

Chinese Cuisine

Cooking
Demonstration
and Tasting

European Tour

2012



Member of VTC Group
VTC 機構成員

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Hong Kong Economic and Trade Office



Hong Kong Economic and Trade Office, Berlin

The Government of the Hong Kong Special Administrative Region

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Welcome Words

When Delicate Chinese Cuisine meets fine Western Wine

Dear Ladies and Gentleman

For many years, Hong Kong has been called the "paradise for food lovers". While Hong Kong has its own unique style of cuisine, you can also find restaurants representing the different regional cuisines of China, as well as the different corners of the world. Hong Kong is home to more than 11,000 restaurants whose chefs will ever continue to tantalize your taste buds by combining local uniqueness and freshness of ingredients with international flair. This is also a reflection of Hong Kong's diversity as well as the excellent quality of life that we offer.

Besides good food, in recent years wine has become very popular and we are fast becoming the wine drinking capital of Asia. According to a recent survey, Hong Kong's average adult consumption of five litres a year is the highest in Asia. Since the Government removed all wine duties in February 2008, the value of Hong Kong's wine imports has grown six times since 2007. We are also developing into Asia's wine marketing and distribution hub.

For tonight, we are proud to present chefs from the Chinese Cuisine Training Institute (CCTI) on a tour through four European cities. By experiencing their cooking skills you will embark on a flavourful journey through the different tastes and regions of China. Founded in 2000, the CCTI was one of the millennium projects of the HKSAR Government. CCTI offers a wide range of practical training courses in Chinese cuisine and provides part-time courses to in-service Chinese cuisine chefs. Many of the CCTI's alumni are now serving in some of the best Chinese restaurants in Hong Kong.

We also have the pleasure of pairing the menu with local wines with the assistance of institutions of our host countries to complete the taste experience. I encourage European wine businesses to take advantage of the platform offered by Hong Kong to explore the ever-growing Asia and Mainland China market. With this booklet we would like to pay tribute to Hong Kong as the culinary paradise in the heart of Asia. Enjoy reading!

Warmest regards



Ivan K B Lee
Director,
Hong Kong Economic
and Trade Office, Berlin



Hong Kong - the Culinary Paradise

For thousands of years, the Chinese have been perfecting flavours and experimenting with cooking creations just to find their way to heaven - everyday in this life.

Hong Kong's Chinese chefs – both purists and innovators – are the proud heirs of this rich heritage. Located at the southern tip of China, Hong Kong is the hub of the best Chinese food. Among the eight major varieties of Chinese cuisine, Cantonese tends to dominate the dining scene in Hong Kong. The people of Hong Kong do not only like to speak Cantonese, their native tongue, but also enjoy Cantonese food. The city borders Guangdong, the Chinese province from which Cantonese cooking originates.

Distinct from other types of Chinese cooking in its light seasoning, Cantonese cuisine places a strong emphasis on freshness with lots of seafood, steamed dumplings, barbecue dishes, clear soup, congee and vegetables. Hong Kong is the gateway to more than just Guangdong Province

though. The city has long functioned as a cultural portal to the rest of China, and for China to the world. All major types of Chinese cuisines can be tasted in Hong Kong, including Anhui, Fujian, Hunan, Jiangsu, Shandong, Sichuan and Zhejiang.

At the heart of Asia, Hong Kong is infused with every flavour of Asia ranging from the sharp spices of India to the subtle tastes of Japan. Asian cuisine can be found throughout the city including major commercial, shopping and entertainment districts. The city has thriving communities from South, Southeast and North Asia and the Middle East. Their restaurants add to the cosmopolitan flavours of Asia's world city.

Hong Kong is not only the city where East meets West, it is also where East eats West. Ever since the 19th century, Hong Kong has attracted people from all over the continent. Tasty cuisines from all over the world fill up the streets of restaurants - Italian, French, German, Mediterranean, Mexican and American all feature strongly. So much

for the world's carnivores, do herbivores have to spend their meals picking around the edges in Hong Kong? Of course, not! For vegetarians and people on a restricted diet, Hong Kong is still a culinary paradise. Many restaurants serve halal food for the city's indigenous and expatriate Muslim population. Vegetarians have plenty of choice in the city such as the superb Buddhist fare served at temples, international and Chinese restaurants offering vegetarian dishes, and the renowned vegetarian menus of Indian restaurants.

The aroma from Michelin-starred restaurants to pure sandwich bars seeps through every corner of the city, both in the sun and the rain, pervading the cosmopolitan air. In Hong Kong, 11,000 restaurants are available at your choice and service. Whether Chinese, Asian or from farther afield, each bite is truly Hong Kong. So when are you going to indulge your taste buds in one of the world's most exquisite culinary paradise and live this life in heaven?



The Chinese Cuisine Training Institute (CCTI)

Background

Being a member of the Vocational Training Council (VTC), the Chinese Cuisine Training Institute (CCTI) aims to nurture Chinese catering talents systematically and to elevate the professional standard and status of Chinese chefs, so as to establish Hong Kong as an internationally recognised regional training and accreditation centre in Chinese cuisine, in order to strengthen Hong Kong's reputation as the "Food Capital of the East" as well as to promote the tourism industry.

CCTI welcomes individuals who are aspired to work in the Chinese catering industry and in-service chefs to enroll in Chinese culinary courses from elementary to master chef levels, specialty cuisine, food nutrition and hygiene courses. Each year, over 1,500 graduates are trained in our campuses in Pokfulam and Tin Shui Wai.



Courses

Both full time and part time courses are taught by experienced instructors at the Institute, complemented by guest master chefs from local, Mainland and overseas who would share their culinary experience. The curriculum is designed to meet the needs of the industry, marrying theoretical knowledge and technical skills training together, to provide a comprehensive yet practical education.



Certification

Upon completion of courses, trainees achieving the attendance requirement and passing marks of the respective courses, will receive certificates, advanced certificates and diplomas accredited by the Government of the Hong Kong Special Administrative Region. Job placement service is provided to all full time course graduates. Graduates can progress and further their education after gaining relevant working experience.



The 8 most famous Chinese Cuisines

As a country with long history, China has long been renowned for its food culture, which appears to be a legacy of diversity and wisdom to the world. The large variety of produce, geographic locations and climates mark the distinctive characteristics of provincial cuisine. Generally, eight provincial cuisines namely Shandong, Anhui, Jiangsu, Zhejiang, Sichuan, Hunan, Guangdong and Fujian are known as the most famous Chinese cuisines in the world. Each of them has its specific style and choice of ingredients, spices, ways of cutting and cooking so that its dishes have its own distinctive colours, flavors, tastes and presentations.

Fujian Cuisine

Due to its coastal location, Fujian Cuisine is acclaimed for its specialty dishes prepared with a wide variety of seafood. Most Fujian dishes are served in soups with sweet and sour flavors. Cleaning and cutting fish properly are emphasized to enhance true flavors in this cuisine.

Zhejiang Cuisine

Zhejiang food is a combination of Hangzhou, Ningbo and Shaoxing cuisines, which is noted for its freshness, tenderness and fragrant aromas. Hangzhou emphasizes seafood, shellfish and a variety of seasonal vegetables; Ningbo focuses on freshness highlighting the original flavor of its ingredients while Shaoxing relies on ingredients from near the rivers and the sea. Its dishes have a unique rural flavor.

Jiangsu Cuisine

Jiangsu cuisine highlights the use of the freshest ingredients. The primary culinary skills are sauteing, steaming, simmering and braising in this cuisine. White sauce is commonly used in this cuisine while the use of spices is to impart a lightly sweet and salty taste in its dishes.

Anhui Cuisine

Thanks to the rich resources and produce available in Anhui, its cuisine uses a diverse selection of ingredients including tea leaves, bamboo shoots, mushrooms, fresh water fish, seafood and games for cooking. It focuses on cooking temperatures, therefore braising and stewing are preferred methods of food preparation. Many Anhui dishes feature aquatics.



Shandong Cuisine

Shandong cuisine is a typical northern cuisine which is known for its soups. Evolved from Jinan, Jiaodong and Confucian cooking styles, Shandong preparations are characterized by freshness, aroma and tenderness. Its recipes feature a wide variety of seafood and different types of vegetables, especially onions. Small grains are widely used in Shandong cuisine.

Guangdong Cuisine

Other than those commonly used ingredients such as poultry, beef, pork and seafood, Guangdong cuisine also features a great variety of refined dishes prepared with snakes, game and other unconventional ingredients. Baking in salt, cooking in wine and soft-frying are approaches commonly employed in Guangdong Cuisine.

Sichuan Cuisine

Sichuan cuisine is one of the most popular Chinese cuisines for its unique sweet, sour and spicy flavours. Sichuan recipes rely heavily on peppercorns, garlic, ginger, and fermented soybeans. It employs an extremely wide variety of ingredients with much dependence on wild vegetables and meat. Dry frying, pickling, smoking and braising are the most commonly used cooking methods.

Hunan Cuisine

Hunan Cuisine has been noted for its hot and spicy flavors and its frequent use of preserved meat. Cooking methods emphasize stewing, braising, pan-roasting, frying and smoking. Chili peppers, shallots and garlic are commonly used in Hunan Cuisine which makes its dishes sour and spicy.



Asia's Wine Hub

Already being famous as a culinary hotspot in the world, Hong Kong has consequently developed into a centre for the wine trade, too. With its excellent logistics facilities and proximity to the rapidly growing Chinese market, Hong Kong positioned itself as the leading wine hub in Asia.

The city's efforts to promote the wine business are unique and offer companies advantages that can be found nowhere else in the world. Hong Kong has removed all wine duties since February 2008. With no VAT or GST, Hong Kong is the first free wine port among major economies. The city has also removed all duty-related customs/administrative controls for wine since June 2008, which results in duty-free wine importation and exportation with minimal hassle. In addition, Hong Kong people have the soft skills that are needed in the wine business: With over 40 years of experience in wine trading, Hong Kongers have in-depth



knowledge of the industry and the necessary network with vineyards/wine-producing areas. Almost naturally, they understand the wining and dining preferences of Asians and provide a good platform for pairing wines with Asian cuisine.

The value of Hong Kong's wine imports has grown six times since 2007. Overall last year, total wine imports jumped 40% in value year-on-year. Total imports of wine to Hong Kong in 2011 amounted to over US\$ 1.25 billion (ca. EUR 900 million). At the same time, Hong Kong retained its position as the leading wine auction centre, ahead of New York and London, as total sales were at US\$229 million (ca. EUR 178 million).



As a result, hundreds of wine-related companies have set up or expanded their business in Hong Kong in the past few years, including wine traders, wineries, retailers, auction houses, distributors and storage businesses. These impressive figures signal that the global demand for wine is shifting from traditional wine consumption markets, like Europe and the US, to Asia. The latter region has seen tremendous economic growth in the past years, and changing lifestyle of its people who came to appreciate wine in all its varieties.

The trend is more than likely to continue in the future. Many representatives from the wine industry consider Mainland China to be the market with the greatest growth potential worldwide. Vinexpo estimates that China - including Hong Kong - is now the world's fifth largest wine consumer and forecasts that consumption in China will increase further by 54% in the five-year period leading up to 2015. Other experts share this optimistic view. The Asian wine market as a whole currently just represents a relatively small share of global wine consumption. But it is predicted that consumption will double by 2017 to an estimated US\$27 billion (ca. EUR 21 billion). This will bring huge business potential for European investors and companies in the wine industry in the coming years.

Imports and Re-exports of Wine

Period	Jan - Dec 2011	
Value	1,257,663,274	US\$
	903,104,329	EUR
Quantity	48 202 807	Litre
	20,5	% YOY

Source: InvestHK



Import origins ranked by quantity of wine

Year	Country	Quantity (litre)	YOY (%)
2011	Germany	1 076 596	76.6
2011	Hungary	58 371	563.3
2011	Austria	21 740	42.3

Source: InvestHK

Wine Business in Hong Kong

Trade Fair Highlights

The Vinexpo Asia-Pacific 2012, hosted by Hong Kong for the fifth time, showed that the city offers ample opportunities for the European wine industry. From 29 to 31 May, wine experts from all corners of the globe came together. The most exciting wine markets were all represented at this expo which offered some of the finest new and old world vintages for tasting and trading.

There were more than 40 exhibitors from Germany alone at this major wine exhibition. For Mr. Klaus Muth, owner of the German Weingut Rappenhof, it was already his fourth participation in the Vinexpo: "Hong Kong is the ideal place to establish new contacts and foster existing relationships with our clients in Hong Kong and China." Mr Muth appreciates the city's long tradition in trade and its central location in the heart of Asia. He sees huge potential for German winemakers to go to Hong Kong as "wine is getting more and more popular in China and German wines, in particular white wines, are a perfect match for Asian food."

Mr Muth's optimism is shared by Mr. Steffen Schindler, Marketing Director of the German Wine Institute: "Together with the German Federal Ministry of Food, Agriculture and Consumer Protection, we participated again in this year's Vinexpo. The location was as spectacular and as perfectly organised as ever. Especially our Riesling and Pinot Noir wines were received enthusiastically. The fair was yet another indication that Hong Kong is establishing itself as THE wine-hub for Asia."

Given the scale of this market, it does not come as a surprise that the Vinexpo is not the only major wine fair in the city. The 5th HKTDC Hong Kong International Wine & Spirits Fair will run from 8-10 November in the Hong Kong Convention and Exhibition Centre this year, and is expected to attract over 900 exhibitors to showcase a variety of products and services such as liquor & beverages, accessories and tools, wine labelling, bottling, packaging, storage & logistics, wine education and wine tourism. Last edition, 19,403 trade buyers from 71 countries and regions, and 19,690 local public visitors were attracted to the fair. The rising demand of wine in Asia has created enormous opportunities to the world wine business. By 2017, wine consumption in Asian market is forecast to surge to USD27 billion. Asia Pacific is also predicted to be the fastest-growing region in the International Wine & Spirit Research Forecast Report 2011-2016.

The Gateway to China's Wine Market

Strong economic performance, increased prosperity and changes in lifestyle have led to a significant rise in the demand for wine in Mainland China. As the international gateway to the Mainland, Hong Kong is in the ideal position to capitalise on this trend. The Hong Kong Special Administrative Region (HKSAR) Government has implemented a number of measures to support the wine industry. Together with the Mainland Customs, facilitation measures for wines imported from Hong Kong were initiated. The measures include pre-valuation of wine and compressing the clearance time at Mainland ports.

German businesses, for example, can already enjoy the advantages of preferential customs clearance for wine entering the Mainland market via Hong Kong. On occasion of the Vinexpo 2012, the Permanent Secretary for Commerce and Economic Development (Commerce, Industry & Tourism) of the HKSAR Government, Mr Andrew Wong and the Parliamentary State Secretary of the German Federal Ministry of Food, Agriculture and Consumer Protection, Mr Peter Bleser, signed a Declaration of Intent to promote collaboration between Hong Kong and Germany in a variety of different areas from which the wine industries in both places will benefit.

A special component in the Declaration was related to investment opportunities, including those under the framework of the Closer Economic Partnership Arrangement (CEPA) between the HKSAR and Mainland China. "Under the CEPA, wines produced in Hong Kong from import grapes can enjoy zero tariff on entry into the Mainland. I encourage German wine makers and German companies to explore how they may be able to make use of the unique concessions under CEPA to expand their businesses into the Mainland," Mr Wong said at the signing ceremony of the Declaration of Intent. This declaration is only one example of the unique advantages that Hong Kong has to offer. Hong Kong has already signed bilateral accords with 13 countries including Germany and Hungary to foster mutual co-operation in wine trading, promotion, investment, education, tourism and other areas that helped consolidating Hong Kong's role as a wine hub in Asia. This makes the city the place to be for wine-related businesses.



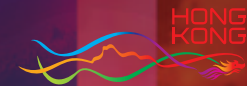
Chinese Cuisine Dictionary

For your next trip to Hong Kong you might choose to order your dishes in Cantonese even if English is widely spoken. Here is some basic vocabulary, enjoy practising!

English	Cantonese Pronunciation	Chinese Character
(Jasmine / Oolong) Tea	(heung pin / woo lung) cha	(香片 / 烏龍)茶
Water	shui	水
Beer	be jau	啤酒
(Red / White) Wine	(hung / baak) jau	紅/白酒
Soya Sauce	saang chau	生抽
Steamed Rice	faan	飯
Fried Noodles	chaau min	炒麵
Mushrooms	moh goo	蘑菇
Chinese greens	choi sam	菜心
Tofu	dau foo	豆腐
Chicken	gai	雞
Beef	ngau yuk	牛肉
Lamb	yeung yuk	羊肉
Roast Pork	cha siu	叉燒
Duck	aap	鴨
Fish	yu	魚
Shrimp Dumpling	ha gaau	蝦餃
Sweet and Sour Pork	goo lo yuk	咕嚕肉
Beef Ball	saan yuk ngau yuk	山竹牛肉
Crispy Duck	heung so aap	香酥鴨
Chicken Feet	fung jaau	鳳爪
Lamb Hot Pot	yeung yuk bo	羊肉煲
Spare Ribs	paai gwat	排骨
Squid	yau yu	魷魚
Spring Roll	chun guen	春卷
Egg Custard Tart	daan taat	蛋撻
Chopsticks	faai ji	筷子



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HONG KONG

- World's Freest Economy, Gateway to China



China has become the world's second largest trading nation since its opening up in 1978. Over the years, Hong Kong has taken advantage of its unique geographical position and special relationship with its motherland to build on its role as the gateway to China. Nowadays, Hong Kong remains the world's freest and most competitive economy, offering one of the most vibrant and friendly business environments as well as excellent

infrastructure and quality of life. Germany is Hong Kong's largest trading partner in Europe. In 2011, bilateral trade amounted to EUR 15.2 billion. Hungary is Hong Kong's largest trading partner in eastern Europe. Bilateral trade between the two places added up to EUR 1.1 billion in 2011. The bilateral trade between Hong Kong and Austria amounted to EUR 938 million representing a healthy growth of over 10% compared with 2010.



CEPA – a free trade agreement on closer economic and trade partnership – opens up huge markets for Hong Kong goods and services and greatly enhances the already close economic cooperation and integration between Hong Kong and China. CEPA is nationality-neutral and provides a platform for companies based in Hong Kong, both domestically- and foreign-owned, to tap into the huge opportunities in Mainland China.



HONG KONG'S ADVANTAGES

- ✓ Gateway to China
- ✓ Central location in Asia-Pacific region
- ✓ Stable and business-friendly environment
- ✓ International financial centre
- ✓ Testing ground for internationalisation of RMB
- ✓ Free information flow
- ✓ Rule of law
- ✓ Low and simple tax system
- ✓ Level playing field
- ✓ Excellent infrastructure
- ✓ Highly qualified and multilingual labour force

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