

Malaysia's first Food Tourism Ambassador
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KUALA LUMPUR - Chef Wan, Malaysia's most famous chef, was named the Ministry of Tourism's first Food Tourism Ambassador 2010/2012 at the "Asean Heritage Food Trail with Chef Wan" launching ceremony, here Wednesday.

Minister of Tourism Dr Ng Yen Yen presented the chef with the certificate of appointment after Tourism Ministry secretary-general Dr Ong Hong Peng made the announcement.

Chef Wan whose real name is Redzuawan Ismail said the appointment was an inspiration to step up efforts in promoting Malaysian cuisine abroad.

"With this award, I will work even harder to promote Malaysian food, and I must say this award will certainly inspire me to tell about Malaysian food all over the world," he said.

Earlier, in her speech, Ng said the launch of the "Asian Heritage Food Trail with Chef Wan" fit the ministry's initiative for ASEAN cooperation, by using food tourism as the medium to bring nations closer together.

She said, the initiative was also a contribution towards development and promotion of ASEAN as a single tourism destination with world-class attractions, standards and facilities.

"Asian Heritage Food Trail with Chef Wan" is the second instalment of the Fabulous Food 1Malaysia programme after the Malaysian International Gourmet Festival, which was held last month.

The dedicated 13-episode television series, which will begin filming on Nov 11, will go on air on Astro Prima (Channel 105) throughout the last two weeks of the month. - Bernama

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