

# sopexa

MARKETING AGENCY  
FOR FOOD, WINE & LIFESTYLE



HONG KONG  
8th January 2013



sopexa



SOPEXA is the International Marketing Group for Food, Wine & Lifestyle.

# Conférence Cultures Alimentaires Croisées

Food Culture Conference

Cross-exchange between Hong Kong & France

**“Quality and Food: a multifaceted perspective”**

## CONFERENCE HIGHLIGHTS

With support of the **French Ministry of Agriculture**, Food and Forestry.

The first **food culture conference** taken place in Hong Kong

Covers topics such as **best practices**, role of professionals and local cuisine without borders

Privileged exchange between **Hong Kong** community and **French** food & beverage professionals

Professors from the **Chinese University of Hong Kong, University of Tours – UNESCO Chair, France** and **professionals** from the wine and food industry decoded the Sino-French food culture.

## BASIC INFORMATION

**Date:** 8<sup>th</sup> January 2013 (Tue)

**Time:** 2:30pm – 6:00pm

**Venue:** Room S421, HKCEC, 1 Harbour Road, Wanchai

**Intervenants :** 7 speakers+ 1 moderator

**Attendees:** Around 100 participants (importers, trade, students, food & wine experts, chefs, anthropologists, historians, sociologists)

# Conférence Cultures Alimentaires Croisées

## SPEAKER PROFILE

**Mr. 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 moderated the debate over 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. 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 discussed how innovations allowed importation of products through examples of Champagne Krug or Butter Echire.

**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 was focused on how French cheese went from being indigestible to a cultural treasure.

# Conférence Cultures Alimentaires Croisées

## SPEAKER PROFILE

**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, members clubs, The Vocational Training Council (VTC) and The Hong Kong Management Association (HKMA). 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.

# Conférence Cultures Alimentaires Croisées

## Programme



2:30pm - 3:00pm

### Welcome speech

- Introduction from SOPEXA
- Mr. Sidney Cheung, Anthropology Department CUHK

## 1<sup>st</sup> Round table discussion: **Evolution of food and beverage quality**



**Moderator:** Mr. Marc de Ferrière

### Speakers

- \* Ms. Isabelle Bianquis
- \* Mr. Alain Clément
- \* Mr. Eric Kwok
- \* Mr. Sidney Cheung

4:15pm - 4:30pm

### Coffee Break

## 2<sup>nd</sup> Round table discussion: **Quality, process of exportation and local adaptation**



**Moderator:** Mr. Marc de Ferrière

### Speakers

- \* Mr. Jean-Pierre Williot
- \* Ms. Sylvie Vabre
- \* Ms. Annabel Jackson
- \* Mr. Peter Cuong Franklin

6:00pm - 7:00pm

### Cocktail

# Conférence Cultures Alimentaires Croisées

## A GREAT SUCCESS !

This first edition in Hong Kong proves out to be a great success with more than 100 participants. Fascinating speakers, captivated public, sharing around the topic “**Quality and Food: a multifaceted perspective**”, to promote cultural exchange between France and Hong Kong, and explore differences and similarities in the two food cultures.

In their introductory speech both Jocelyne Fouassier, Communication Director of SOPEXA, and Pr. Sidney Cheung, anthropologist from Chinese University of Hong Kong, stressed out the similarities between France and Hong Kong regarding food on a cultural approach. They stated enjoyment as the first Sino-French common point, along with conviviality, pursuit of wellbeing and sharing values, without neglecting the fact that each country embraces its specific identity and traditions while striving to adapt it to local consumers.

Marc de Ferrière, in charge of the UNESCO chair “Protection and promotion of cultural food heritage”, moderated two discussions of 1hr15mns between the speakers and an audience of more than 90 attendees comprising students from the CUHK, wine trade professionals or specialists of the food industry.


The first round table considered ***the evolution of food and beverage quality***. Around Marc de Ferrière, three specialists described their experiences regarding food and wine consumption patterns, Isabelle Bianquis, Eric Kwok, and Sidney Cheung. Marc de Ferrière cheerfully concluded this first discussion in stating that both wine and food are cultural and social acts that enable to make people happy!

The second discussion portrayed ***quality, process of exportation and local adaptation***. Jean-Pierre Williot, Sylvie Vabre, Annabel Jackson, and Peter Cuong Franklin, expressed their concerns and views. As a conclusion to this second round table, the key word should be: adaptation. Whether it is to a new culture, new techniques or new ingredients.



## Programme

## E flyer



**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, **17 January 2013** at Room S421, HKCEC, Wanchai.
- This conference will cover topics such as best practices, role of professionals and food culture without borders.
- This event is a privileged exchange between **Hong Kong community and French food & beverage professionals**.

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

**Speakers include:**

**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 heritage". Marc de Ferrière is also president of the European Food History and Culture Institute, as well as an elected member of the Scientific Council of the University François Rabelais of Tours since 2005. He will moderate the debate for the Food Culture Conference.

**Isabelle Bianquis**, lecturer of Ethnology at University of the province of Anthropology of University François Rabelais of Anthropology of Politics.

**Alain Clément**, associate professor from University of Tours and Sciences Department specializing in the history of food on idea of high quality products in the past. Illustrated by:


**Jean-Pierre Willot**, is director of Alimentation department Council of INRA, coordinator of the collection of "Rural of Science Council of INRA". He will discuss the economy.

**Sylvie Vabre**, from Toulouse University, MCF contemporary history, food industries, wine history and industry of 14th to 18th century, from being indigestible to a cultural treasure.

**Annabel Jackson**, is food and wine expert and consulting consultant and the author of "Maison en Pâte" (1998), "Le (2003), Taste of Macao: Portuguese Culture on the Chin (2004).

**Programme**

2:30pm - 3:00pm	<b>Welcome speech</b>
	• Introduction from SOPEXA • Mr. Sidney Cheung, Anthropology Department CUHK
3:00pm - 4:15pm	<b>1<sup>st</sup> Round table discussion: Evolution of food and beverage quality</b>
	<b>Moderator: Mr. Marc de Ferrière</b>
	<b>Speakers:</b> • Ms. Isabelle Bianquis • Mr. Eric Kwok • Mr. Sidney Cheung
4:15pm - 4:30pm	<b>Coffee break</b>
4:30pm - 5:45pm	<b>2<sup>nd</sup> Round table discussion: Quality, process of exportation and local adaptation</b>
	<b>Moderator: Mr. Marc de Ferrière</b>
	<b>Speakers:</b> • Mr. Jean-Pierre Willot • Ms. Sylvie Vabre • Ms. Annabel Jackson • Mr. Peter Cuong Franklin
6:00pm - 7:00pm	<b>Cocktail</b>



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**Food Culture Conference**  
Cross-exchange between Hong Kong & France

**"Quality and Food: a multifaceted perspective"**

With the support of the French Ministry of Agriculture, SOPEXA is glad to invite you for an exceptional food culture conference – a privileged exchange between **Hong Kong community and French food & beverage professionals**.

Do not miss this Sino-French exchange experience, where you can discover more about the food & wine industry with professors from the Chinese University of Hong Kong, University of Tours - UNESCO Chair, France, and other trade professionals.

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**Date:** 8<sup>th</sup> January 2013  
**Time:** 2:30pm – 6:00pm  
**Venue:** Room S421, HKCEC, Wanchai  
**RSVP before 3<sup>rd</sup> January - limited seats available**  
**CLICK HERE TO ENROLL**

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**Speakers include professionals from France and Hong Kong:**  
 Mr. Marc de Ferrière, Mr. Alain Clément, Ms. Isabelle Bianquis, Mr. Jean-Pierre Willot, Ms. Sylvie Vabre, Mr. Eric Kwok, Mr. Sidney Cheung, Mr. Peter Cuong Franklin, and Ms. Annabel Jackson.

**Programme**

2:30pm - 3:00pm	Introduction and welcoming speech
3:00pm - 4:15pm	1 <sup>st</sup> Round table discussion: <b>Evolution of food and beverage quality</b>
4:15pm - 4:30pm	Coffee Break
4:30pm - 5:45pm	2 <sup>nd</sup> Round table discussion: <b>Quality, process of exportation and local adaptation</b>
6:00pm - 7:00pm	Cocktail

Enquiry: Ms. May Wong / [may.wong@sopexa.com](mailto:may.wong@sopexa.com) / +852 2866 7163  
 By invitation only



SOPEXA is the International Marketing Group for Food, Wine & Lifestyle.

## Notepad



## Backdrop



## Roll up banners





Hanging banners



Podium



Inside wall backdrop



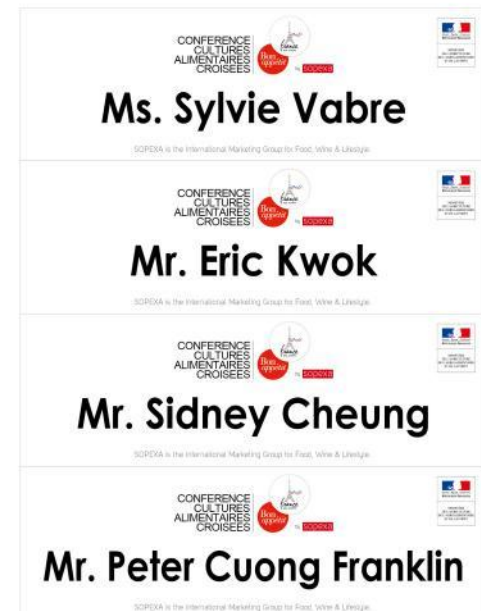
Badges speakers



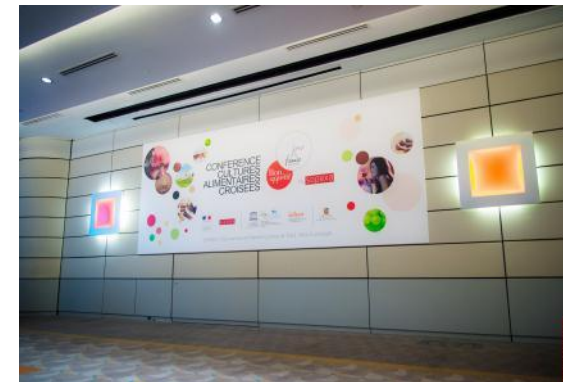
Badges participants



Tent cards speakers

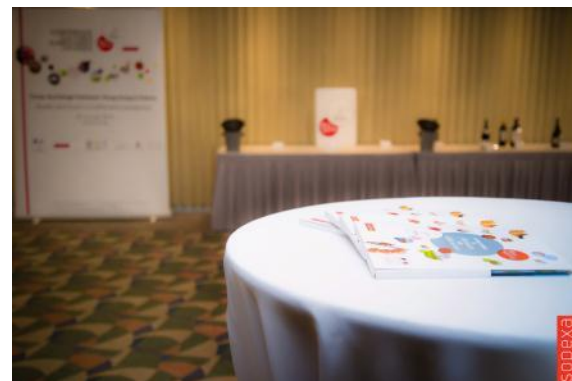


# Gallery – Set up





# Gallery - Set Up



# Gallery - Speakers





# Gallery





# Gallery





# Gallery



# Water O MUSE

One dedicated booth in the room  
Display on the stage  
Logo on POSM





# Sponsor Macarons **De Balman**

Display on a dedicated booth  
Offered to the speakers  
Mentioned during the thanks speech



# Merci!

