



## NEWS RELEASE

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### **CEO of At-Sunrice GlobalChef Academy receives 7<sup>th</sup> International Management Action Award**

Singapore, 15 September 2010 – Acclaimed French Masterchef Christophe Megel is as much an outstanding leader in managing an Academy as he is in helming the heart of a kitchen. The former executive chef of Ritz-Carlton Millenia Singapore is being recognised by the 7<sup>th</sup> IMAA Awards Council on 15 September at an awards ceremony at Resorts World Sentosa.

Chef Megel now joins 23 past luminaries of exemplary leadership and management qualities. The theme of this year's award, which will be handed out by Mr Lim Boon Heng, the Minister in the Prime Minister's Office and Guest-of-Honour is "Compassion in Crisis – Caring for Staff and Society in Turbulent Times". Candidates were selected by industry leaders, academics and key government agencies based on their demonstration of exceptional ability in taking management action to achieve sustainable, tangible results for an organisation, society or nation. The first award was announced in 1999 and is one of the most prestigious management awards in Singapore.

The real-life knight - he was conferred Chevalier (Knight) in Ordre national du Merite (National Order of Merit) by the President of the French Republic last year, has had his reins on 9-year old At-Sunrice GlobalChef Academy since 2005. An avid educator, Chef Megel believes in championing the successes of his students and alumni and constantly has his hands deep in the daily operations of the academy.

"I am honoured to be nominated by the industry. This award would not have been possible if not for my capable team who never fail to support me. I started working in the kitchen at age 10 at my

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**At-Sunrice GlobalChef Academy, Fort Canning Centre, Fort Canning Park, Singapore 179618.**

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family's restaurant and my life just unraveled from there. Managing a company or an academy for that matter is similar to managing a kitchen. You have an Executive chef, a chef de partie, a sous chef and an entire kitchen crew to complete various tasks. To produce results, in the case of a restaurant – fantastic food and in the case of a management – quality productive work, one has to learn how to manage people properly, with guidance and training. At our Academy, we have our 12 spices that we constantly energise our team with. These spices are values that we advocate in the company. Values such as teamwork, involvement and continuous learning are actively championed. My team is a group of passionate individuals and who are always encouraged to refresh students and colleagues with intelligent ideas. We are like family, the At-Sunrice family," says Chef Megel.

An ambassador of formal culinary education in Singapore, Chef Megel's credo is to give back to society by providing young aspiring global chefs with a genuinely solid educational and practical platform into the international world of food and food service profession. The concept of the Global Chef is a mission that the Academy strongly promotes through its trademark eight key words – East & West, Study & Work, Herbs & Spices, Old World and New World.

Since Chef Megel came on board 5 years ago, the Academy has earned numerous awards and accreditations. It achieved National CET Institution (NCI) status from the Singapore Workforce Development Agency (WDA) last year. This year, the Academy was among the first six out of the 1000 private education providers in Singapore to obtain the EduTrust Certification. WDA's appointment of the academy as an Integrated CET Centre for the culinary and F&B earlier this year in June cements At-Sunrice's status as a leading culinary academy recognised for its GlobalChef excellence. The Integrated CET Centre, Singapore's first for the culinary and F&B industry, will be a campus 3 times its current size and outfitted with the latest industry-standard, state-of-the-art kitchens, equipment, tools, and software. More programmes such as restaurant management, beverage services including wine, tea and coffee and a Diploma in F&B service will also be offered at the new campus.

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Mrs. Kwan Lui, Founder and Director of At-Sunrice GlobalChef Academy attributes this award to the continued dedication by Chef Megel and his drive to elevating culinary excellence. "Our Academy's success is the industry's success and it is made possible with support from our industry partners, government agencies WDA, STB, EDB, SPRING, CPE and NEA and the entire team in At-Sunrice. I am grateful that we share the same belief in delivering quality culinary education with world-class facilities. We stay committed to offering future students with only the best in the coming years," says Mrs. Lui.

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### **About At-Sunrice GlobalChef Academy**

At-Sunrice is an EduTrust certified and National CET Institution (NCI) accredited academy in Singapore. Our vision is to advance culinary art with integrity and meaning. Our mission is to cultivate global chefs in a living environment of culinary authenticity, best fit apprenticeships and research. We deliver culinary arts education by applying skills and recipes from East & West, Herbs & Spices, and Old World & New World cuisines. Our programmes are synchronised with Study & Work rotations at top hotels, restaurants and food services supported by partners who champion our students and alumni success. We create culinary products and sensory experiences for enrichment, education, and increased yield for the environment and for businesses.

The academy's rigorous Study & Work pedagogy contributes annually, more than one million man-hours to the local F&B industry, empowering students with opportunities to augment their classroom learning with hands-on apprenticeships at the workplace.

The learning environment at the academy is truly global, with students coming from over 30 countries. Graduates from At-Sunrice are also living and working around the world in countries such as the U.S., Australia and Singapore.

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