



Pacific Trade Invest
New Zealand



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
MANATU AORERE



OCEAN *of* FLAVOURS

Chef Ashim Singh

From preparing meals for high-profile world leaders to tourists visiting Fiji, Chef Ashim Singh's cooking philosophy centers on highlighting fresh local produce and infusing a twist of international flair while creating his Pacific cuisine masterpieces.

Born and bred in Fiji and raised in Nausori and Nadi, the current Executive Chef for Hilton Fiji says after buying his first cookbook, *White heat*, by Marco Pierre White, he drew inspiration to cook in the style he has become renowned for.

"I was inspired by that book, along with my mentor Greg Corwall, who I worked with early in my career," Chef Ashim says.

"It was their dedication, discipline, and passion I drew passion from – as well as exploring diverse cultures, travel and of course, local produce.

“I love cooking everything, but mostly slow cooked food using local foods...while my favourite thing to eat is a Roti Parcel.”

At age 23, Chef Ashim moved to Aotearoa New Zealand to kickstart his culinary career, throughout which he has held leadership positions in a range of five-star hotels, resorts, and restaurants in New Zealand, Rarotonga, Papua New Guinea, Hong Kong, and Vietnam, to come full circle, back to Fiji.

“These days, I find inspiration from local farmers and the chefs I work with – I gain lot of pleasure by sharing my knowledge with the chefs here in Fiji,” he adds.

Chef Ashim will get the opportunity to share his knowledge while learning from fellow Pacific chefs at OCEAN of FLAVOURS: One Ocean, Many Flavours, from September 21-22, 2026, at Auckland University of Technology (AUT) School of Hospitality and Tourism.

Proudly presented by Pacific Trade Invest New Zealand (PTINZ), the Ministry of Foreign Affairs and Trade (MFAT) and Pacific Cooperation Broadcasting Limited (PCBL), and supported by New Zealand Chef Peter Gordon ONZM, OCEAN of FLAVOURS will see celebrated Pacific chefs from Fiji, New Caledonia, Tonga, Samoa, Solomon Islands and Papua New Guinea traveling to Aotearoa to join forces with some of New Zealand’s top chefs to demonstrate their culinary skills.

Chef Ashim and the rest of the Pacific cohort will join well-known New Zealand chefs in a high-energy culinary collaboration on day one, and engage with food writers, influencers, and industry stakeholders on day two, culminating in a dinner for the public on September 22.

“I really hope to expand my knowledge by learning from all the other chefs who have been invited, and from Chef Peter, while gaining fresh ideas I can bring back to Fiji and share with my team,” he says.