



22-25 April 2008 . Singapore Expo

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Your Recipe for Success

Introducing Bakery&Pastry2008 - a reflection of BakeryAsia's embracement of the growth in pastry trends for the coming years.

The burgeoning Asian bakery and pastry industry is fueled by evolving demographics and lifestyle. Rising affluence in fast-paced Asian cities have opened doors of opportunities for the bakery and pastry sector. The broad consumer appeal of bakery and pastry products can be seen in the sheer variety available in the Asian market today.

Join us for Bakery&Pastry2008, a one-stop-shop for Asia's professional bakers and pastry chefs.

Highlights of Bakery&Pastry2008



The Special Singapore Pastry Alliance Prize goes to the team from Sri Lanka

2008's Asian Pastry Cup had teams from around Asia (except Japan and Korea as they run their own national selections) competing and displaying their skills in front of a live audience during FHA2008. The participating teams competed in various categories such as 'Sugar Showpiece', 'Chocolate Showpiece', 'Plated Dessert' and 'Chocolate Cake'. The Asian Pastry Cup is the official platform to pre-select 3 Asian countries to participate in the World Pastry Cup in Lyon, France. However for Asian Pastry Cup 2008, the judges decided to select 4 Asian teams with Malaysia as the 4th team to compete in the World Pastry Cup.

A new visual identity for the APC was launched this year. The egg marks the birth of the new and also represents the one ingredient that remains a common theme across many pastry cultures. The gold swirls are an Asian design element that alludes to the exchange and blending of new ideas.

Here are the winners for the 2nd edition of the Asian Pastry Cup:

Champion: Singapore

1st Runner Up: Taiwan

2nd Runner Up: China

Media Prize: Singapore

Best Sugar Showpiece Prize: Taiwan

Best Chocolate Showpiece Prize: Taiwan

Best Plated Dessert Prize: Malaysia

FHA encompasses specialised events all under one roof:

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"This show provides an excellent opportunity for us to shop around for baking supplies and equipments. I'm pleased to have a number of business deals in the works."

Simon Sah
Bakewell Supplies,
Managing Director
FHA2006 Exhibitor

This is my first time here and the show is an eye-opener! We have seen many new ideas in dessert and sweets. We are a bakery and are here to source for ovens and equipment, and we have found seven or eight potential suppliers.

Divya Jalan
Just Desserts, India
FHA2006 Visitor

"There are a lot of pastry shops from Singapore, Malaysia, Indonesia and India that are interested in buying our products. We're here to create awareness and look for an agent distributor for India."

Muriel Assailly
Chocolaterie Valrhona,
Business Development
(Asia Pacific)
FHA2006 Visitor

Best Chocolate Cake Prize: Singapore

Special Team Spirit Prize: Mauritius

Special Singapore Pastry Alliance Prize: Sri Lanka

The Organiser congratulates all the winners of the Asian Pastry Cup and we would like to thank all the participants and sponsors for contributing to the event's success.

Please click [here](#) to download the post-event press release.



Under the watchful eyes of internationally acclaimed chefs as judges, here are the winners that have emerged from FHA2008 Culinary Challenge:

Individual Classes

Best Artist

Manu Songsri (Royal Orchid Sheraton Hotel & Towers), Thailand

Best Chef, Asian Meal

Wang Tsung Ming (Lake Shore Hotel Hsin Chu), Taiwan

Best Chef, New Asia Cuisine

Elson Cheong Kah Seng (Fairmont Singapore), Singapore

Best Apprentice Team – Two to Tango

Chang Yu Wen and Chen Lin Chieh (Taipei Kai-Ping Culinary School), Taiwan

Best Pastry Chef

Tai Chien Lin (Equinox Complex), Singapore

Best Chef Award

Yew Eng Tong (The Cannery Singapore), Singapore

Best Culinary Establishment

SATS Catering Pte Ltd, Singapore

Dream Team Challenge

Winner

Temasek Culinary Academy (Temasek Polytechnic), Singapore

1st Runner Up

Team TAC (Tokyo American Club), Japan

2nd Runner Up

Burj Al Arab (Jumeirah Emirates Towers), UAE

Gourmet Team Challenge

Winner

The Cannery Singapore, Singapore

1st Runner Up

The Hong Kong Chefs Association Ladies & Cuisine Gourmet Team, Hong Kong

2nd Runner Up

Singapore Chefs Association, Singapore

Please click [here](#) to download a pdf copy of the list of winners.

Please click [here](#) for a complete list of winners of the various classes in the Individual Challenge competition.

The Organiser congratulates all the winners of the Challenge and we would like to thank all the participants and sponsors for contributing to the event's continual success. FHA Culinary Challenge will return in 2010!



Judges examining the chocolate showpiece at the Challenge

Be part of an exciting line-up of Conference, Seminars and Workshops!

More than 800 delegates attended the successful FHA2006's series of conferences and seminars. Keep a look out for new and more interesting programmes in the coming months for FHA2008!
[Click here](#) for more information

[Click here for more highlights of FHA2008](#)

Profile of Exhibits @ Bakery&Pastry2008

Bakery Equipment – Plant / Industrial
Bakery / Pastry Equipment – Craft
Display & Shopfitting Equipment
Ingredients
Packaging Equipment
Storage & Refrigeration

This list is not exhaustive and serves as a guide only.



For enquires on exhibiting at Bakery&Pastry2008, please contact:

- Ting Siew Mui at tsm@sesallworld.com (for Asia Pacific)
- Justin Pau at jpau@oesallworld.com (for Europe and USA)

Network with over 37,000 international buyers from the food and hospitality trade.

[Click here for the visitor profile](#)

Running alongside Bakery&Pastry2008 are:



HospitalityStyleAsia2008

HospitalityTechnology2008