

# SYB Baking Center inaugurated!

Shanghai Young Bakers is proud to announce the opening of its new baking center on Monday **21<sup>st</sup> March**. Built thanks to **SweetPearl™**, star ingredient of **Roquette**, it will provide a space for French bakery classes of SYB. The Center was inaugurated by Mr. **Dacian Ciołoș**, the **European Commissioner** for Agriculture and Rural Development and Mr. **Emmanuel Lenain**, the **Consul General of France** in Shanghai. Also, in conjunction with the opening ceremony, confectionary experts from Lesaffre, Carrefour and Roquette presented the latest trends and challenges of the bakery industry in China.

--- Thomas Méron



Thomas Méron (left) giving a short presentation about the project to Mr. Dacian Ciołoș (right)



Mr. Dacian Ciołoș (center) delivering the inaugural speech with the presence of Mr. Emmanuel Lenain (right)



Mr. Dacian Ciołoș (left) speaking with SYB student

*“The Shanghai Young Bakers’ program has come a long way since it was founded. This is primarily thanks to the generous funding provided by various corporations, as well as the time and effort that SYB volunteers had unselfishly donated to the program and its recipients. With the establishment of the Baking Center, participants of this program can now have a place they can call home.”*

--- Mr. **Emmanuel Lenain**, Consul General of France in Shanghai



*“Currently, there is a growing consideration for nutritional concerns in China and we believe that the bakery industry can become a key player in the health/nutrition sector. That’s why we are proud to support Shanghai Young Bakers program with SweetPearl™, a sugar-free sweetener, as it is aimed at training the future Western style bakery chefs of China and therefore able to rise quality standards and nutrition awareness in the industry.”*

--- Mr. **Thierry Laurent**, CEO of Roquette Asia



Above: authentic French taste!  
Freshly baked bread presented to the European commissioner and the French Consul

Below: Madame XIA Yong Fang, Executive Deputy Secretary-General of Shanghai Charity Foundation, at the ceremony



Above: Mr. Emmanuel Lenain (center) delivering a speech

Below: we are future chef bakers!  
**TIAN Bangbang (left) and ZHAO Xueyan (right)** demonstrating their skills during the preparation of the bread-tasting session



Above: Madame Aude Lesage (left), National Food Safety and Quality Director of Carrefour China, giving a speech

Below: Mr. Etienne Maillard, Product Development and Technical Support Director of Lesaffre Chine, giving a speech



## Media Coverage

For downloading photos or viewing video of the inauguration ceremony, please visit the website of the European Commission – Audiovisual Services.

1. [Mr. Dacian Cioloș, European Commissioner, and Mr. Emmanuel Lenain, the Consul General of France in Shanghai, during the bread-tasting session;](#)
2. [Mr. Dacian Cioloș watching SYB students making French croissants;](#)
3. [Video of the visit of the European Commissioner to the baking center \(please go to 2'32"\)](#)

## Students in France

In March, the two students in bakery class, ZHANG Zhenghai and WANG Li, have had the opportunity to attend a special session on artistic bakery given by a master baker. Have a look at their recent pics!



## Activities flash-back

20<sup>th</sup> February - **Making \$ense of Money**, education program sponsored by Citi Foundation and organized by **Better Education Organization**, during which books about basic financial literacy were distributed to SYB students and a

supplementary lecture was also given by the Organization.



6<sup>th</sup> March – Sunday bowling with American exchange students from **Alliance for Global Education** program.



15<sup>th</sup> March - visit of Mr. Pierre-Alexandre Teulié, General Secretary of **Carrefour Group**, and Mr. Pierre Bertholat, Vice President of Carrefour China, to the project baking centre.



Mr. Pierre-Alexandre Teulié (right) visiting the baking center during the French bakery class

« Give an orphan some bread; you feed him for the day.  
 Teach him to bake; you feed him for a lifetime! »

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