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PRESS RELEASE

SINGAPORE TOURIST PROMOTION BOARD 新加坡旅遊促進局 新聞

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The News Editor

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Attached is the full text of speech by Mr Tan I Tong, Chairman of the Singapore Tourist Promotion Board, to be delivered at the Official Opening of FoodAsia on 26 April 1978 at 10.30 a.m. at the Hyatt Hotel (Sir Stamford Room).

Please note that this speech is embargoed until after delivery.

Issued by the
Singapore Tourist Promotion Board

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SPEECH FOR MR. TAN I TONG, CHAIRMAN OF THE
SINGAPORE TOURIST PROMOTION BOARD AT THE
OFFICIAL OPENING OF FOODASIA ON 26 APRIL 1978
AT 10.30 A.M. AT THE HYATT HOTEL (SIR STAMFORD ROOM)

I am happy to join this distinguished gathering this morning on the occasion of the opening of Foodasia - an exhibition of food, drinks and catering equipment. I understand that this is the first time that such an exhibition is being held in this part of the world, attracting an international participation from nine countries.

The organisation of an exhibition of this nature is certainly timely as it is staged within a period when South East Asian countries in general, and Singapore in particular, are enjoying a healthy rate of growth in tourism.

Tourism, as an industry, encompasses basically three inter-related services - accommodation, transportation and food catering. The importance of food catering, I suspect, has sometimes been under-estimated. The tourism boom of the last few years places an increasing demand for more hotel rooms, additional provision of transport facilities and catering services. While the first two demands can be approached in quantitative terms, the solution to the third is just not a matter of providing more food for the increasing number of international travellers who patronise our restaurants.

Rather, two areas in particular need imaginative thinking. Firstly, the standard of food preparation and secondly the catering quality of our restaurant staff e.g. waiters and waitresses.

In this respect, it is important that our food establishments exercise close supervision over the kitchen staff to ensure that a high culinary standard is maintained, at all times.

Of equal importance, the staff who come face to face with patrons must not only be pleasant and courteous but also be knowledgeable in the food that is served in the restaurant. Needless to say, a careless attitude adopted by servicing staff can easily ruin the reputation of the restaurant.

South East Asia, as a region, offers an excellent variety of food and possesses the potential of becoming a gourmet centre. In this context, it is important that interest in traditional methods of food preparation be encouraged and further developed so that, while the region is exposed to the culinary influence of the world, it will, nevertheless, maintain skills that are part of its cultural heritage. I believe Foodasia will help contribute towards the realisation of this objective. I must congratulate the organisers for the foresight in initiating this show which I hope will be the forerunner of many such

It is now my pleasant task to declare Foodasia
officially open.

Thank you.

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21/4/78