Report on Further Promotion Chengdu as “City of Gastronomy” in 2010

Creative Industries Developing Sector of UNESCO:

Since Chengdu City joined the Global Creative Cities Network of UNESCO and was awarded as the “City of Gastronomy” in February 2010, Chengdu attached great attention to promote the development of food industry, according to the requirement of Chengdu Municipal Government of maintaining and upgrading the brand “City of Gastronomy”. The relative information will be reported as follows:

(I) Chengdu attached great importance to joining in the Global Creative Cities Network of UNESCO

After Chengdu City joined the Global Creative Cities Network of UNESCO and was awarded as the “City of Gastronomy”, Chengdu attached great attention to it. First, in organizational guarantee, the “Leading Group for Chengdu Food Creative Industry Development” was founded in the municipal government, and a special division was founded by the Municipal Bureau of Commerce in charge of the catering industry of the city. Meanwhile, in order to extensively mobilize and unite the influential catering enterprises and brand enterprises and celebrities of the relevant industries in the region, the “City of Gastronomy Promotion Association of Chengdu” was established to ensure coalition power can be formed through the special mass organizations. Second, in policy support, the special funds of over RMB 42.7 million Yuan were arranged for development of the catering industry and construction of the international City of Gastronomy in 2010. Third, in working mechanism, the coalition power that can accelerate the catering development and construction of City of Gastronomy was formed through coordination, cooperation and conscientiousness of all the departments. Fourth, in evaluation mechanism, the examination mechanism by objectives was set up, which incorporates development of the food creative industry into the objective management, and the examination and evaluation system was set up to perform regular examination and make sure realization of the objectives and tasks.
(II) A really good job of discovering, preserving and passing on traditional food culture

First, from September 26 to October 20, the 7th China International Cuisine & Tour Festival, the competitive show of “Chengdu Feast” and the “First Summit Forum of International Cities of Gastronomy” were held. Second, Finding out the knacks and methods of folk traditional food is organized and support was given to application of traditional food for the “List of World Heritage”. Nine traditional catering making skills, including Long Chao Shou, Chen Mapo Tofu, Fuqi Feipian, are successfully listed as the Intangible Cultural Heritage at the municipal level.

(III) Accelerate development of Chengdu food industry


2. The plan of Chengdu catering industry development (2011-2015) is being prepared, which defines the development goal of Chengdu catering industry, works out the development strategy in recent and middle stage, and proposes countermeasures and suggestions for catering industry development of the city.

3. The Gastronomy Promotion Association of Chengdu established the Construction Industry Strategic Alliance of Promotion Chengdu City of Gastronomy through organization with relevant brand enterprises of the industry. At present, it has reached strategic cooperation partner intention with the China Union Pay, Sichuan Branch and Jiuding Capital Co., Ltd.

4. The Fundamental Database for construction of International City of Gastronomy of Chengdu was launched at the beginning of September, which provides government decisions and brand enterprises of industry chain with fundamental data, and provides home and abroad with basic information about Chengdu food industry and its development. The system plays an active role in realizing scientific and standardized management of catering industry.

(IV) Active brand marketing and promoting for the “City of Gastronomy”
1. The promotional activity for Chengdu snacks in Singapore was held. During February 12 to 19 in 2010, the activity of “Come to Riverside in the Spring” of Chengdu was held in Singapore, in which more than 40 kinds of traditional Chengdu snacks were offered and deeply attracted the Singapore citizens.

2. The promotional activities for the City of Gastronomy of Chengdu were held during the Expo 2010 Shanghai. The Chengdu Food Pavilion was set up in the Expo site, with more than 50 kinds of exquisite Sichuan dishes and Chengdu snacks available every day and total number of received tourists from home and abroad of 200,000 (person-time). On May 21, the director-general of the UNESCO, Madam Irina Gueorguieva Bokova visited the Chengdu food pavilion, tasted the Chengdu food and issued the plaque of “City of Gastronomy” to Chengdu.

3. We organized the food cultural exchange activity in Columbia. During August 31 to September 9 of last year, a delegation of Chengdu participated in the International Food Festival held in Popayan City of Columbia on invitation, and we cooked high-quality Sichuan dishes and Chengdu snacks for 600 guests. The Chengdu delegation initialed the Popayan Food Declaration with the Popayan Food Association, and the two sides agreed to try their best to officially set up the “the International Food Cities Alliance” before September 2011.

4. We organized compilation and printing of 30,000 Chengdu Food Map (1st issue). Before the golden week of the National Day holiday, they were distributed to the tourists for free at airports, bus stations, hotels, scenic areas, and public service and consultation branches.

5. The “Official Website for City of Gastronomy Promotion Association of Chengdu” was officially online in July, 2010. It is playing a important role for promoting Chengdu as the “City of Gastronomy”.

6. We gave full play to the oversea industry resource advantages and established the oversea promoting ambasado for the International City of Gastronomy of Chengdu by organizing the experts and scholars, who came from the nations and regions of the U.S, Japan, Hong Kong and Taiwan, have been engaged in food industry for long, and have the international
fame and rallying point as well as warmly care about construction of the International City of Gastronomy of Chengdu.

7. We invited the *Unique Discovery* program team of Unique News TV from Taiwan to carry out a 7-day interview and shooting for some important food enterprises and food clusters in our city, and to make a special trailer to be broadcasted in Taiwan at the end of August, and the *Unique News* magazine will advertise and report that.

8. Invited by the Agricultural and Trade Department of Consulate General of USA, 10 chefs from the brand food enterprises of our city were organized to go to USA for investigation and exchange during July 31 to August 14.

9. On November 11, 2010, the “2011 American Food Introduction Fair” was held. The “2011 American Food Exhibition” (91st Chicago Restaurant Equipment, Supplies and Food Exhibition) organized by National Association of State Departments of Agriculture (NASDA) and National Restaurant Association (NRA) will be held at McCormick Conference Center of Chicago, Illinois State in May 2011. The sponsor of the exhibition entrusted the City of Gastronomy Promotion Association of Chengdu to organize the Exhibition, and sent the chief inspector of the Exhibition Department of NASDA, Mr. Dewitt Ashby, and his delegation to go on a special trip to Chengdu for face-to-face talk. The persons-in-charge from more the 60 brand food enterprises of our city are invited to attend the Exhibition, and they all expressed that they will actively participate in the investigation and exchange of the “2011 American Food Exhibition” as well as make active contributions to promotion of City of Gastronomy Promotion Association of Chengdu.

10. Attended 2010 Shenzhen International Conference of UNESCO Global Creative Cities Network. We took part in many activities energetically in term of the agenda, and contacted Östersund of Sweden which was also awarded as “City of Gastronomy” by UNESCO, worked with them to make “Alliance for Global Creative Cities of Gastronomy”. The representative of Östersund accepted the invitation to attend the 2011 China International Cuisine & Tour Festival in Chengdu.