



## NEWS RELEASE

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### **Attractive Culinary Landscape In Singapore Lures China Students**

Beijing, China, 22 April 2011 – Greg Zhang Xiao Chuan came to Singapore in 2008 after he graduated from high school in Hubei, China. In less than 3 years, he now works as a chef at one of Singapore's most luxurious hotel- Shangri-la's Rasa Sentosa. He communicates with his peers in fluent English and loves the multi-cultural living environment in Singapore.

It is hard to imagine that Greg was not able to speak English and did not have any knowledge in culinary when he first step foot in Singapore. All that he harboured was the passion to learn culinary and be a successful chef one day. To pursue this dream, Greg took up a 1.5 year Diploma in Culinary Arts Programme with At-Sunrice GlobalChef Academy, a culinary and Food & Beverage (F&B) services training institute in Singapore.

Greg is not the only one who has taken to furthering his studies in Singapore. At-Sunrice GlobalChef Academy has seen an increase in students from China enrolling into their Diploma courses in recent years and is looking forward to receiving more students in the coming years.

The first culinary academy in Singapore to be accredited with National CET Institute by Singapore Workforce Development Agency, At-Sunrice Global Chef Academy is also one of the first private education institutions to be awarded the Edutrust Certification by the Council for Private Education. Foreign students are now better protected with the implementation of Edutrust, which safeguard students' interest through clear and transparent contracts between the school and the students.

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**At-Sunrice GlobalChef Academy**, 28 Tai Seng Street, Lift Lobby 2, Level 5, Singapore 534106  
Tel: (65) 6416 6688 Fax: (65) 6416 6609 [www.at-sunrice.com](http://www.at-sunrice.com)



The academy also offers WSQ certificate and diploma programmes that are awarded by the Singapore government and recognized worldwide. This translates to convenient access for students to get work permit in third countries. On top of this, At-Sunrice is also partnered with Johnson & Wales University in the United States and William Angliss in Australia to offer degree pathway for graduates of At-Sunrice diploma programmes.

“At-Sunrice GlobalChef Academy is a fantastic and professional school to learn culinary in. The academy sees a sophisticated array of training facilities that are of industry standard so that we can learn in a real life environment,” said Greg, now an alumni of the academy.

The academy recently shifted to a new campus which is three times the capacity of its old campus. The new premise boasts a repertoire of industry standard kitchens, equipments, tools and software and employs cutting edge technologies to boost productivity.

For example, to train students for Food and Beverage (F&B) Services, the academy has in store a Wine Academy adorned with wine artifacts of the old world to give students an inspirational environment to study in; a functional training restaurant coupled with a production kitchen that serves up 600 meals a day; and a fully equipped bar with supporting mobile stations to train student for beverage service and mixology.

One-of-a-kind in Asia, the academy also holds the innovation centre by Miele, which is designed with such flexibility that it can be transformed into 50 different settings to cater to different learning needs.

Mr. Christophe Megel, CEO of At-Sunrice GlobalChef Academy, hopes to attract more students from China to join the academy with the technologies and innovations at its new campus. The academy has currently an international pool of students and alumni from over

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32 countries.

“The Singapore education system promises a global experience that draws from the latest and the best in knowledge from around the world. Our state-of-the-art facilities, coupled with the global experience the Singapore education system promises, is the best package to offer for foreign students,” said Mr Christophe Megel.

At-Sunrice has also itself a team of devoted and dedicated faculty made up of multi-ethnic chefs. Master chefs, world champion, and Michelin Star experienced chefs with a wealth of knowledge to share with the students.

The rich inter-cultural environment and global experience have indeed attracted many students from China to study in Singapore. For Greg, in the 1.5 year with At-Sunrice, he had the opportunity to do apprenticeship at Eden Sanctuary, an Italian café, and My Humble House, a Cantonese-style fine dining restaurant, and to study in English in which he gradually improve on and eventually achieve proficiency.

With a bullish hospitality and F&B landscape in Singapore, trained and skilled culinary and F&B service professionals are set to be in demand.

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

At-Sunrice is the first culinary academy in Singapore to be awarded the National CET Institution (NCI) accreditation. 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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