



TASTE OF ASIA FESTIVAL
July 3, 4 and 5, 2009
Richmond, British Columbia

The Taste of Asia Festival was started in Markham, Ontario in 2002. It was organized to prop up the flagging Ontario economy due to SARS epidemic which devastated the province. Since then, the traditional annual 3-day festivities is being held year after year, and well accepted by the multicultural province and supported by the three level of government - Federal, Provincial, and Municipal.

The Festival was brought to Richmond, B.C., last August 31, 2008 by the same committee which has been running the Markham, Ontario festivities, in an evening celebration of cultural performances. Richmond was chosen to be the city to partner with Markham due to the cultural diversity of the population and due to the city government's embrace of multiculturalism unparalleled by the surrounding municipalities.

A partnership among Southeast Asia Canada Business Council, a non-stock non-profit society which mission is to synergize economic and cultural relations between the 10 Southeast Asian Countries and Canada, Lions Communications, the operator of Richmond's Summer Night Market, and the Taste of Asia Festival – Markham Ontario, was formed to hold "TASTE OF ASIA FESTIVAL – Richmond, BC", from July 3 to July 5, 2009.

Approval in principle and sponsorship was given by the City of Richmond thru its Manager of Cultural Services.

Planned Activities for the 3-Day Festival

Day 1 –

- a) Parade of Colors
- b) Badminton Clinic
- c) Asian cultural performances and PNT Idols Singing competition

Day 2 –

- a) Basketball Tournament
- b) Children's Activities
- c) Asian Heroes Gala Night

Day 3 –

- a) Basketball Finals
- b) Awards Ceremonies
- c) Community Party at Night Market to feature live bands
