

A NEW HKCA IDENTITY

that Embraces the Future

March 5, 2015



Announced at HKCA AGM March 5, 2015

The new identity – the Association logo with Chinese name is proposed and endorsed by at the AGM.

The rationale behind this new addition is to communicate clearly that we are an association for all professional chefs – western, Chinese, and international cuisines; whether you are from overseas or local. This is exactly what we plan to do, to invite chefs of different cuisine to join us and work together for the better good of the culinary industry.

We will do more than a modified identity. We will organize multi-discipline workshops, joint force with International Cuisine Institute (ICI), provide training and support to non-western competitions, and many more.

Stay tune and join us now!