



INSTITUT
PAUL
BOCUSE

École de Management
Hôtellerie
Restauration
& Arts Culinaires

WORLDWIDE
ALLIANCE

Newsletter

June 2011

Edito

[Summary](#)

This time we have an exceptional treat for you: although it's not common, we could not resist the temptation to give the floor to your students for this editorial.

By Johanna Ferraz (Anhembi, Brazil), Markus Fogelholm and Jura Männistö (Haaga Helia, Finland)

"Almost fifty students, twelve countries and a lot to learn, from all the new friends and from the Institut Paul Bocuse.

One dream that we think that everybody here shares is to be a good chef and to be as fascinated for food as the Chef Paul Bocuse. That is why we came here. This course of four months is one unique experience to do and to learn as much as possible with the incredible Chefs and teachers.

Here we live the real life of a restaurant, since we have to do all the jobs in the kitchen: preparing and serving the food, cleaning it from the top to the bottom and working from the early morning till the late evening under the pressure of demanding – but at the same time encouraging – Chefs. Every day we work with new things, new techniques and amazing products and all this under the supervision of experienced and professional chefs.

Not only is this a good opportunity to learn traditional French cuisine, but it is also a chance to get to know the French culture and meet new friends all over the world through "The Alliance Group". We form a big family here and that makes it easier to stay away from our loved ones. We enjoy the time we spend here all together so much that we are already afraid about when it comes the time to separate and return to our countries and to our normal routines.

Lyon is one of the most famous and biggest cities of France and we can't forget the big importance of the Bouchons, that represent the beginning of the real gastronomy. A school located in the heart of the French Cuisine gives us an opportunity to take a journey to the life of food and gastronomy from the roots – families and countryside – to the newest techniques including sous vide.

We learn with the chefs but also from each other, because we are professionals from the four continents with different specialities and ways of working and understanding the wide and diverse world of the Cuisine."



Markus (Haaga Helia)



Johanna (Anhembi)



Jura (Haaga Helia)



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Class 2011: Seventh year for the Worldwide Alliance at Institut Paul Bocuse

On Monday 16 May 2011, the bell rang to open class for 46 students selected by their respective universities to follow an exclusive 4-months program at Institut Paul Bocuse.

The Worldwide Alliance opened its classroom doors on 16 May 2011 for 15 graduates and 30 students with exactly 22 men 23 women aged between 17 and 48. This year, the Worldwide Alliance is bringing together Colombians, Greeks, Brazilians, Singaporeans, Taiwanese, Finnish, Mexicans, Ecuadorians, Japanese, Americans and Chileans.

The Worldwide Alliance is a unique international experience sharing multiple competencies and fostering pedagogical exchange amongst faculties from all over the world.

The Worldwide Alliance was created in 2004 by Institut Paul Bocuse in partnership with 12 of the best schools and universities in the world in hospitality management & culinary arts. Each university selects its best students to follow the program offered by Institut Paul Bocuse.

The entire Institut Paul Bocuse team wishes an excellent start to the 45 students from the Worldwide Alliance.





1st class opening in Singapore for the Culinary Arts program developed by Institut Paul Bocuse

The 11th of April was a big day for the first 20 students in the Culinary Arts with Restaurant Management program, created by the Institut and delivered by ITE, in Singapore. Since the official agreement with the Ministry of Education of Singapore in December 2009, Institut Paul Bocuse and ITE have put into place a training program in culinary arts and restaurant management (level III), meeting the highest professional requirements. Through this project, the Republic of Singapore aims to position itself as one of the major playing fields for tourism in Asia.



The team at Institut Paul Bocuse have been highly committed to transmit their knowledge and their methods to the teaching staff at ITE. From "the intelligence of the hand" to "thinking hands", the meeting of these two schools with very similar philosophies, and the success of the first delocalized program have set the stage for long and rich collaboration. Institut Paul Bocuse wishes an excellent class opening and a great future to the students from Singapore.

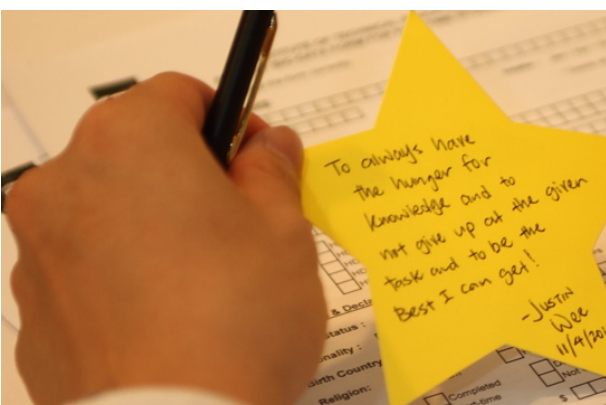
A detailed remake of the fundamentals of the Culinary arts and restaurant management program at the Institut, the Singaporean program is also delivered over a period of two and half years including nine months of internships. The program has taken into account the specific desires of the partners who have supported its creation: the Singapore Chef's Association, the Food and Beverage Managers Association as well as the French Embassy in Singapore.



The Culinary Arts Program opening in Peru (USIL)



On may 23rd, Institut Paul Bocuse and Universidad San Ignacio de Loyola, signed an agreement in Lima. The diploma in Culinary Arts with Restaurant Management will also be implemented in Peru. The event was chaired by LIC. Raúl Díez Canseco Terry, President Founder USIL; Mr. Edward Roekaert, Rector; Mr. Hervé Fleury, General manager of Institut Paul Bocuse, and Ms. Cecile Pozzo di Bordo, Ambassador of France. Video on: http://www.usil.edu.pe/4/modulos/par/par_listararchivos.aspx?pfl=0&gru=21



To always have the hunger for knowledge and to not give up on the given task and to be the Best I can get!
-Justin Wee
11/9/2011



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French Culinary Seminar

Institut Paul Bocuse will be hosting the third annual French Culinary Seminar for your chefs from **Monday 14th to Friday 18th of November 2011**. We expect you to be present. Don't miss such out on an opportunity to build new friendships, share techniques and basics of best practices, learn, visit culinary temples and meet "Grands Chefs". We will send you the application form with a detailed programme shortly.

On the menu :

- Culinary demonstrations
- Cheese and wine tasting
- Best practices workshop
- Visits "Les Halles Paul Bocuse de Lyon"
Restaurants, The city of Lyon...
- History of French gastronomy



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VTC-ITE Student Seminar (Hong Kong)

During 3 days, Pascal LAMOISSIERE, Culinary Programme Director, and two students of the third year culinary programme, will attend a conference on Sustainable Development and Environmental Conservation. It will take place in Hong-Kong from June, 26th to June 29th. This is a meeting of 600 students who have worked on the theme: "Environmental Protection and Sustainability". The 3 sub-themes which will be dealt with are "Global Warming, The Cause of Natural Disasters", "The Battle with Waste Disposal" and "Sustainable Development". VTC is a MSc in Programme and Project Management delivered on a full-time basis in Hong-Kong.



ESDAI

ESDAI makes the headlines!



El vicepresidente del Conservatorio de la Cultura Gastronómica Mexicana, Roberto González Guzmán, recibió los reconocimientos, en representación de: Gloria López Morales, presidente del Conservatorio de la Cultura Gastronómica Mexicana; y de los Chefs Alicia Gironella de Angeli, Margarita Carrillo de Salinas, Gerardo Vázquez Lugo, Ana María González Sánchez y José Alfonso Cebrenos Murillo, por encontrarse fuera del país.

ESDAI, como Presidente de la Confederación Panamericana de Escuelas de Hotelería, Gastronomía y Turismo CONPEHT Médico, fue el anfitrión en el evento convocado junto con la Confederación Nacional Turística CNT, para reconocer a las personalidades que estuvieron directamente involucradas en la inclusión de la Gastronomía Mexicana en la lista del Patrimonio Cultural e Inmaterial de la Humanidad de la UNESCO.



ESDAI y CONPEHT reconocen a la gastronomía mexicana

Este gran logro, conseguido con base en la tenacidad, experiencia, profesionalismo, trabajo en equipo y amor a México repercute en todos los sectores sociales de nuestro país; y en económicos relacionados con la Cocina Mexicana.

Entregaron reconocimientos a quienes lograron hacer de la gastronomía mexicana, patrimonio cultural e inmaterial de la humanidad



Institute of Technical Education

Board of directors



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Institute of Technical Education hosted its fourth board meeting of Institut Paul Bocuse Worldwide Alliance in February 2011. A special thanks to our friends from ITE, Dr Yek, Mong-Song Goh, Alvin Goh, Juliana Chan, for having organized this meeting on Singapore in their outstanding campus they launched a few months ago. A special thank you for having made their attendance possible to Dr Chang from Taiwan, M Fukazawa from Japan, Marjaana Makela from Finland, Ramiro Salas and Edward Roeckaert from Peru, and our new member Mauricio Cepeda from Ecuador.



Brand and building and visitor management tools at a world heritage site

To develop Suomenlinna Sea Fortress as a tourism destination, HAAGA-HELIA University of Applied Sciences and the Governing Body of Suomenlinna established a two-year project with support of Helsinki City Tourism and Convention Bureau at the beginning of 2010. The aims of the Suomenlinna Sea Fortress tomorrow – project are to build the brand image for Suomenlinna in agreement with its outstanding universal value and to produce tools for visitor management. So far, about 150 students at HAAGA-HELIA have participated in this work as a part of their studies.

What is Suomenlinna?

Suomenlinna Sea Fortress is located on eight islands off Helsinki, 15 minutes by ferry from the market square. It is a unique fortress, which has played an important role in the military history of Northern Europe: building was started during Finland's Swedish era in 1748. From 1809 the fortress was the property of Russian army until Finland's independence in 1917. Today Suomenlinna is inscribed into the World Heritage List to be preserved as an example of 18th and 19th century fortress architecture in Europe.

Why build a brand at a world heritage site?

Destination brand building was chosen as a tool to form a shared basis for the site development. During 2010 and the beginning of 2011, the brand building process included a comprehensive stakeholder involvement: discussion forums, workshops, interviews and questionnaire surveys. The aim was to formulate the identity of Suomenlinna in such a way that it benefits as many as possible: for entrepreneurs a source of inspiration and a strategic basis for the world heritage management plan.

In March 2011, the brand image was finished and the implementation started. The first steps were joint projects with local companies to develop meeting services, to create a new thematic guided tour and to plan a new museum exhibition. Students also analyzed printed brochures and home pages and made suggestions for implementing a brand image.



Furthermore, Suomenlinna is a community with 850 inhabitants offering 400 jobs in diverse businesses and organizations. The unique asset of history and beautiful archipelago makes Suomenlinna one of the most visited attractions in Finland, counting more than 700 000 visitors yearly. Thus, the tourism industry, comprising meeting facilities, restaurants, museums and activities, has a significant role among the businesses of the sea fortress. This combination of interests makes site planning and development challenging.

How to manage visitor behavior at the site?

To produce tools for visitor management has played a minor role in the project so far. The objective is to build good, clear signage and guidance to make visitors stay on the marked routes and not to disturb locals and trample fragile plants. Regarding these objectives, tourism management students evaluated today's signage and guidance in Suomenlinna. The results and suggestions now form a basis for guidance development on the site.

Sustainable destination planning and development including socio-cultural, environmental and economic aspects form the background of the work. Suomenlinna Sea Fortress – tomorrow project supports local companies' year-round business development. Locals are encouraged to participate in destination development and, as written, a more effective guidance hopefully will help in managing the visitor behaviour at the destination.

The home page of the project is:

www.suomenlinnahuomenna.fi

The home page of Suomenlinna Sea Fortress is:

www.suomenlinna.fi

After the project:

To guarantee the continuity of the processes started in this project, further measures will be agreed upon and responsibilities will be shared before the end of the project in December 2011.

April, the 12th 2011

Master's Degree in Culinary Management & Innovation (M.Sc.)

We are very proud to introduce the New Master's Degree in Culinary Management and Innovation. In partnership with Haaga-Helia University (Helsinki, Finland). From 2011, we are offering a double degree diploma for future professionals of culinary background, which wish to be better positioned themselves in the market of hospitality. We recognize that the role of today's Culinary Managers and Executive Chefs are continuously evolving in its complexity and consequently requires a more advanced skill set. With this new education line, we will teach tools, awareness and direction for these ambitious individuals to enable them to face and succeed with the current and future challenges of their workplace.

The Finnish chef Outi Westman, visits ESDAI to teach culinary skills to students and bachelorettes

ESDAI as a member of the World wide Alliance organized by the Paul Bocuse Institute, Lyon, France, invited last march 9th to 11th in ESDAI the chef Outi Westman from the acknowledged Finnish Haaga-Helia university she taught culinary skills, values and the culture of her country to ESDAI students and bachelorettes.



The academic enrichment in the culinary and restaurant ambit, by which the ESDAI students can get a degree on Culinary Arts and Restaurant Administration as well as the teachers interchange from both schools for the development of culinary and administrative competitions in a high standard, besides on expanding international horizons of respect and esteem to other cultures.

Chef Outi Westman made the presentation of her country, culture, customs, geography and specially her gastronomy. On every session, she prepared her own dishes from different Finnish regions such as a great variety of fresh and dried fishes, mushrooms, potatoes, exotic meats such as deer and muse, same as delicious desserts made of red fruits such as tarts, cinnamon rolls and biscuits. Chef Outi Westman said: “students, bachelorettes and teachers who attended my classes were pleased with the gentleness, good treatment and knowledge and applauded the efforts that ESDAI has for the internationalization.

March 18th, 2011.



Aroma in Taiwan

Kaohsiung hospitality College (Taiwan) realized this year a place of wines aroma with the support of Mr. Jean Lenoir, "le nez du vin". It is a first.



World Skills Singapore Competition 2011 (20 - 22 Jan)

In the Restaurant Service category of the ASEAN Skills Competition, Ms. Ong Gim Hui & Ms. Jan Liew from Institute of Technical Education (ITE) Singapore emerged with the Gold and Bronze Medal respectively out of the 6 competitors which took part in the 3 days of Restaurant Service competition in Jan 2011. The Silver Medal when to Mr. Tarmizi from SHATEC.

In the Cooking category, ITE Singapore also achieved excellent results by clinching the Gold and Silver medals from the competition. The Medal of Excellence was also awarded to Ms Moh Xuan Yan from ITE (Alliance 2009). The Bronze medal was awarded to Mr Calvin Tan from Temasek Polytechnic.



Ms Moh Xuan Yan (Medal of Excellence)
Alliance Alumni 2009



From left: Mr Bruce Poh, CEO/Director ITE, Mr Calvin Tan (Bronze Medalists), Mr Samuel Lee (Gold Medalists), Ms Hazel Koh (Silver Medalists), Mr Gan Kim Yong (Minister for Manpower)



Ms Ong Gim Hui (Gold Medalist)

SUSTA at John Folse Culinary Institute

From May, the 16th to May, the 29th, JFCI welcomed 12 very esteemed chefs from the Shanghai area of China and they have immersed them into the ways and traditions of the different regions cuisines in the southern United States.

On day one of the SUSTA program and our chefs are already cooking typical dishes from south Louisiana! Chef Randy gave the chefs some background history of black pot cooking which is a very popular method of cooking that has been around here for a very long time. The concept is that all of the meal or a majority of the meal is cooked in one pot (preferably a well-seasoned black iron pot), layer upon layer, adding in the flavors and ingredients as you go. Let the flavors mingle and blend together for a fantastic dish. Here are pictures of the chefs preparing lunch:

The afternoon session was a continuation of the morning's session but still a little different in that the dishes prepared for session II were all tomato/roux based dishes. All of afternoon dishes start out with a roux (dark to light roux), and utilize the ingredients of the trinity (onions, celery, and peppers), tomatoes, and products indigenous to Louisiana.



Getting the shrimp stuffed mirlitons ready for lunch



Adding the stuffing for the Oysters Bienville.



Lunch is ready!

A large new place for Escuela de Gastronomía Mariano Moreno

We have recently opened our new head office of 1300 square meters on the top floors of a spanking new building on 127th avenue. We now have, moreover an amazing view on Bogota, 8 new fitted kitchens, 5 classrooms for theoretical courses and a large demonstration room. In addition there is a large administration office and more amenities for students.



As of July, we will have a new specialization in "haute cuisine" with a deeper approach to train students and professionals. We have, as result, invested in modern equipment such as an oven "rational", an ultra freezer vacuum machine etc... We have moreover improved our bakery equipment due to this section's important growth and development.

Francophone week in INACAP Temuco

Temuco, April, 2011

During the occasion of Francophone week ceremony, INACAP Temuco, students from hotel, gastronomy and tourism schools visited the exhibition and enjoyed the French movie “Amelie” and tasted some of French pastries.

The french-speaking community consists of 55 countries around the world and has as objective to bring the cultural linguistic diversity and to conserve the (inter) cultural identities. In Chili, memorial activities are frequent from Antofagasta to Montt harbor.



American Brewers Association Class

Lecture of culture and beer tasting with American Brewers Association on 25 and 26/04. The event was led by Bob Pease, Director of the Association. On occasion, students and teachers of gastronomy met and tasted various labels of American beers.

Several students participate in Millesime SP of High Spanish Cuisine at Terrace Daslu, The students helped Spanish Chefs as Sergio Arola, Dani Garcia, Paco Roncero, Sergio Torres and our Brazilian star chef Alex Atala of DOM restaurant ranked as 7th best in the world. We have, all year round, many students doing their internships in DOM restaurant, whose chef boulangier Rogério Shimura also teaches at UAM.



Chefs Alex Atala and Rogério Shimura



The World's Best San Pellegrino Restaurant Awards

- 1 - Noma (Dinamarca)
- 2 - El Celler de Can Roca (Espanha)
- 3 - Mugaritz (Espanha)
- 4 - Osteria Francescana (Itália)
- 5 - The Fat Duck (Reino Unido)
- 6 - Alinea (EUA)
- 7 - D.O.M. (Brasil)**
- 8 - Arzak (Espanha)
- 9 - Le Chateaubriand (França)
- 10 - Per Se (EUA)

THE-ICE and International Accreditation

The Institut Paul Bocuse is a member of the ICE. That could benefit in the future to the Alliance members.

International accreditation is becoming increasingly important fact of life facing institutions around the world. Prospective students (and their parents) as well as potential international education partners all want to be sure that an institution is not just locally known for what it does, but that it is also internationally recognised and accredited. The International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) was founded in 2004 with the aim to recognise, develop and promote excellence in hospitality, culinary arts, tourism, and events education.



Consequently, THE-ICE is focused on the accreditation, benchmarking and the promotion of the courses of member institutions. THE-ICE accreditation is based on what are known as the 'Standards of Excellence'. It is through the use of our international audit teams, that we now accredit courses all around the world.

Institutions who want to learn more about THE-ICE and our accreditation can initially become Observers of THE-ICE. An institution can then apply to become an Associate of THE-ICE by going through pre-Accreditation., and finally institution can put up its courses for full accreditation. Once an institution becomes a fully Accredited. Member of THE-ICE it is able to join a growing global network of institutions who take the quality of their hospitality and tourism courses seriously.

Our benchmarking is based on our independent annual confidential survey of students. Uniquely, we are also able to assist any institution with benchmarking themselves with other leading institutions based on the actual student experience. Last year we surveyed some 10,000 students studying across our member network Furthermore, we are also able to assist in development activities by holding our International Panel of Experts Forum, as well as our more focused Benchmarking Roundtable Sessions

On top of this, we also send out our eBulletin to educators at member institutions every two weeks. Our aim is to keep members of THE-ICE up to date in regards to what is happening in tourism and hospitality education all around the world.

It is through our promotion activities that we are able to reach out to prospective students. and our iStudent News now goes out to some 24,000 recipients. Furthermore, the aim of the THE-ICE website is to provide 'best-fit' information. In other words, what we want to be able to do is help prospective students to identify the best-fit between the type of education experience they are looking for, and what the courses of member institutions of THE-ICE can offer. We will launch our new website later this year, and also add an eBrochure aimed at parents and counsellors.

THE-ICE already has members in over 10 countries around the world and our existing members include public universities, private hotel schools and vocational colleges.

Contact Assoc Professor J.S. Perry Hobson,, PhD, Director of THE-ICE <perry.hobson@the-ice.org> or alternatively our Director of Accreditation Services, Ms Pauline Tang pauline@the-ice.org - website www.the-ice.org





Paul Bocuse recognized chef of the century

On March 30th 2011, Paul Bocuse was honored as the “Chef of the Century” at The Culinary Institute of America's (CIA) at the Marriott Marquis in Times Square in New York City.

Paul Bocuse was one of the first to emerge from behind the kitchen door, bringing the face and personality of the chef into the dining room and beyond. His Auberge du Pont de Collonges near Lyon, France, has held three stars in Michelin Guide for 47 consecutive years. He is also the creator of the prestigious Bocuse d'Or international culinary competition. "We feel very modest next to what Mr. Bocuse has done and is still doing," famed American chef Thomas Keller said at a panel discussion prior to the awards ceremony. "The success of one leads others to aspire to the same success. Paul Bocuse was that person for our generation of chefs." Although now retired at the age of 85, Paul Bocuse has high-end restaurants all over the world. He still checks on the kitchen every day at l'Auberge du Pont de Collonges and eats one of the dishes to be served that day.



March, 31th 2011