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Scene & Heard

FHA2002 To Cater To Specialised Needs

Offering more than a series of seven specialised shows catering to the growing needs of various food and hospitality sectors, FHA2002 (Food & Hotel Asia 2002) features a host of concurrent activities, conferences and seminars at the mega event that takes place from 9 - 12 April 2002 at the Singapore Expo. With 2,650 participating companies sprawling across six halls with eight conferences, FHA2002 buzzes with a hybrid of activities.

BakeryAsia2002 Conference

Informative conferences and seminars by eminent speakers encompass a range of relevant topics and prevailing issues. A one-stop event for professionals in the baking, confectionery, equipment and supplies related industries is the BakeryAsia2002 Conference.



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Conference delegates listening intently at the AsiaFruit Congress

To be held on 11 April, a focal point in the BakeryAsia2002 Conference will be a 'live' video conference segment presented by Lesaffre, the world leader in the production of yeast and yeast extracts. Lesaffre will transport participants to their baking centre in France for a real-time demonstration of the advances in baking techniques. These techniques include the preparation of pre-proofed frozen and laminated dough, as well as techniques unique to various country-styled baked goods, for example, Danish pastries, American-styled bagels and French-styled breads.


Organised by Singapore Exhibition Services Pte Ltd (SES) with the host association, Singapore Bakery & Confectionery Trade Association (SBCTA), the one-day conference themed 'Shaping the Future of Asia's Baking Industry' aims to bring about greater awareness of regional bakery developments in countries such as China, India, Indonesia and Taiwan through presentations delivered by each respective country's bakery association.

Hospitality Summit 2002

Taking place on 10 April 2002 is the inaugural Hospitality Summit 2002, jointly organised by SES and the Singapore Hotel Association (SHA). Themed 'Tourism Development: Hitting the Right Notes', the inception of the conference is timely as the worldwide travel and tourism industry embarks on a road to recovery. Says Pakir Singh, chief executive of SHA, "Featuring an exciting day of presentations and panel discussions with key players in the tourism, travel and hospitality related industries, the Hospitality Summit 2002 will expound salient topics."



Sentize your senses to wine at the Tutored Wine Tasting Classes



The topics include 'Lessons in Managing Crisis', 'Getting it Right in Human Resource Development', 'Tourism Marketing, Human Resource Development and Planning of Tourism' and many others. "The Summit also incorporates a brainstorming session designed to seek participants' various views on what effective steps destinations in the Asia Pacific can take to generate a revival of tourism fortunes," added Singh.

Other conferences and special features at FHA2002

Apart from these two conferences, FHA2002 will also offer conferences and special features targeted at other segments within the food and hospitality industries. In a concerted effort to provide educational programmes for a cross-section of the market, the organisers will work closely with associations and interest groups to add value to the event.

In the pipeline are the FoodAsia2002 Retail Conference, Foodservice Consultants Society International (FCSI) Seminar on Food Safety and the Asia/Pacific Breakfast Chapter Meeting, Club Managers' Association (Singapore) Conference 2002 & Golf Tournament, Asiafruit Congress and The World Gourmet Summit 2002 Forum.

Also taking place is The Tutored Wine Tasting Master Classes. Conducted by international and regional connoisseurs, this extensive programme of wine tasting classes will enlighten and educate visitors' palates to the broad range of wine. "Visitors can anticipate a broad range of exciting activities to be held alongside FHA2002 which is billed as Asia's largest and most important food and hospitality industry event," says Ben Wong, project director (Lifestyle Events), Singapore Exhibition Services Pte Ltd.

Tapping on the nectar of FHA2002's conferences and seminars through sharing and exchanging the latest industry updates, interaction with trade professionals and counterparts provides a cross-pollination of ideas and information. This enhanced awareness of industry trends facilitates the making of business decisions and also breeds new ideas with the potential to bloom into feasible business concepts - this is the value-add that concurrent activities of FHA2002 bring to its participants.



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