



April 23, 2008

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Dear Colleague

**Re: TEAM SINGAPORE's BID FOR WACS PRESIDUM 2008-2012**

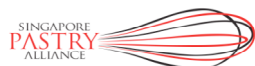
Greetings from Singapore! You are aware that TEAM SINGAPORE is bidding against TEAM ICELANDIC for the next Presidium of WACS 2008 to 2012 to be voted at WACS Congress in Dubai on May 15, 2008.

Europe created WACS in 1928 and led it for 50 years. Then the Presidium moved to North America, South Africa and back to Europe. The WACS Presidium has never been to Asia, and we would like to invite you to vote for TEAM SINGAPORE.

TEAM SINGAPORE comprising John Sloane, Otto Weibel and Eric Low have been involved with WACS for almost twenty five years in various capacities as Asia Continental Director; Jury member for WACS Culinary Competitions; By Laws Chairman; and participated in many WACS International Competitions since 1984

We have been doing our research in the past 12 months, talking to many of the WACS presidents and members. Our conclusion is that WACS is, no doubt, a force in culinary competitions world-wide. With a membership that stretches across 82 countries, our mission is to empower everyday chefs, cooks and the public with a sense of belonging to WACS, to engage and to promote WACS together. TEAM SINGAPORE is committed to continuing the good work of WACS. Our plan to reach a wider appeal lies in three key areas:

1. **Branding and Corporatising WACS** – A stronger brand to be driven by a full time executive director based in a WACS secretariat office. A branding consultant will be deployed to formalize the WACS brand platform, brand values, brand elements and a brand manual. The WACS charter and governance will also be formalized to form the basis for all WACS strategic work to become more relevant to the everyday chef, cook and the public.
2. **Junior Chefs Forum** – Currently there are about 12 member countries that actively reach junior chefs below the age of 25. It is our goal to establish the junior chefs' forum as a key pillar of WACS by encouraging all member countries to have effective Junior Chef Clubs (JCC). The goal is to have WACS member chefs reach primary and secondary schools, culinary and hospitality schools to cultivate interest to enter the World of Food profession and the respect for the Chef profession.
3. **Train the Trainers** - To execute a strategic plan and system for transfer and exchange of culinary knowledge and education worldwide. It is our goal to have certified culinary education and schools in at least 50% of the member countries. WACS member chefs will be deployed accordingly as adjunct chef instructors and educators.



Some of you have asked what our plan is for the WACS Culinary Committee in October. We plan to review and appoint the next Culinary Committee after IKA 2008.

Last but not least, many of you have not visited Singapore and may have very little information about Singapore. Allow me to compare Singapore with Switzerland. Singapore, like Switzerland is a small independent, yet very advanced and very prosperous country - small but spicy! Singapore is 6 hours by flight to Japan, 4 hours by flight to China and 3 hours by flight to India. We are definitely in the Michelin Guide map! After Japan became the country with the most number of Michelin starred restaurants in 2008, the Michelin Guide announced this week that it will start the guide in Singapore.

Bringing the WACS Presidium to Singapore will enable WACS and its members to make a significant impact to more than half of the world's population. Asia is home to 4 billion people where more than half of the world's population lives within 6-hour flights of each other.

My team and I urge you to cast your vote for us so that we may have a strong mandate to represent you in the next four years.

If you are going to be in Dubai, we look forward to personally meeting you. If you are unable to make the trip to Dubai, may we request your support by your proxy vote?

In the spirit of World's culinary challenge!



John Sloane

Candidate for WACS President 2008-2012

Currently serving as WACS Asia Continental Director and By-Laws Chairman

Encl. TEAM SINGAPORE Bid Brochure  
TEAM SINGAPORE Press Release  
Red Guide Press Clipping