

# doorway to the future



WORLD GOURMET SUMMIT FORUM, 11 APRIL 2002

IT WAS A GROUP INTENT ON tapping the core of potential in the food and beverage as well as hospitality industry that gathered at Singapore Expo on 11 April for the World Gourmet Summit Forum. They did not go away disappointed. The range of topics discussed and expounded upon shed light on the ever-changing nature of the industry, yet at the same time catered to the diverse make-up of the audience.

Kicking off the forum was Len Pickell, president of the James Beard Foundation in America, the non-profit culinary organisation that promotes the appreciation of fine food and wine. Many may be familiar with the James Beard Foundation awards that had been given out but it was only those present who discovered the dynamics that lay behind the judging. From information on the awards programme to the stringent judging criteria and tabulation procedures, common trends that had been spotted amongst all the winning restaurants were also brought up. Food reviewer Laurence Civil who had flown in from Thailand for World Gourmet Summit commented enthusiastically, "It was definitely very, very interesting. It gives a clearer picture of how restaurants can be judged." Perhaps, he added, this is something we can use as a reference to in Asia.

- 1 a full hall awaiting the start of the forum
- 2 the arrival of guest of honour Mr Lee Suan Hiang, chief executive, Spring Singapore
- 3 MPS Puri ..... always captivating
- 4 making his point is Hewlett Packard's Chin Hon Cheng
- 5 Len Pickell sharing his passion for gastronomy
- 6 no doubt, the wheels are turning

Keenly picking up on the topic of the art of service was MPS Puri of Raffles International and Lifetime Achievement award winner at the World Gourmet Summit Awards of Excellence this year. In anecdotal fashion, he entertained the audience with stories that showed service should always come from the heart, and not be a blind pursuit of the stringent rules and regulations of any establishment. Dr Ian Whyte of Le Cordon Bleu Australia continued in pointing out how future managers of the industry can be developed and built up.

Other than dealing with service, IT solutions that will spearhead the industry's move into new dimensions were introduced by various speakers, such as Daneel Pang from iDA and Chin-Hon Cheng from Hewlett Packard. There was also a presentation on the current market trends and specialist systems available on the market. Ever heard of the intelligent kitchen system or cyber fridge? Alberto Zanata, vice president of Electrolux Professional was at hand to acquaint those present with the technical know-how. JT

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