



MALAYSIA INTERNATIONAL
GOURMET FESTIVAL 2009

POST RELEASE

THE MALAYSIA INTERNATIONAL GOURMET FESTIVAL 2009
"Chefs United" Fly In To Cook Up A Storm This October

Kuala Lumpur, Wednesday 17 September AsiaReach Events, Organiser of the Malaysia International Gourmet Festival ("MIGF") announced yesterday during the Media Launch and Press Conference that the ninth instalment of the MIGF will begin with a Gala Launch on Thursday 1 October; and culminate with a spectacular Grand Finale Awards Dinner on Monday 2 November.

The spectacular opening gambit yesterday, courtesy of Festival Event Partner, Eurocopter Malaysia, saw five helicopters in total – ferrying the MIGF Organising Chairman, YBhg Dato' Steve Day and the MIGF 2009 master chefs – fly in and land at Dataran Merdeka. The flown-in party met with Guest-of-Honour, the Honourable Minister of Tourism Malaysia, YB Dato' Sri Dr Ng Yen Yen and the MIGF Royal Patron, YAM Tunku Dato' Seri Utama Naquiyuddin ibni Tuanku Ja'afar on the historical field.

Escorted to the prestigious Royal Selangor Club, YB Dato' Sri Dr Ng Yen Yen presented her welcome remarks followed by a plaque presentation to participating restaurant master chefs, and later, the unveiling of the MIGF 2009 billboard. Treated to a sumptuous early evening dinner buffet to coincide with Ramadhan *buka puasa*, the guests – royalty, Kuala Lumpur's socialites, industry movers and shakers, government officials, and internationals among others – were also given a sneak preview of some of the Festival dishes by the master chefs who were accompanied by hotel General Managers, F&B Directors and independent restaurant owners.

Held under the banner of "Chefs United", from 1 – 31 October diners can feast at any of the 24 participating fine dining establishments, and savour delectable tastes from specially created Festival menus at special Festival prices, while taking advantage of other spectacular offers and promotions such as discounts on *à la carte* dining and exciting hotel stay packages.

The Malaysia International Gourmet Festival is largely supported by corporate benefactors from the private sector and industry-related organisations. This year, alongside the Main Sponsor

Vision Four Media Group, Tourism Malaysia has come onboard as Principal Partner; Mercedes Benz (M) Sdn Bhd as Official Automobile Sponsor, Canon Marketing (M) Sdn Bhd as Official Imaging Partner; and Prince Court Medical Centre Sdn Bhd as Official Wellness Partner. Other partners include the Asian Food Channel; and World Express Travel (M) Sdn Bhd. MIGF 2009 Media Partners are ASTRO, Lite FM, Vision Four TV, Vision KL Magazine, the www.MIGF.com website, and Seni Jaya Sdn. Bhd.

“The theme of the MIGF this year, ‘Chefs United’, is especially relevant in the current economic climate. Despite the hurdles and common ails of a sluggish economy, the MIGF this year proudly connects and unites these passionate gastronomic masters who will – with their culinary genius and with the support of their immaculate service teams – showcase to locals and internationals alike, some of the best dining experiences in the country,” says Dato’ Steve Day with confidence.

The MIGF Gala Launch on 1 October, which promises to be a spectacular culinary affair, will be hosted at The Royale Chulan Hotel Kuala Lumpur, the Festival’s Official Venue Sponsor. The Taming Sari Ballroom of The Royal Chulan Kuala Lumpur will bear witness to the gathering of the very best – *crème de la crème* – chefs residing here in Malaysia, representing each of the 24 participating fine dining restaurants, and accompanied by the country’s most recognised Food & Beverage Directors and General Managers. At the end of the month-long feast of flavours, a Grand Finale Awards Dinner will be hosted on 2 November at the Sheraton Subang Hotel & Towers. The hotel’s renowned gourmet outlet, The Emperor, is amongst the 24 participating in the Festival this year.

“With the support of the Ministry of Tourism and related agencies, I am confident that the country’s culinary excellence can be further amplified throughout the world. I am thrilled and looking forward to this year’s exciting meeting of the senses – gourmet cuisine must be as delicious to the eyes as it is exquisite to the taste,” said YAM Tunku Dato’Seri Utama Naquiyuddin ibni Tuanku Ja’afar.

The MIGF is not just another star-studded, sparkling high society event that happens once a year. It is an important annual occasion that has an enormous impact on the overall food industry, and provides impetus for the growth of Malaysia’s valued food tourism sector.

The MIGF is aimed at achieving the following:

- To increase the overall size of Malaysia’s fine dining population
- To help raise standards in the F&B industry, and attract top-notch professionals, both local and foreign, to move to Malaysia and to work and live in this vibrant capital city
- To provide a substantial and effective marketing platform for participating fine dining establishments, and increase their revenue for the duration of the event and all-year-round

- To encourage the participation of the younger generation in this fascinating and enjoyable industry, and help sustain that interest in the long term
- Most importantly, to help create global awareness of Malaysia's culinary scene, and be a call-to-action medium in making Malaysia a top-of-mind international food tourism and MICE (Meetings, Incentives, Conferences and Exhibitions) destination

To spark an even bigger international interest in this year's MIGF, special Festival Gourmet Tour packages have been introduced for 'epi-curious' travellers worldwide. Partner of the MIGF, World Express Sdn Bhd, has designed unique tour packages that will allow travellers and global food lovers to sample the best of Malaysian cuisine during this month-long dining fiesta.

Gourmet tourists will be chauffeured in limousines to and from the airport, and between the participating restaurants of their choice, and have opportunities to take tours of Kuala Lumpur, select from a range of optional spa and golf packages, and learn how to cook their favourite MIGF cuisine firsthand with the master chefs themselves – from classic Swiss Continental to robust Italian; tantalising Thai to fascinating Fusion; seafood recipes, modern Cantonese, Japanese, and authentic age-old Malay recipes.

"The concept and execution of the MIGF dovetails seamlessly with the Ministry's plans to vigorously promote Malaysia as a fabulous food destination, both domestic and worldwide. The Government fully supports events like MIGF which provide impetus for the growth of our multi-billion ringgit food and beverage sector, and which complement the Ministry's efforts in making Malaysia a top-of-mind destination for high-yield tourists," Dato' Sri Dr Ng Yen Yen commented.

Officially endorsed as one of Tourism Malaysia's 50 key events in its annual calendar, the MIGF is under the global spotlight, proudly catapulting food tourism in Malaysia to a whole new level. The 2007 PATA Gold Award won by the MIGF for its marketing initiatives has further helped reaffirm the Festival's treasured status, and the country's prominence as an international food tourism destination.

The media launch for the MIGF 2009 yesterday also served as a platform for the launch of a special programme by the Ministry of Tourism – Fabulous Food Malaysia – aimed at further growing the hospitality sector which is an integral part of Malaysia's tourism industry in general. Despite the challenges impacting global tourism, Malaysia continues to strive and rise above – recent statistics show tourism as the second largest contributor to the country's economy.

"The MIGF plays an important role in the Ministry's long term 'Fabulous Food Malaysia' strategy to encourage the much needed investment into the hospitality sector of the country. Under the 'Fabulous Food Malaysia' umbrella programme there are three tiers: The first promotes our gourmet cuisine capabilities as reflected by the MIGF and our top restaurants; the

second encompasses heritage food; and the third promotes our multi-culturally influenced hawker and 'street' food," Dato' Sri Dr Ng Yen Yen further stated.

Visit the official Festival website www.migf.com to find out more about the fabulous dining experiences to be had in any one of the 24 restaurants participating in the Malaysia International Gourmet Festival, both in KL and beyond. Immerse yourself in the pleasures of the pampering and dining packages; participate in cooking classes hosted by the master chefs, and take advantage of a host of other offers and contests in conjunction with the MIGF 2009.

- ENDS -

For Media Enquiries and Interviews, please contact:

Ms Azrina A. Effendi
Operations Manager
AsiaReach Media Sdn Bhd
T: +6012 330 8588
E: azrina@visionkl.com

Ms Suzanna Khan
Senior PR & Events Executive
AsiaReach Events Sdn Bhd
suzanna@asiareach.com.my
T: +603 2282 8028
E: suzanna@asiareachmedia.com.my

**Images are available on www.migf.com or kindly place your request via email to us.*

APPENDIX A

#	RESTAURANT NAMES	MIGF 2009 MASTER CHEFS
1	Al-Amar, Pavilion KL	Chef Pierre Chahda
2	Bunga Emas, The Royale Chulan Kuala Lumpur	Chef Khairul Ghazali
3	Chalet, Hotel Equatorial KL	Chef Jochen Kern
4	China Treasures, Sime Darby Convention Centre	Chef David Pam
5	Chynna, Hilton KL	Chef Lam Hock Hin
6	Dynasty, Renaissance KL	Chef Tan Kim Weng
7	Enak KL, Starhill Gallery	Chef Kamaroull Mohd Zabidi
8	Ibunda, KL	Chef Zabidi Ibrahim
9	Iketeru, Hilton KL	Chef Ricky Kamiishi
10	L'Heritage, The Royale Chulan Kuala Lumpur	Chef Sabri Soid
11	Lai Po Heen, Mandarin Oriental Kuala Lumpur	Chef Bong Jun Choi
12	NEO, KL	Chef Thiti Tammanatr
13	Pacifica, Mandarin Oriental Kuala Lumpur	Chef Bastian Mantey
14	Sagano, Renaissance KL	Chef Yasutoshi Ito
15	Seasonal Tastes, The Westin Langkawi Resort & Spa	Chef Chandran Narayanan
16	Spice of India, Pavilion KL	Chef Madan Lal
17	Summer Palace, Putrajaya Marriott Resort & Spa	Chef Low Lam Chong
18	Tai Zi Heen, Prince Hotel & Residence	Chef Ricky Thein
19	Tamarind Hill, KL	Chef Thiti Tammanatr
20	The Emperor, Sheraton Subang Hotel & Towers	Chef Michael Wong
21	Tuscany, Putrajaya Marriott Resort & Spa	Chef Ibrahim Salim
22	Villa Danieli, Sheraton Imperial Kuala Lumpur	Chef Rajesh Kanna
23	Wasabi Bistro, Mandarin Oriental Kuala Lumpur	Chef Masahiko Morikawa
24	Xenri D'Garden Terrace, Menara Hap Seng, Kuala Lumpur	Chef Thomas Chan