter Knipp Holdings.
- We aim to make the world’s longest spring roll soon, watch out for it!
- As for major industry events: The annual World Gourmet Summit brings 12 to 17 internationally acclaimed chefs to Singapore every year in April. The biennial Food&HotelAsia exhibition – Asia’s largest F&B and Hospitality trade exhibition – is also

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held in April at the Singapore Expo.

- On 24th April this year we co-organised the first Bocuse d'Or seminar in Asia together with the Norwegian Seafood Export Council, during which two past Bocuse d'Or champions shared their experiences with us.

Report from Sri Lanka

By Gerard Mendis, Chairman of the Council of Management, Chefs Guild of Lanka, who was absent with apologies, but sent a letter prior to the forum which Frank Naesheim read to the delegates.

- We have restructured the association to ensure the smooth function of the Guild and to ensure the same standards are carried out and not that an elected new committee does not function as required.
- We have formed an association committee that will function under a board of directors to handle national affairs for a period of 2 years.
- All international affairs and national representation will be handled by myself and the board. Please note that other than the names indicated, no person is eligible to represent the chefs Guild of Sri Lanka without a written statement from the board.
- The Chefs Guild of Lanka is committed towards the objectives of WACS and will continue to support Frank Naesheim as our continental director.

Report from Korea

By Min-su Kang, president of the Korea Cooks Association

- The annual Seoul International Food Expo is held from 26 – 30 May 2004 and we would be very honored if you could all attend this event after the Asia-Pacific Forum.
- Due to the time limit for presentation, we have prepared a video.
- We intend to hold seminars on the topic of the WACS 'Train the Trainer' initiative and on competitions.
- Request for 2 national juries to be approved – an application was sent 2 years ago for this.
- We were disappointed at the poor attendance of the overseas teams in the recent Korea competitions.

Report from India (joined WACS in 2004)

By Mr Soundararajan, General secretary for the Indian Federation of Culinary Associations. India was absent with apologies and the following letter was read to forum delegates by Frank Naesheim:

Dear Chefs,

Greetings from the Indian Federation of Culinary Associations (IFCA), INDIA. Thank you for the invitation to the WACS Asia-Pacific Forum 2004. The executive body and members of the IFCA are delighted to be part of the great culinary moment called WACS. We attended the world congress in Dublin, and since the Asian forum has come very close to the congress, we have not planned in our programme. We are also in the process of consolidating the association in India. Therefore, we really regret that we will not be able to attend the forum this month. I am sure we will plan the future programs well in advance. Thank you for your support and cooperation.

Looking for long term associations, friendships and camaraderie. We wish the forum a grand success!

Please do keep in touch with us,

Soundararajan
General secretary
IFCA

Comments from Continental Director Alan Palmer:

In February, they organized the Chef and Child event in Chennai / Madras and raised 300,000 rupees. Congratulations to them!

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Report from Alan Palmer

WACS Honorary Life Member, based in Sri Lanka

- Very happy to accept the role of assistant to Continental Director Frank Naesheim. The region which I have accepted to look after is now known as the South Asia Region Corporation (SARC) – if we add on India, Pakistan, Butane, Sri Lanka, Bangladesh, India, Nepal and the Maldives, that actually comes to 25% of the world we have to feed.
- There is a competition in Maldives about 100 competing chefs in categories such as cake decoration, hot cooking for meat and fish, and vegetable carving. Due to financial constraints we are only able to issue tickets by Sri Lanka Air.
- We looking forward to have some nominations as a destination for WACS events, as Sri Lanka is one of the places with the best resorts in the world.

Report from Fiji

By Mohammed Faruk, Treasurer Fiji Chefs Association

- Our president Daniel Lienhard apologies that he cannot attend due to an accident.
- The Fiji Chefs Association started 10 years ago as a small association, which then joined WACS in 1999.
- Could not get confirmation and feedback on the abdication - don't know why. Unfortunately, our association collapsed.
- We have paid our membership fee this year.
- We are the smallest member of WACS with 800,000 citizens. Our country's economic growth comes mainly from the hotel and tourism industry, and almost everybody in Fiji is related to this industry in some way.
- Our chefs association has a total of 75 members, and our committee meets every 2 weeks.
- Please share with us your ideas on how we could groom some of our junior chefs for competition.
- We had a Salon for junior chefs this year and the winner joined the New Zealand junior culinary team to compete in the Junior Chefs competition in Dublin, Ireland this year.
- We also recently had a successful Japanese culinary training session.
- We would appreciate the opportunity to host the annual Asia-Pacific forum in our country in the future.
- The WACS membership fee is very high for our small association, is there any way to reduce the high cost?

All associations to send newsletters and information to the Fiji Chefs Association whenever possible.

Report from New Zealand

By Grant Jackson, vice president, New Zealand Chefs Association

- At the moment, we are conducting our regional culinary competitions, leading up to a national final competition in August.
- These competitions are in part to train our junior chefs, and progress in this area has been slow but steady.
- We are actively involved in helping students make choices for their career, and bringing them into the industry.
- Growth in the association is coming from a lot of chefs realizing that collectively, they can make a positive difference in the profession. A lot of past members are also rejoining.
- Request for the minutes of this meeting to be ready by the time delegates depart from the 2004 Asia-Pacific forum.

Hugo Schwartz committed to have the meeting minutes ready in one week, to be distributed via email as well as posted on the WACS website.

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11.20am	Tea / Coffee Break	
11.30am Open Forum	Presentation on Korean Food Trends, by Prof. Kim Ki Young from Kyonggi University (Full version in Appendix D)	
12.00nn Live Cooking Demonstration	Preparation of kimchi preparation, by Miss Soon Ja Kin, President of Han Sang Food Co Ltd.	
1.00pm	Lunch at Capital Hotel	
2.00pm Forum Business 2.05pm	<p>Asia's response to the proposed "World Chef's Day" (20 October)</p> <ul style="list-style-type: none"> • Bill Gallagher to send official letter for World Chefs Day concept to all country presidents. • Response from the floor: <ul style="list-style-type: none"> ○ If national police forces and fire brigades bring awareness of their profession into the schools on a dedicated day each year, resulting in strong responses for recruitment, why can't the chefs do the same? ○ WACS has more than 70 countries, with approximately 8,000,000 members. China has 6,000,000 cooks. India has 5,000,000 cooks. The fullest potential of 'World Chefs Day' can be met if every country in the world celebrates it with coverage on national television. Asia should not miss the boat. ○ Take the opportunity to do charity work for children, the handicapped, the poor and hungry or the elderly. What we have in common as chefs associations is that we are non political and non religious. We are a neutral organization that can potentially do for the world what the Olympic organization has done for it. ○ For example: <ul style="list-style-type: none"> ▪ Chefs wearing their jackets could shake hands across the North and South Korea border. ▪ 1,000 chefs could congregate in Tienamen Square in China, wearing their jackets, as a demonstration of peace and thanksgiving. ▪ Similar demonstrations in countries where violence has been prevalent recently, like in Sri Lanka. ○ These are powerful statements that our profession can be proud of. ○ China comments: This idea was already agreed on in Dublin, but there was no official statement from WACS to say it approved this idea, so there's no way of officiating or legalizing 'World Chefs Day' with our respective government bodies. ○ Myanmar comments: Using a political platform to communicate may not be the most effective: people – to – people, within the industry, is best. Would also be good to involve the respective national tourism industries in this worldwide effort. ○ Frank Naesheim hopes to receive confirmation soon from all countries on the progress of getting World Chefs Day recognized within their country. 	Send letter to all president country
2.15pm	<ul style="list-style-type: none"> • WACS website – walk through web content and check contact information. • Hugo Schwartz will send Peter Knipp the updated country information, address and contact changes. • Communication is the key word – the website is a very powerful tool in your hands, so try to use it often. • When asked how many of the present delegates have surfed the website before, all said yes. 	

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2.30pm
Questionnaire

Asia region Membership Survey Form

- The survey form that was sent out by Frank Naesheim earlier in the year included the following questions:
 - Name of the country's official Chefs Association
 - Official mailing address of the association.
 - Names of association's committee members and titles.
 - Contact details, including, telephone and fax number, mobile phone number, and email address.
 - Association's current membership fee for each kind of member:
 - Junior
 - Senior
 - Sponsor / subscribing member
 - Others
 - Total number of members in your association.
 - How many (if any) regional chefs associations do you have?
 - What are the criteria for becoming a members in your association.
 - What kind of culinary education / higher education do you offer in your country?
 - Do you have an apprenticeship programme, and if yes, how long is it?
 - Where does this programme take place? (hotel/restaurant/trade school?)
 - How many years do apprentices have to spend in training to become a cook or a chef?
 - How many gastronomic private schools and how many gastronomic state schools?
 - Do you conduct special seminars for those with the potential to become master chefs?
 - Do you have a master-chef examination that determines who can use the title?
- The following countries have responded with the survey form:
 - Hong Kong Chefs Association
 - The following country have submitted the survey form
 - All Japan Cooks Association
 - Chefs Association of Malaysia
 - Singapore Chef Association
 - Myanmar Chef Association
 - Chefs Guild of Lanka
 - Les Toques Blanches (Philippines)
 - Thailand Chefs Association
 - China Cuisine Association
- Meanwhile, we are looking forward to a speedy reply from the following associations:
 - Korea Cooks Association (S. Korea)
 - Indian Federation of Culinary
 - Association of Culinary Professionals Indonesia
 - Mauritius Chef Association

Korea, India, Indonesia and Mauritius to respond to questionnaire.

2.40pm

Follow up with assigned tasks for members in the Asian region:

- Job descriptions for leaders
- Number of member countries within continent
- Scope of association activities
- Core responsibilities
- Communication
- Junior chefs' development
- Strategic Planning Task Force

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	<p>Task of the Continental Director:</p> <ul style="list-style-type: none"> • Increase membership • Act as a role model on behalf of WACS • Investigate and introduce new innovations to the region • Facilitate two-way communication between the WACS board and countries in the region • Motivate countries in the region to be active members of WACS and grow their own associations. • Make full use of sponsorship opportunities for WACS. • Be involved in regional charity events as part of a greater social responsibility where possible • Communicate with country members on a regional basis. • Monitor that the countries in the region pay their fees • Attend the biennial congress and regional forums where possible. • Keep the WACS Board of Directors informed of all changes in the region. • Give a monthly report and overview of the region. • Represent WACS at key functions in the area where possible. • Perform a public relations role for WACS, both regionally and nationally <p>As such, your feedback and information updates for your continental directors are imperative. Information about...</p> <ul style="list-style-type: none"> ○ Events ○ Functions ○ Exhibitions and ○ Competitions <p>...are crucial to keeping the region well managed and always on its toes.</p>	
	<p>Feedback required from all:</p> <ul style="list-style-type: none"> • What do you want us to put on the next Agenda for WACS board meeting / what do you want us to work on for the next few years? • What do you want to see on the agenda at the next European continental meeting? • What major culinary events do you have in your country in the next 10 years? (full names and dates) • What other things do you want to share about your association to the rest of the world? 	<p>ALL to respond by communicating with the continental directors within 2 weeks of receiving the minutes.</p>
2.55pm	<p>Presentation by Jasmine Ng, from the Singapore Chefs Association on the SCA's brand new Junior Chefs Club. Full version available in Appendix E.</p>	
2.50pm	<p>Education and cross-cultural learning opportunities:</p> <ul style="list-style-type: none"> • Frank Naesheim: What Singapore has done to bring in young students is a very good idea. WACS has for too long been seen as a community of old guys. We need the young to be with us, so we can give them the information and confidence to build successful futures. We are short of young culinary students in Singapore. Hope that this inspires you to start something for the youth in your country. • Grant Jackson (New Zealand): I think it is a wonderful programme which gives them a chance to be in the kitchen. Give them something to spark their imagination and then be available for them. • Roger Sayce (Australia): You need a strategy to get these kids interested in association efforts. For example, good prize money in local competitions, apprenticeship opportunities 	All

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and scholarships are very attractive to them. But do the countries have this kind of money to offer?

- Gopalsamy Murday (Mauritius): One of our junior chefs was selected to compete at the event in Monte Carlo. He won top placing out of 80 competitors from hotel schools in Europe, which is a huge achievement for our little island .
- Another such opportunity is the ASA culinary competition in Kenya, Africa, where a total of 8 teams took part from various hotel schools.
- KK Yau (Malaysia): We have partnered with the Malaysian government and every year we selected a national junior representative through the **Malaysian skill competition**.
- Oliver Soe E Thet (Myanmar): The age problem could be the issue in Asia. Some apprentices are legally allowed to start at 14 or 15 years old while others can start only at 18 years or 23 years of age. This gives those with longer experience an added (but unfair) advantage in competitions.

3.30pm

Video Presentation of the 2004 World Gourmet Summit in Singapore

- This annual event that took place from 19 – 30 April 2004 was widely covered by international as well as local media.
- A media kit was distributed to all forum participants, who were invited to share this information to their members.
- Full details available at www.worldgourmetsummit.com.

Sponsorship Opportunities

All

Frank Naesheim:

- Asia does have some big companies that could be interested, but generally agreed that the chefs associations could not help from their own pockets as it is a large sum of money that is needed to propel this world association.
- Remember that sponsorship is not charity, it is business; two parties are looking to gain through the buying and selling of something. Both should be happy and willing to do it and by doing so, meet one another's needs.
- Snorre Food Pte Ltd just spent SGD\$300,000 (together with the Norwegian Seafood Export Council) as a partner of the World Gourmet Summit 2004. We all benefited because it was such a great event and would like to do the same next year. However, we did not view it as charity to the event.
- Try to think about all the big companies in your countries – if you can manage to get just one sponsor for WACS you would already be a hero. Don't think of it as doing WACS a favour, but as an opportunity to bring your own country recognition on a global scale.
- Please fill out the page in your folder that asks for your ideas on sponsorship opportunities and return it to myself or to President Metz as soon as you can.

Future Meetings: Asia-Pacific Forum & World Congress

- Suggestion that the 2006 Asia-Pacific forum is held in New Zealand just prior to the World Congress, to help everybody save money on an extra trip.
- On the other hand, not so ideal to have it just before the world congress as we are all busy and have a lot of preparation work to do.
- Thailand has also come forward to offer themselves as the host of the 2006 forum. Proposed venue is outside of Bangkok in a seaside resort. Proposed date is end of September, 6 months

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after the congress.

- History illustrates that major decisions should not be made so close to one another on the calendar. Major Decisions are made and put into effect during and immediately after each world congress. Therefore, a post-congress Asia-Pacific forum would be more useful for discussing the effect of those decisions on this region.
- It was voted on, and all indicated they are in favour of Thailand.
- Additional Comment: If the president of WACS could attend the Asia-Pacific forum, that would upgrade the event.
- 2005 Asia-Pacific Forum to be held in Queensland.
- 2007 Asia-Pacific Forum to be held in Malaysia, as it is the 30th anniversary of the Malaysian Chefs Association, and they have promised to prepare something special.

4.00pm	Official Photograph	
4.30pm	Free Time	
5.30pm – 8.00pm	Dinner	

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Tuesday 25 May 2004

7.00am

Breakfast at Capital Hotel

8.30am
Forum
Business

Report on association activities at 2004 Culinary Olympics in Erfurt, Germany

- WACS Culinary Committee:
 - Traditionally, this was the only functioning committee of WACS, and proved to be very effective, but its effort could benefit by requiring closer adherence to the WACS rules and regulations.
 - Based on past practice, each country, which hosts a major WACS-approved show will receive a letter, asking for the names of two individuals, one of whom the board will select.
 - We also have the ability to expand the committee beyond these individuals and we can discuss this issue at our next board meeting.
 - Raimund Pitz has been appointed as Chairman of the 2004 WACS culinary committee.
- The following countries will be present at the Culinary Olympics:
 - Japan (1 junior team, 1 national team, 15 individuals, 5 jury members)
 - Malaysia (1 national team)
 - Singapore (1 national team)
 - Korea (1 national team, 2 junior teams, 6 to 8 individuals)
 - Sri Lanka (Several individuals)
- Myanmar will **not** be sending any competitors.
- The following countries have yet to confirm:
 - India
 - China
 - Hong Kong
 - Mauritius
 - Philippines
 - Thailand

HUGO

Comments from the floor:

- Japan comments that it is vital all countries send would-be participants through a national selection process before sending them to compete at the Culinary Olympics. If not, they could become a potential embarrassment for your country. There must be a minimum standard from all Asia competitors. However the “minimum standard” set by Germany is not similar to Asia. Some clarification must be given by the jury.
- Asian flavors and techniques need to be explained to the European and American juries at some point so they can fully understand Asian / Pacific dishes on the national, regional and international levels.
- Its important that judges at international competitions are nominated from countries like Korea and Japan. The Asia Pacific region will not be able to excel at competitions if their unique food and style of cooking is considered unacceptable by a one-sided jury. The Asian voice must be represented and heard.
- Glenn Austin comments that concerns about the criteria of culinary committee selected had been written in many times: We need to have a timely response if we going to spend 18 months in preparation for a competition. We need quick responses on the clarification of the rules.

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	<ul style="list-style-type: none"> • Perhaps we should tighten the criteria of becoming a jury member: For example, ‘at least one gold medal in an international competition’. If the judges are of different standards, how on earth can they agree on what is right or wrong. We need a high level of expertise to be on every panel of judges. • How is a jury that only knows how to judge European food going to judge Asian ingredients and flavours? The Asian competitors are losing points if the Asian judges do not explain to the western judges how the food should look and taste? We do not want to lose points regarding this we must explain to them in order to bring the Asian food in competition to the same level of charging • Please send forward qualified judges from your respective countries. It will only help your nation and your team. Make it known in your country that you are looking for them, and start to groom potential chefs. Think long term. Find the right people to give lectures on judging, and include speakers from both East and West to give a balanced perspective. 	
	<p>Further discussion on the 2005 Asia-Pacific Forum Presentation by Roger Sayce</p> <ul style="list-style-type: none"> • Organizers are inviting 2 delegates from each country on a special package that is inclusive of food and accommodation for both. Additional delegates may attend, but at their own cost. (for example, if a country wants to send a junior representative along with the senior representatives.) • They have minimized the attendance to two-per-country in order to minimize additional costs for the host. Participant have the responsibility to pass on the information to the rest of the association’s members. • The person you nominate to attend the forum must speak English. • In line with President Metz’s guidelines, the forum will include: <ul style="list-style-type: none"> ○ Salon Culinaire ○ Secondary schools culinary challenge ○ Guest speakers ○ Conference and accommodation packages for 2 delegates ○ World class food, beer and wine ○ Tours and more 	<p>All Wacs board certificate issue</p>
10.00am	<p>Update of the 32nd WACS World Congress in Auckland, New Zealand 12 - 16 March 2006 Message by Graham Hawkes, read out by Grant Jackson. (attached in Appendix F)</p>	
10.10am	<p>Open Feedback Session on the effectiveness and potential improvement of what is accomplished at such forums</p> <ul style="list-style-type: none"> • Streamline culinary events • Send the organizer your events calendar in advance so they can coordinate • Jury seminar / workshop • Junior Training / workshop • Product knowledge seminar • It is a platform to invite other associations to your respective country events • New Zealand would like to see the survey form given to all Asian members. • Regarding the meeting minutes: is it not possible to have it by the end of the forum? Possibly, with the assistance of modern technology. The pressure is on Australia for the next Asia-Pacific forum. • Myanmar would like to see masterchefs from Asian countries contributing some time to train young Myanmar chefs in cross-cultural learning sessions Airfare will be paid. Please send your nominations to Oliver Soe E Thet. 	

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	<ul style="list-style-type: none"> • Fiji has paid their \$600 membership fee to WACS but has yet to receive confirmation of receipt. • Mauritius inquired if the committee member title should be held for a period of 2 or 4 years. • China and New Zealand's Train the Trainer programmes were given WACS endorsement – please share the information about these programmes with all other associations. • China would like to see an improvement of the spectrum of Asian food accepted and judged at worldwide competitions. • Japan would like to initiate a Train the Trainer programme between Japan and China. They are offering one year's worth of free meals and accommodation. But the problem is that the government will only grant 2 weeks permits for all visitors. • If you want to do the same thing in Myanmar, the government offers a 1 to 2 year Visa, no problem. <p>All delegates invited by the Korean Chefs Association to attend the Seoul International Food Expo 2004 Opening Ceremony the following morning.</p>	
11.20am	<p>Forum officially closed Proceed to country tour.</p>	
6.30pm	<p>Farewell Dinner At the Hotel</p> <ul style="list-style-type: none"> • 1 set of printed Speeches minutes from the 2004 Asia Pacific Forum to be distributed to each participating country before they leave for the evening. • The Forum Minutes will be distributed in the next 7-10 days. 	H. Schwarz: Minutes are ready before 03 June. To be sent out via email.
Wednesday 26 May 2004		
10.30am	<p>Seoul International Food Expo 2004 Opening Ceremony Organized by Korea Cooks Association All delegates are invited as guests of honour.</p> <p>Speech by Frank Naesheim for the opening:</p> <p>PRESIDENT KANG MIN-SOO ALL COOKS AND CHEFS LADIES AND GENTLEMEN,</p> <p>The World Association Of Cooks Societies (WACS) Asia-Pacific has just held a very successful Forum here in Seoul the last three days. We would like to thank Korea Cooks Association for a very well organized Forum. We are very impressed over your hospitality and generosity.</p> <p>You have all conducted it very professionally and with a big smile that has touched our hearts. On behalf of all your new Chefs' friends in Asia-Pacific, I would like to thank you once again. We would like to congratulate Korea Cooks Association and wish you Good Luck with your 5th Seoul International Tourism & Food Expo.</p> <p>As fellow Chefs, we specially wish all the best to the organisers, participants, judges and sponsors of the Seoul International Culinary Competition.</p> <p>With Culinary Salutes! Frank Arne Naesheim WACS Continental Director for Asia</p>	
12.00pm	Check out of Capital Hotel	

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Appendix A

Welcome Message #1, Full Version

by President Kang Min Soo of the Korea Cooks Association
translated by Ms. Lee.

Good morning every one, how was your first night in Seoul?

The reason why I ask this question is because it is a traditional way of greeting in Korea. On behalf of the Koreans and the 140,000 cooks and chefs in Korea, it is our great pleasure to sincerely welcome all you overseas guests to the WACS Asia-Pacific Forum. It is the 8th forum, and it is made all the more significant for us as it is held on the eve of the Seoul International Tourism Food Expo – a splendid festival for all culinary professionals. It not only attracts the locals but also people from all over the world.

There are numerous kinds of food ingredients in Korea, given that there are four different seasons and Korea is surrounded by the sea on three sides. Our cooks and chefs also have exquisite culinary preparation skills and work hard to create a unique culinary culture here. Korean cooking is widely known as healthy food that is rich in nutrients and low in calorie count, and with increasing international business ventures in Korea, our food is coming into the spotlight all over the world.

Because WACS was established as a non-political non professional organization and is dedicated to maintaining and improving the culinary standards of global cuisine, members need to have a better understanding of WACS and enough information to strengthen ties between member countries. While it is very easy to introduce one's culture to another country, with food, many people have difficulty describing subtle differences between cuisines. Therefore it is a pleasure that a delegation of chefs have come to our country, and it is our hope that you will take time to introduce Korean food culture to your countries when you go home.

On behalf of the Koreans and all our cooks and chefs, I would like to extend my deepest appreciation to all of you overseas participants in this Forum. I wish you have a pleasant stay here, and allow me thank all those who have collaborated with us and given us full support.

Thanks.

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Appendix B

Welcome Message #2, Full Version

by Mr Glenn Austin, WACS Continental Director for the Pacific

Good morning! Everyone feeling as bright as me?

President of the Korean Chefs Association, Mr Kang Min Soo, WACS Continental Director for Asia, Frank Naesheim, fellow association presidents, chefs and guests, it is an honour to participate in the opening of this forum in South Korea – my first as a Continental Director. With the new WACS falling in place, it was agreed during the first meeting we had that for the duration of this board, emphasis will always be on **Food, Education** and **Members**. If we cannot agree to align what we currently are doing to one of these three things, we need to answer the question why are we doing this.

I am responsible for the greater content of this opening speech but I find I have taken a lot of direction and material from the new WACS President, Mr Ferdinand Metz. Between Mr Naesheim and myself you will probably hear it twice. The food industry is about continuous learning – the ability to learn being one of the greatest gifts. The day that we think we know everything is the day that we should lay our tools down for we have truly lost sight of the industry.

DIRECTION SET BY PRESIDENT METZ

Listen to the words of the speakers over the next two days, absorb the positive message and share it with your colleagues so as to grow WACS into the global knowledge base that we can all learn from. The pledge of the new administration is to steer the members countries towards beginning the process of transforming WACS into a professional organization without losing the fraternal bond we already have. This will not be an easy task, WACS is a global organization of 70 countries and about 8 million cooks and chefs. In order to fulfill this mission and realize WACS' potential, we too have to think globally.

That means we must apply the one crucial question as we contemplate any new initiative: Is it good for WACS? Is it good for our region? If the answer is yes, then we are doing the right thing, if the answer is no, than please try to apply the global thinking principle. Which is not good for WACS and not good for us then do it. It is no longer good enough to meet each year and engage in debates of administrative issues and at the same time hope that this will attract sponsors and provide professional development opportunities for all members.

Starting today we have to focus on the issues that are really important and the suggestion that has been given to us is the concept of C-H-E-F, which stands for: CUISINE, HOSPITALITY, EDUCATION AND FOOD.

CUISINE is what we are all about. This is what we do each and every day and what we do very well. The globalization, which we witnessed over the past decades, will continue and we, the members of WACS should not only follow, but lead the globalization of CUISINE. To do this effectively we need to not only draw on our own expertise, but look toward our fellow chefs in different countries to learn about cuisines that emerge on the world food horizon. In the past as well as today a country's social standing and culture are often measured, among other things, by its CUISINE. We all witnessed the gaining popularity of some Asian, South American and Mediterranean CUISINES, and along the way gained some appreciation and even knowledge of their ingredients, cooking techniques, traditions and flavor profiles. But what about the CUISINES of Africa, the Pacific Rim, the Caribbean and others?

Global CUISINE is far too complex to learn about it in a vacuum. Instead we should, through our relationships in WACS, teach one another. The presentation of Irish Cuisine at the last congress was a great example of blending a country's history, culture, native foods and CUISINE into a comprehensive documentation, which gave all of us a greater appreciation of its true form.

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HOSPITALITY is the fraternal part of our professional relationships within WACS, which have created lasting friendships that bring chefs from all over the world together. At the same time, HOSPITALITY is also the most important element, which we need to extend to our fellow chefs and our guests each and every day. HOSPITALITY is the service to others and is the conduit that forges friendships and makes all of the other initiatives work. In the absence of it, we will not be able to communicate or relate to each other.

EDUCATION is what transforms the culinary craft to a profession. If the definition of a craft is a special art or skill applied with manual dexterity then it perfectly fits the description of a cook. On the other hand a profession describes an occupation in art or science acquiring advanced training and therefore fits the requirements for an executive chef. Within our world-wide federation we have those that can teach and those willing to learn. EDUCATION provides an opportunity for upward mobility as it helps develop the maximum potential of any individual. In my next message I will elaborate on our future educational activities.

FOOD is what all people need, most of them love and those most fortunate, like all of us, get to work with. Great FOOD, like the best tomato you have ever eaten, can ignite a passion in individuals which propels them to an even higher level of dedication. This heightened interest driven by the our desire to transform great raw ingredients into wonderful and flavor-bursting dishes will only be matched by our attention to details in the raw materials we buy, instead of just accepting what comes in the door.

The WACS board has made a firm commitment to measure all of its activities by how well they promote the concept of C-H-E-F and I encourage all of you on the local, regional, national and continental level to do the same. You will see this concept reflected in the program in the 2005 Asia-Pacific Forum held in the Gold Coast of Australia, and one final request is please keep an eye on the website for the valuable information that you may need and please stay in constant contact with Frank and myself. Thank you very much!

Glenn Austin

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Appendix C

Welcome Message #3, Full Version

by Mr Frank Naesheim, WACS Continental Director for Asia

President Kang Min Soo, Mr Glenn Austin, Continental Director for the Pacific region, Ladies and Gentlemen but most of all, my dear colleagues and fellow chefs, I am very honoured and most humbled to be elected the new Continental Director for WACS in Asia. I take this new assignment very seriously. I have great faith in the new direction that our president, Ferdinand Metz, has outlined. I will come back to his direction in more detail over the next day or two.

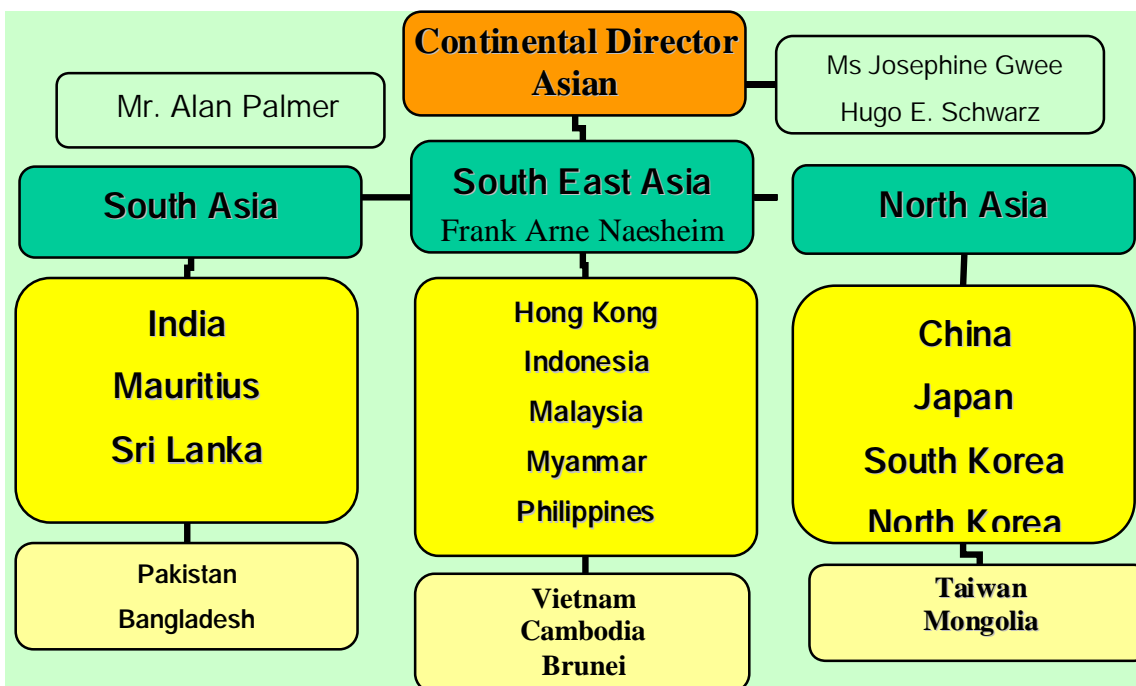
I love Asian food and I have the deepest respect for Asian cooks. In the afternoon session and tomorrow morning I will outline some ideas of how we can promote Asian food and cooks within the cause of WACS. Asia is the most interesting and diversified food continent on earth. But Asia is not good as the West at organising itself or marketing its great products.

My advice to Asia will be to never lose track of your tradition and Asian flavors. Learn from the Europeans on how to make systems and organise yourself, and learn from the American how to promote and market your great food. Then you will fulfill my vision and outshine everybody. You will then be the world authority on food. I believe you have the potential to do that.

I have got my duty and assignment from the Presidium that I also will touch base on later. Some of it is boring and time consuming but I will explain to you why it is so important to get it done so fast and as meticulously as possible. It is a part of a bigger plan to build a more solid foundation to make WACS grow and be stronger. However I need your support for this and the quicker we get this done, the faster we can concentrate on the fun and interesting parts!

My goal for this meeting is to pass on the message that Ferdinand Metz has communicated to me and find some Asian initiatives and touches so we can have a common goal. But my ultimate goal is to stand at the doorway and shake the hands of each and every one of you at the end of the forum, look you in the eye and see there a committed and eager face who will bring what was learned at this forum to your fellow chefs at your local associations. I want to see the sparkle in your eyes!

Have a great Forum!
Frank Arne Naesheim



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Appendix D

Presentation on Korean Food Trends

by Prof. Kim Ki Young from Kyonggi University

Summary:

- Bipolarization of eating-out behavior
- Expansion of health & functional foods
- Growth of sales volume in poultry
- Popularity of a vegetables diet
- Phenomenon of nostalgia
- Expansion of TAKE-OUT

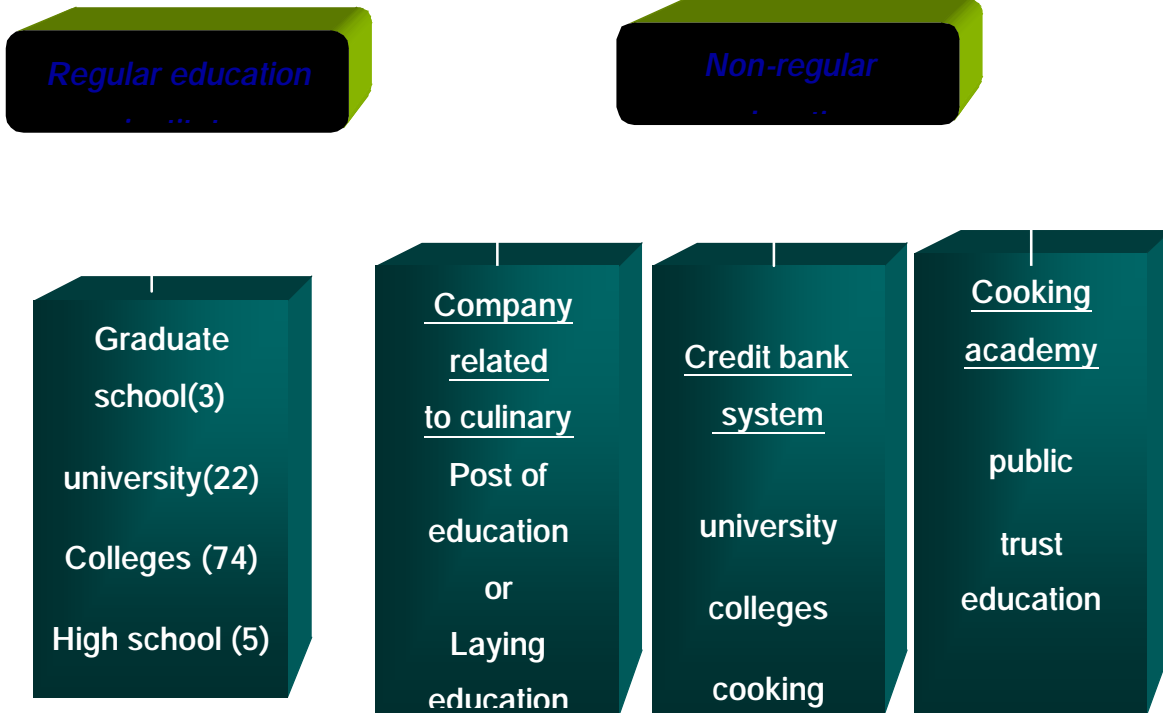
Total Number of certified cooks in Korea:

	Craftsman cook	Industrial engineer cook	Master craftsman cook
Korean food	362,438(23.5%)	246(12.2%)	89(5.3%)
Chinese food	7,757(34.9%)	14(14.2%)	
Western food	73,525(29.0%)	74(11.8%)	
Japan food	20,348(23.2%)	14(9.9%)	
Blowfish	2,809(21.4%)	3(9.5%)	
Bartender	5,876(19.9%)	1	0
confectionary	25,927(27.2%)	11	43(5.1%)
Breads making	42,429(28.4%)	0	
Total	541,111	363	132

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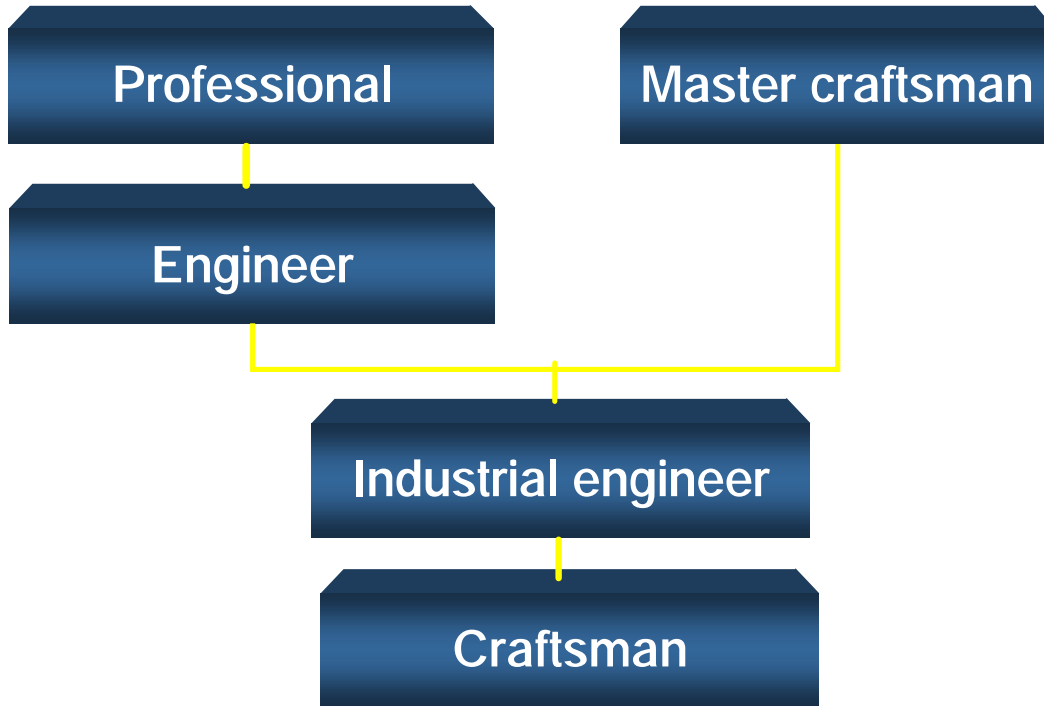
Culinary Education System in Korea



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System of cooks certified in Korea



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Appendix E

The Singapore Chefs Association JUNIOR CHEFS CLUB

As introduced by Jasmine Ng at the 2004 WACS Asia-Pacific Forum

The last few years have been very exciting years for the Singapore culinary scene. Our daring young Chefs have sparkled with their culinary innovations and I dare say, made waves on the world platform. At last, we have placed Singapore on the world culinary map.

However, this has not always been the case, there was a time once when cooking was considered a profession fit only for the failures in Singapore society. People who worked in the food sector were often those who operated hawker stalls with poor education or no education. Those who were chefs worked their way up enduring grueling long hours over the stove. It was no wonder then that even those who were cooks were discouraging their children from following in their footsteps.

The tide has now changed. No longer receiving scant recognition being a chef is now considered highly respectable. Restaurateurs courting promising young chefs and the previously unheard of phenomenon of chefs having a fan base are now witnessed as restaurants are emptied when the resident chef leaves for greener pastures to another restaurant.

So what is the response on the educational scene with respect to the growing enthusiasm amongst Singaporeans in making a future for themselves in the culinary arts?

Being a melting pot of cultures and at the crossroads of east west, Singapore is in fact a great place for nurturing the culinary arts amongst the young. With such a diverse spread of cuisines to draw inspiration from, it is only natural that the growth of culinary institutions and schools takes only a matter of time.

Yes, the time is right to develop the culinary artists amongst our young. Indeed, in recent few years, Singapore has seen a proliferation of up market culinary training centers and schools in Singapore. Some of you may already be aware of, "At Sunrice" and the "Raffles Academy."

Prominent amongst the established institutions, is SHATEC a private school, which offers Diploma programmes in Culinary Skills and Pastry and Baking.

The next institution of which I am proud to be associated with is Temasek Polytechnic. It is government-owned and offers a Diploma in Hospitality and Tourism Management. It has a fully equipped training kitchen and restaurant although only 3% of the curriculum is devoted to the Culinary Arts. Despite this, the students have admirably been able to come up with a cookbook of 24 of their original recipes. (SHOW COOKBOOK HERE).

Temasek Polytechnic is now collaborating with the Sentosa Leisure Group to build one of the only resort campuses in Asia if not the world. The Tourism Academy will be catering to the need for more culinary courses. In fact some very prestigious tie-ups are in the offing (which I have to keep mum at this point in time) that will help establish Singapore as one of the World-class centers for culinary training.

While the educational institutions are gearing up for this influx in demand for further training by chefs, what are you doing, you may ask, on the part of the Singapore Chef's Association to ensure that the chef aspirants are nurtured?

Minutes of The 8th WACS Asia Pacific Forum 2004

23 – 26 May 2004, Seoul, Korea

I am proud to announce at this forum that we have recently started the **Singapore Junior Chef Club**. Under the umbrella of the **Singapore Chefs' Association**, this club is aimed to build young potential chef leaders and be the gathering point for enthusiastic young chefs below the age of 23 years.

The mission of the Junior Club is to nurture excellence in the culinary field by allowing the young chefs to network with rising stars of their industry. We aim to do this through:

- Collaborations,
- Competitions
- Culinary workshops and
- Other activities.

Further, the close links this club has with the **Singapore Chefs' Association** will definitely open doors to the Junior Club members to engage in more joint activities and specialist events, such as:

- Master classes by visiting chefs
- Seminars and
- International competitions.

I am extremely thrilled to be the driver for this challenging project. There are indeed many more possibilities, as there are ideas. However to make all this happen, I am grateful that we are getting pledged support from the Singapore Chefs Association in order that the talents of the young chefs can be nurtured.

I am confident that the SCA shares my conviction that the Club will definitely help to provide enthusiastic and passionate younger culinarians with a means to be able to follow in our footsteps and to surpass the established standards of excellence not only in Singapore but internationally as well.

A new committee for the club was formed on 15 May 2004 and up to this date; we have a total of 220 members. Definitely a vote of confidence for what I am trying to achieve.

It is my sincere wish to see this club not only grow but blossoming and this can only be possible with more and more young culinarians becoming members of the club and with the support of everyone in the **Singapore Chefs' Association** and the **World Association of Cooks Societies**.

Jasmine Ng
Chairman of SJCC