

CONFERENCE CULTURES ALIMENTAIRES CROISEES



Food Culture Conference

Cross-exchange between Hong Kong & France

"Quality and Food: a multifaceted perspective"

- With the support of the French Ministry of Agriculture, the conference will be held on Tuesday, **8th January** 2013 at Room S421, HKCEC, Wanchai.
- This conference will cover topics such as best practices, role of professionals and local cuisine without borders.
- This event is a privileged exchange between **Hong Kong community and French food & beverage professionals.**



This conference aims at promoting cultural exchange between France and Hong Kong on the topic of **"Quality and Food: a multifaceted perspective"**. Professors from Chinese University of Hong Kong, University of Tours - UNESCO Chair, France, and professionals from the wine and food industry will decode the French-Sino food culture differences and similarities.

Speakers include:

Mr. Marc de Ferrière, Marc de Ferrière, professor of Contemporary History (exceptional class) in university of Tours since 2004. In charge of the UNESCO chair "Protection and promotion of cultural food heritages", Marc de Ferrière is also president of the European Food History and Culture Institute, as well as an elected member of the Scientist Council of the University François Rabelais of Tours since 2005. He will moderate the debate for this Food Culture Conference.

Ms. Isabelle Bianquis, lecturer of Ethnology at University of Strasbourg from 1994 to 2005 and since 2005 as professor of Anthropology at University François Rabelais of Tours, specifying on Food Anthropology and Anthropology of Politics.

Mr. Alain Clément, associate professor from University François Rabelais of Tours. He teaches at Economics and Science department specializing in the History of Economy. He did a study about how people have an idea of high quality products in the past, illustrated by Auvergne example.

Mr. Jean-Pierre Williot, is director of Alimentation department in Tours – LÉA, vice president of Science Council of IEHCA, co-director of the collection of L'Europe Alimentaire, Editions Peter Lang and Member of Science Council of AHICF. He will decode the economic side of alimentary issue.

Ms. Sylvie Vabre, from Toulouse University, MCF contemporary history. She is a specialist of Consumption History, Food Industries, Rural History and Industry of 14th century. Her talk will be focused on how French cheese went from being Indigestible to a cultural treasure.

Ms. Annabel Jackson, a food and wine expert and consultant, who is head of the Hong Kong Slow Food convivium and the author of Macau on a Plate (1994), Street Café Vietnam (1999), World Food China (2003), Taste of Macau: Portuguese Cuisine on the China Coast (2004) and Modern Indian Cooking (2004).

Mr. Eric Kwok, gained working experience from various settings in five-star hotels. He acted as the chief sommelier and restaurant & beverage manager of the Mandarin Oriental Hong Kong and the New World Hotel, Hong Kong in respectively. He founded the Merit Wine Boutique since 1997. And he also acted as the wine trainer of elementary wine course for different organizations, such as Hotels, Member's Clubs, The Vocational Training Council (VTC) and The Hong Kong Management Association (HKMA). Sometimes he was also invited as the jury of the international wine challenge by different organizations. He was the member of Hong Kong Sommelier Association since 1998.

Mr. Sidney Cheung, professor and anthropologist, who has recently finished a food-related knowledge transfer project on developing touristic resources within and for the local neighborhood in Sheung Wan.

Mr. Peter Cuong Franklin, was born in Dalat (Vietnam) and educated in the US and Asia. He was graduated from the prestigious Le Cordon Bleu with a Grand Diplôme de Cuisine and Pâtisserie. He has trained and worked at some of the best restaurants including Michelin-starred Caprice in Hong Kong, Alinea and Next in Chicago, and La Verticale and Madame Hien in Hanoi, Vietnam. He is currently a cooking instructor, consultant chef and chef/owner of a Vietnamese restaurant in Hong Kong.

Programme



2:30pm - 3:00pm	Welcome speech <ul style="list-style-type: none"> • Introduction from SOPEXA • Sidney Cheung, Anthropology Department CUHK
3:00pm - 4:15pm	1st Round table discussion: Much more than nutrition or taste, quality is the source of pleasure and conviviality <p>Moderator: Mr. Marc de Ferrière</p> <p><u>Speakers</u></p> <ul style="list-style-type: none"> * Ms. Isabelle Bianquis * Mr. Alain Clément * Mr. Eric Kwok * Mr. Sidney Cheung
4:15pm - 4:30pm	Coffee Break
4:30pm - 5:45pm	2nd Round table discussion: Quality, process of exportation and local adaptation <p>Moderator: Mr. Marc de Ferrière</p> <p><u>Speakers</u></p> <ul style="list-style-type: none"> * Mr. Jean-Pierre Williot * Ms. Sylvie Vabre * Ms. Annabel Jackson * Mr. Peter Cuong Franklin
6:00pm - 7:00pm	Cocktail



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Organisation des Nations Unies pour l'éducation, la science et la culture



Chaire UNESCO "Sauvegarde et valorisation des patrimoines culturels alimentaires" (France)



INSTITUT EUROPÉEN D'HISTOIRE ET DES CULTURES DE L'ALIMENTATION

