



CHEFIFY.HK

June 23, 2016



Supporting Organizations



New Initiative Seeking Solutions to Industry Challenges

CHEFIFY.HK is an initiative by the Hong Kong Chefs Association to encourage industry players to take a more active role in the growth and sustainability of the culinary industry in Hong Kong.

With the support of industry partners, we recently initiated a meeting between some prominent international food gurus and leading Hong Kong “culinarians” to activate positive participation and lift the culinary energy of Hong Kong. At the event, we focused on getting the trade to think about what we can do for the betterment of the industry as well as vitalize Hong Kong’s tourism.

The event took our guests through a journey of culinary inspirations, with the sincere hope that we could generate some valuable ideas taking us forward.

This uniquely crafted sensorial journey took place on 23 June 2016 at CHEZ-ED, Chef Eddy’s new connection to gastronomy.

Guest speakers include **Diego Guerrero**, the avant garde chef of DSTAgE in Spain; **Adolfo Perret Bermudez**, regarded the ambassador for Peruvian cuisine and an advocate for culinary tourism; **Marije Vogelzang**, internationally recognized as the ‘eating designer’; **Richard Ekkebus**, the Solid French Rock standing in HK’s cosmopolitan breakers; **Christopher Mark** of Black Sheep, who have in short order, started over 10 restaurants of which are engaged in a kind of cultural jamming and re-interpretation of Asian cuisine. We concluded the day with HK Forum, joined by **Mason Hung** of HKTB, our good friends **Winnie Ngan**, **Angelo McDonnell** and **Perry Yuen**, sharing with our audience their views on the challenges and opportunities culinary development of Hong Kong. *(please refer to the latest newsletter for more details)*