

MEDIA RELEASE

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Attention: News Editor

Regional produce highlighted

Wine and food delights served at the exclusive Maitraya retreat this week will help to raise the profile of Great Southern produce in Asia.

A Great Southern Development Commission (GSDC) initiative is promoting the region's wine and food to a group of 16 metropolitan media representatives and special guest Ch'ng Poh Tiong, an internationally renowned wine consultant and author.

Mr Ch'ng is in Western Australia as the international wine judge at the Perth Royal Show, and is taking in visits to all of Western Australia's wine regions.

GSDC Chief Executive Officer Bruce Manning said Mr Ch'ng was a publisher and columnist with a great deal of influence in Chinese and other Asian markets.

"Combining Mr Ch'ng's visit with a tour by 16 Western Australian media representatives helps to raise the profile of Great Southern produce within the state and overseas," Mr Manning said.

"Seafood, meat, honey, dairy and wine producers who are exhibiting at the 2011 Perth Royal Show are presenting their products to Mr Ch'ng and the media representatives this week, highlighting the assets of the Great Southern region ahead of the show."

Local chefs and wineries will showcase the best of regional produce at a special dinner at Maitraya on Tuesday 30 August.

Mr Ch'ng has been commissioned by the Royal Agricultural Society as a Western Australian ambassador to educate consumers across Asia.

The GSDC is sponsoring Mr Ch'ng's flight from Perth to Albany and helped organise accommodation at Maitraya for his stay on Tuesday and Wednesday, 30 and 31 August.



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Mr Ch'ng writes the oldest, continuous wine column in Chinese in the world in Singapore's largest circulation Chinese newspaper, the Lianhe Zaobao, and publishes The Wine Review, the oldest wine publication in Southeast Asia, Hong Kong and China.

He is the founder of the International Congress of Chinese Cuisine and Wine and is Regional Chair, Middle East, Far East and Asia, of the Decanter World Wine Awards.

Mr Ch'ng is wine trainer to France Accor Group's Sofitel Luxury Hotels in China, and wine consultant to Singapore's FairPrice and Finest supermarkets.

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