

# Asia's largest hospitality show kicks off

ASIA'S largest food and hospitality trade show is back in its 14th and most well-attended year. The four-day Food & Hotel Fair (FHA), which started yesterday is expected to draw 35,000 participants – 16,000 of them from around the world.

The event is expected to generate economic spin-offs estimated at \$160 million, said Minister of Trade & Industry George Yeo at the official opening yesterday.

For the first time, there will be a show-

case of Chinese cuisine in a culinary competition – the Imperial Challenge, as seven teams from all over Asia battle for the top honours.

America's top hotel management institution, Cornell University School of Hotel Administration, has launched a Singapore campus in collaboration with Nanyang Technological University conducting post-graduate degree courses and executive development programmes.