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Department of East Asian Studies



All in Good Taste: Taiwan's Public Culinary Diplomacy





neilwade.com

Ingredients

- Public Culinary Diplomacy
- Taiwan's PubCD Programme
 - Cultural and Personal Engagement
 - Economic Investment and Trade
 - National Brand Awareness
- Instrumentalism
& Recipients' Interpretation

Public Culinary Diplomacy

a “concerted public diplomacy campaign combin[ing] culinary and cultural diplomacy”

(Rockower 2012: 236)

traditional d.

private culinary d.



cultural d.

public culinary d.
(gastrodiplomacy)

Chapple-Sokol 2013b; Rockower 2012, 2014



commons.wikimedia.org

Public Culinary Diplomacy

a “concerted public diplomacy campaign combin[ing] culinary and cultural diplomacy”

(Rockower 2012: 236)

- raise national brand awareness
- encourage economic investment and trade
- engage on a cultural and personal level

Pham 2013: 5



commons.wikimedia.org

East Asian PubCD Programmes

Global Thai - 2002



telegraph.co.uk

Korean Cuisine to the World - 2009



commons.wikimedia.org



gettyimages.at

All in Good Taste: Savor the Flavors of Taiwan

*Ma Ying-jeou: “taking Taiwan’s
food to the world”*

(Marchant 2010)

Engage on a Cultural and Personal Level

- Raising restaurant service standards
- Organise food festivals
 - Springrolls for Springtime – HK 2011
 - Tea and Music – HK 2010
 - Taiwanese Food and Flower Culture – London 2010
- Enhance global recognition of signature dishes
 - ~~Lighter and less greasy than~~



Justin Sullivan

Encourage Economic Investment and Trade

- Facilitate overseas contacts of the catering industry
- Open 3,500 new restaurants in TW and internationally
- Create 10,000 new jobs until 2013
- Private investment to match government spending almost two for one (NTD 2 billion)
- Stimulate tourism



blog.asianinny.com

Raise National Brand Awareness

- Establishing a food foundation (NTD 20 million)
- Rebranding the way Taiwan is seen in the world
- Promote local chefs internationally
- Promotional shops and booths



Liv Wan Illustration



taiwannightmarket.com.au

Instrumentalism & Recipients' Interpretation

- Output vs. Outcomes

Blum & Schubert 2011

- Self-Perception
- Recipients' Interpretation

Rawnsley 2016



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