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## Foodservice Chef Training Classes in Growing Export Markets - 30/05/2012

A new project is about to commence that will educate at least 250 chefs and key purchasers in the food service sector in Hong Kong, Singapore and Malaysia about Australian avocados. Through educating this sector about Australian Avocados we hope to improve their knowledge of how to use avocados in their menus which, in turn, will lead to increased consumer education and understanding of how the fruit can be used in many different ways.

Industry members are invited to attend these training sessions, but will be required to meet their own travel costs.

Following on from the success of the industry's foodservice strategy in the domestic market, the aim is now to replicate this program in growing export markets such as Hong Kong, Singapore and Malaysia to further expand Australian avocados dominance in these sectors.

From 2010 to 2011 Singapore drove volume growth for Australian avocados with 39% increase or almost 200 MT higher and Malaysia lifted up to 72% over the same period. There were almost 50,000 MT of avocados imported to Asia in 2010, which is almost the equivalent of the Australian avocado production, which shows the potential this market has and the opportunity for the industry.

Looking at the other southern hemisphere competitors, it is evident that Chile has started making inroads to Hong Kong and South Africa to Singapore which is Australia's stronghold. [1]

The outcomes of this project will be beneficial to the entire industry at large. The latest forecasts are that the Australian avocado production will reach 68 MT by 2012-2013. Thus, there are strong financial incentives to export, both to increase returns directly, and to move excess product offshore to maintain domestic prices through reduced domestic supply.

The chef training classes will be held for three sectors within the foodservice industry overseas: beverage, dessert and restaurants.

In total, seven chef training classes will be held using the 'Australian Avocados- Fresh Avocados Masterbook'. The manual developed for use within the domestic market will be translated into traditional Chinese and Malay.

### The details for the chef training classes are:

Malaysia - Masterclass No. 1

Star Chef **Mohd Noor (Asian and Beverage/dessert)**

Date: 15 May 2012, Tuesday

Time: 2.30 pm to 5.00 pm

Location: Beyond Culinary Studio Theatre, C-8-1 Block C, Sunway Giza

No. 2 Jalan PJU 5/14, PJU 5, Kota Damansara, 47810 Petaling Jaya

Tel: 0127 350 1357

Malaysia - Masterclass No. 2

Star Chef Mohd Noor

Date: 16 May 2012, Wednesday

Time: 2.30 pm to 5.00 pm

Location: Beyond Culinary Studio Theatre, C-8-1 Block C, Sunway Giza

No. 2 Jalan PJU 5/14, PJU 5, Kota Damansara, 47810 Petaling Jaya

Tel: 0127 350 1357

Malaysia - Masterclass No. 3

Star Master Chinese Chef Lam Hock Hin

Date: 17 May 2012, Thursday

Time: 2.30 pm to 5.00 pm

Location: Beyond Culinary Studio Theatre, C-8-1 Block C, Sunway Giza

No. 2 Jalan PJU 5/14, PJU 5, Kota Damansara, 47810 Petaling Jaya.  
Tel: 0127 350 1357

Singapore - Masterclass No. 1

Star Chef **Eric Neo**

Date: 22 May 2012, Tuesday

Time: 2.30 pm to 5.00 pm

Location: InterContinental Singapore (The Bugis Vault Room),  
80 Middle Road, Singapore 188966.

Singapore - Masterclass No. 2

Star Master Chinese Chef **Chef Pung Lu Tin (Chinese)**

Date: 24 May 2012, Thursday

Time: 2.30 pm to 5.00 pm

Location: InterContinental Singapore (The Bugis Vault Room),  
80 Middle Road, Singapore 188966.

Hong Kong - Masterclass No. 1

Star Professional Chinese Chef Calvin Tsoi

Date: 29 May 2012, Tuesday

Time: 2.30 pm to 5.00 pm

Location: Chef Eddy Studio, 5B Kwai Bo Industrial Building,  
40 Wong Chuk Hang Road, Aberdeen, Hong Kong.

Tel: (852) 3104 4664

Hong Kong - Masterclass No. 2

Star Chef **Eddy Leong (Asian)**

Date: 30 May 2012, Wednesday

Time: 2.30 pm to 5.00 pm

Location: Chef Eddy Studio, 5B Kwai Bo Industrial Building,  
40 Wong Chuk Hang Road, Aberdeen, Hong Kong.

Tel: (852) 3104 4664

**These chef training sessions are open to anyone from the industry to attend at their own expense.**

Should you wish to participate or require any further information please contact [gunjan.tandan@horticulture.com.au](mailto:gunjan.tandan@horticulture.com.au)

[1] Export Market Intelligence Report 2012. Wayne Prowse Fresh Intelligence Consulting

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