



# GOURMAND MAGAZINE

The International Cookbook Revue

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## Beijing Cookbook Fair: Beyond all Expectations



## Beijing Cookbook Fair 2014

# A Premiere Beyond all Expectations

Maybe never before the Gourmand World Cookbook Awards and the Cookbook Fair have been so much as the Olympics than this year in Beijing. For more than one week the Daxing Hotel and the San Glory Hotel in Beijing-Daxing District became a kind of an Olympic village with hundreds of cookbook professionals from all around the world.

The Beijing Cookbook Fair took place at Daxing Hotel from 19 to 21 May. Furthermore the international guests have been invited to several professional events and of course also some sightseeing. For those, who have been there, it has been an outstanding experience. "I like the cosmopolitan style this fair has", said Gourmand Award-winning cookbook-author Pascale Naessens from Belgium. "I met so many

lovely people from all around the world and it was just fabulous to make friendship with authors from New Zealand and Kenya, which whom I had dinner after the awards."

For many cookbook professionals the Beijing Cookbook Fair was the opportunity to make first contacts with Chinese publishers and printers. The foreign rights center became an important meeting point during these days. "The meetings with the Chinese publishers have been very intense. Some took over one hour", say Suzanne Smith of US-publisher Knopf. "The Chinese were very interested in our books and especially our all time best seller Julia Child attracted much demand."

The Beijing Cookbook Fair was also a huge media event. The national broadcasting company CCTV was



Edouard Cointreau at the Cookbook Exhibition at Artron Publishing with an Eiffel Tower of cookbooks.

present during the whole fair and made interviews with many of the guest from the west. Long features were also shot with French chef Cyril Rouquet and UK celebrity chef James McIntosh, who is a star in China because of his award-winning TV-series "Food from the Silk Road". Both, McIntosh and Rouquet, had also a photo-session for the cover of the biggest Chinese food magazine "East Eat" by Beijing Cookbook Fair President of Honour, Liu

Guangwei.

"The fair was a great experience", said Stephanie Swane, Publisher of "Modernist Cuisine". The Chinese version of this Gourmand Hall of Fame-awarded book was presented during the Beijing Cookbook Fair. "I met so many lovely people from all around the world and made some interesting contacts for future projects."

The three days of the fair were surrounded by



several other events organized by the district of Beijing-Daxing, East Eat and the China New Media Development Zone. "Experience our culture, our food and our wine", said Shen Jie, Deputy Mayor of the District Government of Daxing District Beijing, in her speech at the Welcome Dinner at Lakeside Hotel in front of the foreign guests. "Discover China, discover Beijing and bring Chinese culture all around the world."

The evening before the fair opened all guest attended "The International Forum on New Media Proposal" at China New Media Development Zone in Daxing. The forum, with speeches amongst others by Edouard Cointreau and Frankfurt Bookfair co-president, Thomas Minkus and Chinese experts, was broadcasted for TV. It was only one of the first highlights of an unusually week.

At Daxing Theater the Gourmand World Cook-



China's leading wine magazine "Wine in China" offered great Chinese wines at their stand.

book Awards took place. For the first time they have been extended to two evenings. Mainly they have been the wine book awards on the first and the cookbook awards on the second evening. The awards were followed by dinners at Daxing Hotel. But as usually the party got on. And for some winners the party can't be long enough. After more than a week

of business, awards, fair and fun the Olympic villages at Daxing Hotel and San Glory Hotel got emptier and emptier. The crowd sitting outside the hotel in the garden went smaller and smaller. But memories of great moments, unforgettable parties and new friendships left with everyone who has been there.

Daxing District has been the perfect host for the event. Many volunteers from the university helped the foreigners and have been invited to join the dinners and the private parties of the guests from all around the world. Apart from all business, these days have been really international understanding at its best. Gourmand President

Edouard Cointreau summarizes: "This premiere was beyond all expectations. Beijing Cookbook Fair has build a strong cultural bridge between East and West. It will be the point of origin for many publishers and author to enter the Chinese market. And of course: New Chinese wine and cookbooks will appear in the bookstores all around the world very soon. Thank you to Beijing, thank you to Daxing and thank you to everyone who made this dream come true for all of us."



Thomas Minkus (Frankfurt Bookfair) held a speech at "The International Forum on New Media Proposal".

Find pictures of the Beijing Cookbook Fair on the following pages and even more on [www.gourmand-magazine.com](http://www.gourmand-magazine.com)





**Shen Jie (2.f.r.) , Deputy Mayor of the District Government of Daxing District Beijing, visited the Rougié stand at the fair with Edouard Cointreau and his wife Lila (r.). Pascal Schneider (l.) introduced her to Foie Gras by Rougié made in China.**



**Chef Fabrice Danniel from Le Cordon Bleu created a fantastic sculpture of chocolate at Beijing Cookbook Fair.**



**Mohana Gill presented her Myanmar cookbook.**



**Fun with cookbooks: Chef Chakall with his friend Tamara.**





**Ahmed Brahimi and Rachida Brahimi from Algeria with Edouard Cointreau-Müller.**



**Déborah Holtz and Juan Carlos Mena (Mexico) launched the second edition of their book "Tacopedia" at Beijing Cookbook Fair.**



**Had two presentations in Beijing: Sommelier Karla Johan from Argentina.**



**Chef Nicolas Vienne presented Foie Gras recipes at the show-kitchen.**



**"Cookbook of the Year"-conference with William Bryant (I.) and Robert Oliver.**



**Had a great success with their Armagnac Castarede tasting: (f.l.) Teresea He, Marc Gerard and Tina Heikkila.**





The delegation from San Basilio de Palenque, Colombia, proudly resented their book “Palenquera Cuisine for the World”, which won in Beijing the top award Best Book of the Year.



Dorinda Hafner, Milton Wordley and Robyn Verrall (f.l.) at the presentation of “A year in the Life of Grange”.



Spontaneous performance of “O Island in the Sun” at the fair: Liu Ansheng (Samoa Embassy) and Oswald Greenslade (Bahamas).



TV producer Paul Sullivan from Australia with star chef Jimmy Yang Jimei from China.



Jan Roman Potocki from Poland introduced the guest to Vodka.





Launching ceremony for the book "Eatology" by Liu Guangwei (l.) and Zhang Zhenmei. The foreword was written by Gourmand President Edouard Cointreau (r.)



Chef Cyril Rouquet (France) and Chef Ramzi (Lebanon) have been to Beijing before, in 2012 for BICC. Chef Veimar Loyoa (Cuba) looks on.



Chinese chef Da Dong with photographer Tibor Bárány from Sweden.



Daxing volunteers with Guqin cythar world famous musician Wang Peng the International Forum on New Media Proposal.



Kiwi selfie: Masterchef Nadia Lim, chef Robert Oliver and Food TV star Julie Biuso at a dinner at Lakeside Hotel in Daxing.





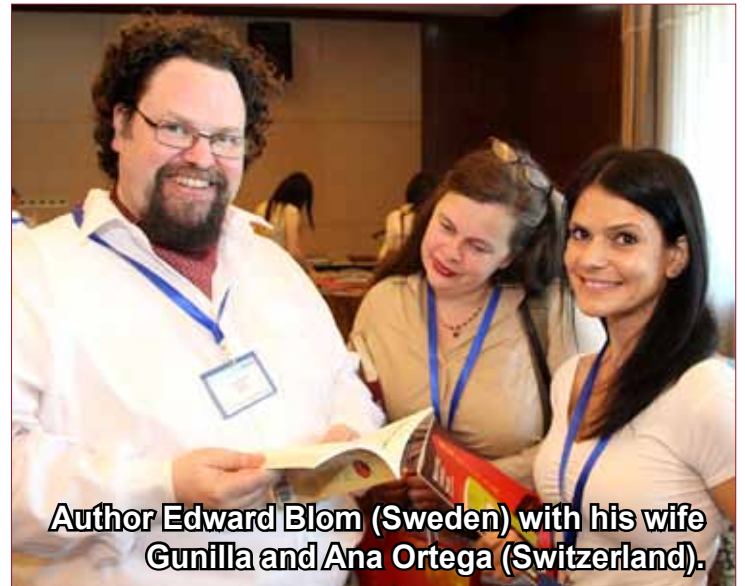
Attracted a lot of attention with their Braille-cookbook "Good Smells from the Kitchen" for visually disabled people: (f.l.) Günes Ertas, Figen Ertas, Safak Özpoymas and Ömür Akkor from Turkey.



Tasting with Sanjuan Jaime of Amores Wines (Spain)



Chinese wine expert Ko Tai Keung at the tasting of legendary Coulee de Serrant, which he imports to China.



Author Edward Blom (Sweden) with his wife Gunilla and Ana Ortega (Switzerland).

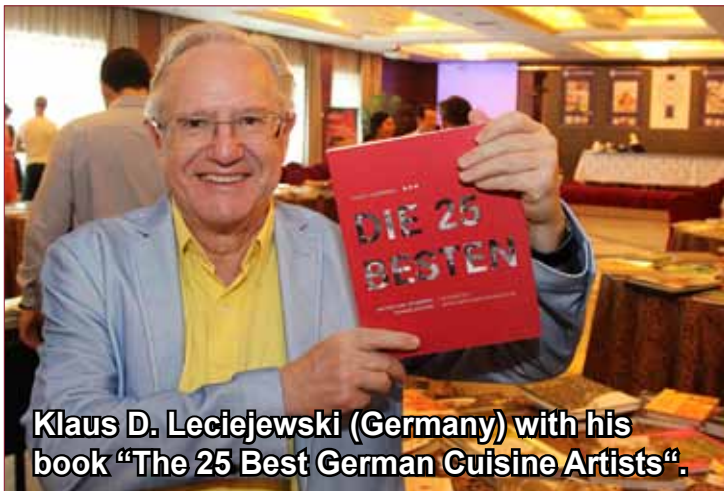


Publisher Stephanie Swane and David Zhang, director of Artron Publishing, presented the Chinese version of "Modernist Cuisine".





The "East Eat" editorial staff with Simon Liu (I.), son of Guangwei Liu, President of Honour of Beijing Cookbook Fair.



Klaus D. Leciejewski (Germany) with his book "The 25 Best German Cuisine Artists".



Celebrity chefs Pascale Naessens (Belgium) and Nadia Lim (NZ) .



Orly Ziv introduced the Chinese to her new cookbook "Cook in Israel".



Nicolas Despagne presented his wine "Maison Blanche" at the fair.





The China Publishers Conference

# A Bright Future for Printed Cookbooks

In times of internet there is still a bright future for cookbooks. That is the main message heard at the "Future of World Cookbook Publishing Forum" at Beijing Cookbook Fair.

More than 200 professionals visitors from the East and West joined the conference with 13 speakers, such as Gourmand President Edouard Cointreau, Ramon Akal (Akal Publishing), Zhang Dong (Artron), Thomas Minkus (Frankfurt Bookfair) and many more.

Every speaker had a special focus on the market, but it was obvious that all of them postulated a bright future for cookbook publishing in a highly competitive market.

"You have to give the audience, what they

need", said Thomas Minkus, Vice-President of Frankfurt Bookfair. In his mind cookbooks have to be completed by instruction videos on CD or with a link in the book to be watched directly on a tablet-computer. Minkus: "The readers do not only want recipes, but lifestyle. They want to recreate the atmosphere of the cookbook at home, with furnitures, kitchen utensils, crockery etc."

The internet, where you get million of recipes for free is regarded as the biggest competitor for cookbooks. Gourmand President Edouard Cointreau sees this more as an opportunity for publishers and authors: "The internet creates the need for cookbooks. To be successful authors have to leave a trace

with a printed book."

An argument shared by Ulla Joneby of Swedish publisher Bonniers: "We must give the buyers something that does not exist on the web pages, such as feeling, inspiration, dreams and beautiful pictures."

"Modernist Cuisine" of course is exactly this: You have got to have this book. The magic of it will not work if you see it on a webpage. Publisher Stephanie Swane presented the new book of the series: "The Photography of Modernist Cuisine" and announced the new project: The ultimate book on bread. Canadian publisher Robert Rose is mainly focused on health cookbook with big success. Of course a growing market in times of an

aging population in the West. "Decide what your brand will be about and do it. The trick is the initial idea: Does it have the market strength to change over time?", said Bob Dees, President of Robert Rose publishing. Of course a big opportunity for publishers is China. The largest market in the world with a high interest on cookbooks as Yanping Jiang, General Manager of Openbook Company, pointed out. And Qinghua Liu of China South Publishing Group offered the publishers from the West collaboration: "We want to build up an international network of cookbook publishers hand in hand with you."

**Truely the future for cookbooks shines bright...**



## What visitors think of Beijing Cookbook Fair

# How has the Fair been?

"The Beijing Cookbook Fair was great. It was a good experiences to interact with big publishing houses for the publishing rights. The conferences arranged at the fair were very informative and interaction with the chinese chef fraternity and the press was a great experience. The fair was on large scale as well as the awards night was well conceived."

**Monish Gujral, chef and author (India)**

"The fair was worth visiting: 1. to connect to the global cookbook community- so much to learn from each other and networks to establish. 2. to be informed via the speakers (Edouard) of global trends, shifts in markets etc. 3. its the only truly international event for cookbook authors. 4. winning an award at Gourmand gives you validation back home, as well as internationally. Very powerful."

**Robert Oliver, chef and author (New Zealand)**

"My presentations have been very succesful and especially the Yerba Mate Tea aroused a lot of interest. And besides this business stuff I had a lot of fun during these days and met a lot of interesting people. It was absolutely worth the trip."

**Karla Lorenzo, sommelier and author (Argentina)**

"It was remarkable, I knew it would be great but it so surpassed any expectations! Another thing...so many unexpected wonderful things, from the location which was not glamorous but real life, to the tai chi in the park, to the fabulous food discoveries including Sichuan Festival and Da Dong, the melon museum so unexpectedly wonderful! And the people, the people were so friendly. I have come away with China in my heart. And all of us together in such a foreign locale, exciting and bonding. I must say that it was one of my life's most amazing experiences. We were truly gourmand family, old and new."

**Marlena Spieler, author (USA)**

"The openness of all the people is fascinating. The event is really a bridge to understand other cultures. It is more than a cookbook fair."

**Dipa Singh Bagai and Atul Bagai,  
United Nations Environmet Programme**



"The Beijing Cookbook Fair in Daxing yielded the Best in the World-Award for my book 'Organic Wines'. Directly after this a consultant contract for a big Chinese vineyard north from Beijing was offered to me and another joint-venture with agricultural products from farmers in Hainan region in South China and Austria. Besides this I had some serious negotiations about the foreign rights for my 'Organic Wines'-book for California and France. So all in all a the Beijing Cookbook Fair has been a tremendous sucess in a very short period of time thanks to the worldwide network of the Gourmand Family."

**Rudolf Lantschbauer, Austria**



"The fair has been very succesful for us. We had face to face meetings and are optimistic to build up new relationships with Chinese publishers. We hired our own translator and had a lot of meetings in the foreign rights center every day."

**Bob Dees, Publisher Robert Rose from Canada**





"The 'Spirit of Gourmand' was very present this year. It's a time when every nationality comes together, politics and religion are removed and we talk about social history and realise we are all the same. That's what Gourmand and global cookbooks do. Not forgetting the business part. The Best of the World all together altogether in China."

**James McIntosh, TV chef and author (UK)**



"Of course Paris Cookbook Fair is much more easy for us to visit. But it has been a good idea to go to Beijing. The market here is so big and the Chinese are really interested in buying rights. We had serious negotiations with two Chinese publisher and with one from Sweden."

**Ramon Akal & Cristina Martinez, Publisher Akal (Spain)**



"Beijing was the the place to be in May 2014. Thanks to this event, I planned a food trip to Australia, a charity event in Asia and finished writing my next cookbook. I discovered a fantastic honey produced in Tibet, ate Yak meat, drank an extraordinary argentine maté and a sublime french cognac, danced with the Colombian rhythms, and I cried with a Sri Lanka author at the Gourmand Awards. It was also a great human adventure."

**Cyril Rouquet, TV chef and author (France)**



"This has been a fanstastic fair. For me as an author and publisher it was great to meet experts from all around the world. I made some interesting new business contacts and of course I am happy that my book 'Taste of Ukraine' made it to third place in the Gourmand Awards. I have got to pay Daxing Hotel and all the volunteers a compliment too: Everybody was so friendly and helpful. I had a great time in Daxing. Thank you!"

**Svitlana Yakovenko, Sovo Books (Australia)**



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