

PRESS RELEASE

TEDxHongKongSalon 2016



**Edible
Ideas
NOV 12**

Back by popular demand, TEDxHongKongSalon features 8 leading experts, culinary maestros and scientists from around the world and home who will share their ideas on living to eat, smart dieting and impactful consumptions.

(Hong Kong, 2 November 2016) – We are delighted to invite you to our TEDxHongKongSalon 2016 on Saturday, November 12, 2016 at the Hong Kong Convention & Exhibition Centre, Room S221.

Cleanse your palate for the flavourful Edible Ideas, for this year, we are cooking up a storm of ideas worth spreading. Leading experts, culinary maestros, scientists and entrepreneurs are sharing a generous bushel of thoughts provoking experiences on living to eat, whence celebrating our multi-sensory relationship with consumer psychology. What's more, find out the latest learnings on how our diets impact nearly every aspect of our lives in the most profound way.

Eight industry leaders and professors with diverse culinary backgrounds promise to broaden your thought for food with their brilliant insights. TEDxHongKongSalon Edible Ideas will start with a Edible Idea Garden Session where attendees can interact with innovators in a bite-sized exploration of the industry and get a slice of essential life cornerstone knowhow in the midst of reinvention. TEDx fans and foodies are welcome to join our scrumptious experience.

Confirmed Speakers:

Christian CGM | **Culinary Visionary & Food Consciousness Pioneer**



The founder & CEO of HOME was recognized by Hong Kong Tatler as one of Hong Kong's brightest connectors and creative visionaries in 2016. The influential innovator cultivates his ideas of conscious food and living in every aspect of his restaurants, from eco-friendly designs to carefully curated menus. The Institut Paul Bocuse graduate worked for Michelin three-star Chef Alain Ducasse before embarking on the journey of food and nutrition to Hong Kong.

After successfully opening 3 plant-based restaurants in Central, CGM develops a wider vision of fueling hearts through food. With this intention in mind, HOME was born. The idea of Eat to Live not only acts as a catalyst for mindful eating and sustainability but to also heartfully connects like-minded individuals and promote food sustainability.

Janice Leung Hayes | **Writer and Social Entrepreneur**



Janice Leung Hayes is an independent food writer and social entrepreneur with a deep love of food and drinks. Her work can be found in publications such as the South China Morning Post, New York Times, Monocle, Wall Street Journal, Australian Gourmet Traveller, Discovery Magazine (Cathay Pacific), eater.com, LUXE City Guides and more. In 2014, she co-hosted The Sizzle and Fry Show, a web series about Hong Kong food & beverage industry.

Her passion in food sustainability led her to found Island East Markets in 2012, a social enterprise committed to showcasing responsibly grown and produced local food. Named by Time Out Hong Kong as one of the "20 people changing the way you eat and drink", she launched the currently running street market, Tong Chong Street Market, in 2015 in collaboration with Swire Properties.

Daisann McLane | Award Winning Journalist & Hong Kong Culinary Adventurer



The 5 time winner of the Lowell Thomas Travel Journalism award, is a writer, photographer and editor for National Geographic Traveler Magazine. Her book, Cheap Hotels (Taschen) was awarded the best American travel book of 2003. The Princeton graduate was also recognized by the HKSAR Immigration Department as one of the “exceptional achievers”. McLane is a frequent public speaker who has presented talks about travel, culture, food and politics in various universities.

Sensing the need for a new model of travel service, McLane founded the Little Adventures in Hong Kong in 2009, a consulting company designed to help travelers explore Hong Kong’s authentic culture and cuisine through personally guided walks and food experiences. The brand had since been widely recognized by the Wall Street Journal, USA Today, the Chicago Tribune and the New York Times. It was also featured in a short documentary by the HKTDC in 2015.

Grégoire Michaud | Author, Blogger, Pastry Chef Extraordinaire



With more than 20 years of baking around the world, Grégoire was recognised as “Tatler Best Pastry Chef 2013 for Hong Kong & Macau”. He is also the author of five cookbooks, including two winners of the prestigious World Gourmand Cookbook Award. Born and raised in Switzerland, Grégoire grew up immersed in food, embarking in a pastry apprenticeship at the age 15. He has since worked closely with 3 Michelin stars Chef Vincent Thierry and Chef Chan Yan Tak.

With a unique and insightful style, he also writes for several monthly publications and shares more deliciousness on his blog. In addition to his many duties, Grégoire is regularly invited to judge international competitions. Today, Gregoire is the co-founder of Bread Elements and Pastry Elements – providing handcrafted sourdough artisan breads, croissants and fine pastries for Hong Kong’s finest names of the F&B industry.

Professor Pearl Lin | **International Fine Dining Doyen**



Dr. Pearl Lin is the Assistant Professor at the School of Hotel and Tourism Management, The Hong Kong Polytechnic University. At heart, Pearl is a chef who delights in her strong connections in the industry. She was the chief judge of a culinary competition run by the Ministry of Labor, Taiwan. She also represented Taiwan to attend International Abilympics Competition in Korea, France and in the UK.

Her degree were funded by several scholarship of which she won during her studies in The Culinary Institute of America (CIA). The lecturer has taught several food and beverage courses at Minghsin University of Science and Technology and then Hospitality Management in Ming Dao University. Her outstanding academic achievements won her a \$50,000USD scholarship from the Ministry of Education, Taiwan to undertake PhD. studies at The University of Strathclyde. Pearl combines her academic and professional career by publishing two cookbooks, as well as being the co-author of a cooking DVD series.

Riccardo Mazzotti | **Vintage Curator**



Grew up with his family-own fine wines business, the Italian moved to the UK where he attended the Birmingham College of Food, Tourism and Creative studies, and worked his way up in higher management in the F&B industry in top establishments, to getting in the importation and distribution side of the operations.

He was also a Brand Ambassador representing Top Premium Brands from Italy such as Ferrari, Tommasi, Vietti, Col d`Orcia, Mazzei, Argiolas, Planeta, Tedeschi, Oddero, Isole e Olena and more, giving an outstanding contribution to the divulgation of Italian wine culture across Mainland China and hosting dozens of events across the country's first, second and third tier cities and providing wine training and education in Five Stars and boutique hotels such as The Puli, The Westin, The Peninsula, The Waldorf Astoria, Intercontinental Hotel. He is also closely cooperating with Italian institutions like ICE and The Italian Consulate in Shanghai.

Andrea Oschetti | Food and Travel Dream Maker



Andrea is a passionate storyteller, engaging audiences through live talks and written articles. 10 years ago Andrea decided to follow his heart and left a successful corporate career. He then went on to found the Cuore Private Kitchen, hosted more than 1,000 exclusive events in the past eight years. In addition to private dining, each year Andrea creates and offers, for a limited time, a revolutionary dining experience which celebrates dining as life, involvement and journey of discovery: Yum Yum Movies, The Healthy Gourmand, Dining Art at The Yallay Gallery, Food and Musical

emotions, and Picture Yourself.

With a firm passion for travel and culture, he went on to become a highly esteemed travel journalist and photographer, working for CNN and the South China Morning Post. The serial entrepreneur recently launched Blueflower, an innovative travel company offering bespoke journeys that connect clients to the passions they truly love.

Professor Anirban Mukhopadhyay | Associate Dean HKUST, Consumer Psychologist



Anirban Mukhopadhyay is Professor of Marketing and Associate Dean of Undergraduate Studies at the School of Business and Management, Hong Kong University of Science and Technology. His research has been published in leading journals in Marketing, Psychology, Corporate Strategy, and Economics. His current interests include food-related decision making, field experimentation related to behavioral economics, and interventions that increase subjective well-being.

The winner of the Early Career Award of the Society for Consumer Psychology holds a PhD in Marketing from Columbia University, and he is currently Co-Editor of the Journal of Consumer Psychology. He has served as Associate Editor at the Journal of Marketing Research, Area Editor at the Journal of Consumer Psychology, and on the editorial review boards of the Journal of Consumer Research and the International Journal of Research in Marketing.

David Yeung | **Environmental advocate and Founder of Green Monday**



The Columbia University graduate founded Green Monday, an innovative social venture that takes on climate change, food insecurity, health issues and animal welfare with a diverse platform that shifts communities and corporations towards sustainable, healthy, and mindful living.

The movement of Green Monday has now spread to over 10 countries, with 1.6 million people practicing Green Monday at its Hong

Kong origin. Gaining the positive feedback, he subsequently launched Green Common – the world’s first plant-based green living destination – to introduce a revolutionary food and lifestyle experience. Awards and recognitions won by Green Monday and Mr. Yeung include “50 Most Innovative Companies,” “100 Most Creative People in China,” “Asia 100 Pioneers”, “Ten Outstanding Young Persons Hong Kong”, “Best Idea of the Year.” He is also the author of a number of best-selling books on Zen wisdom and mindfulness.

Event Information

What: TEDxHongKongSalon 2016 Edible Ideas

Where: Hong Kong Convention & Exhibition Centre
1 Expo Dr, Wan Chai, Hong Kong

When: Saturday, November 12, 2016 (10-6pm, Registration starts at 9:00 am)

Who: 600 - 700 attendees and speakers



From Hong Kong International Airport

By Bus: route no. A11 or E11 to Wanchai and change to route no. 40M to the HKCEC (Estimated time: 80 mins)

By MTR: Airport station to Hong Kong station and switch to Wanchai station (Estimated time: 40 mins)

By Taxi (Estimated time: 45 mins)



Tentative Schedule for TEDxHongKongSalon - Edible Ideas 2016

November 12, 2016, Saturday

9:00 - 10:00	Registration for Edible Idea Garden Session
10:00 - 14:00	Edible Idea Garden Session
13:00 - 14:00	Registration + TED Broadcasts
14:00 - 14:15	Welcome & Introduction
14:15 - 16:00	Session 1
16:00 - 16:15	Break + TED Broadcast
16:15 - 18:00	Session 2

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TED^x HongKong

x = independently organized TED event

About TED

TED is an annual event where some of the world's leading thinkers and doers are invited to share what they are most passionate about. "TED" stands for Technology, Entertainment, Design -- three broad subject areas that are, collectively, shaping our future. In fact, the event is broader still, showcasing ideas that matter in any discipline. Attendees have called it "the ultimate brain spa" and "a four-day journey into the future." The diverse audience of CEOs, scientists, creatives, philanthropists is almost as extraordinary as the speakers, who have included Bill Clinton, Bill Gates, Jane Goodall, Frank Gehry, Paul Simon, Sir Richard Branson, Philippe Starck and Bono.

TED was first held in Monterey, California, in 1984. In recent years, TED has expanded to include an international conference, TEDGlobal; media initiatives, including TED Talks and TED.com; and the TED Prize. Today, more than 500 talks from past TED conferences are now freely available online at TED.com

About TEDx, x = independently organized event

In the spirit of ideas worth spreading, **TEDx** is a local, self-organized event that brings people together to share a TED-like experience. At a **TEDx** event, one can experience videos of TED Talks as well as live speakers, which sparks deep discussion and connection. Although local, these events are branded **TEDx**, where **x**= independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.

About TEDxHongKong

Started in 2010, TEDxHongKong is not only the first, but the largest and most important TEDx event in Hong Kong. TEDxHongKong was joined in 2013 by TEDxHongKongED, the first TEDx Education event in the Asia Pacific region. These events, along with the TED Live and TED Global Live Simulcasts, are organized by the TEDxHongKong team. TEDxHongKong focuses on sharing new thinking, inspiration and exciting new ideas by engaging event audiences with different perspectives and experiences from thought leaders in Hong Kong and from around the world.

Attendance at the TEDxHK and TEDxHKed conferences has grown every year; beginning with just 250 in 2010, to now over 1,000 TED enthusiasts at each event. Attendees have explained that TED is quite an impactful experience that changes their lives; encouraging them to organize into a like-minded community that continues to share and learn. Therefore, TEDxHongKong continues to successfully enact TED's mission to spread great ideas to change the world.

For more information

TEDxHongKong

Website: tedxhongkong.org
Facebook: facebook.com/TEDxHongKong
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Organizers

[Gino Yu](#) (Curator, license holder)

[Jong Lee](#) (Curator & Chairman)