



Title: The World Street Food Congress comes to Manila: Why I'm Going, Why You Should Too

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Street food is food without bull**** - it's food without all the pretension and calculation and manipulation and branding. If restaurant food is a conversation, then street food is sex! - [Claus Meyer](#)

If you have strong feelings about food - Filipino food, world food, street food - then I suggest you attend the [World Street Food Congress](#) when it launches on April 20 in [Bonifacio Global City](#).

If you have a professional interest in food (as a restaurateur, food blogger, or HRM student), then I strongly suggest you pencil it into your schedule.

After all, this is the kind of event you attend to hear **Anthony Bourdain** take credit for the [Arab Spring](#), watch Makansutra's **KF Seetoh** banter with Indonesian culinary master **William Wongso**, hear [SAVEUR Magazine's James Oseland](#) gush about Southeast Asian cuisine, listen to Danish chef **Claus Meyer** equate street food with making love (see above), and take notes from street food masters from all across the world.

I saw all these [at the first WSFC](#) I attended in Singapore, and I'm excited to see what surprises await us for the next one in April.

Thankfully, as yours truly is based in Manila, I don't have to go to the lengths I did to attend the last one. In 2016, the World Street Food Congress will be coming to Bonifacio Global City from April 20 to 24.

Wherever you're coming from, what do you have to gain from attending the World Street Food Congress?



"The implications of what we're talking about here - of what we eat, the foods we celebrate - can mean a hell of a lot more than what we put up on Instagram." - Anthony Bourdain at the 2013 World Street Food Congress in Singapore

Meet major players in the world culinary scene. Throughout the two-day World Street Food dialogue from April 20 to 21, Makansutra's Kf Seetoh will introduce some of the world's culinary notables; you'll get the opportunity to ask them questions and pick their brains.

Who's coming to talk? Restaurateurs like Duangporn of [Bo Lan in Thailand](#), Stephen Werther of the [Bourdain Market in New York](#), and Malcolm Lee of [Candlenut Peranakan Restaurant](#) in Singapore;

Food personalities like MasterChef Asia's [Woo Wai Leong](#), Thai Iron Chef [Ian Kittichai](#), Indonesian culinary ambassador William Wongso, and the Philippines' own Anton Diaz of [Our Awesome Planet](#);

Street food experts like Sangeeta Singh of the [National Association of Street Vendors India](#) (NAVI) and Brett Burmeister of [Portland Food Carts and Trucks, USA](#); and authorities like Richard Tan, Former Director of The Hawkers Department, National Environment Agency, Singapore.



KF Seetoh talks to up-and-coming street food masters in this shot from the 2013 World Street Food Congress in Singapore.

Present your Big Food Idea at the Pitch Box. It's like the *Pilipinas Got Talent* of the culinary world. You'll get one chance to pitch to the food industry's movers and shakers... and, if you've brought your A-Game, you may get the chance to turn your dreams to reality.

Chow down on the world's best street food. 24 of the globe's finest food hawkers will set up shop under the Spaceman at the corner of 25th Street and 7th Avenue at Bonifacio Global City. This is the *World Street Food Jamboree*, taking place from April 20 to 24: "They're like the Michelin Star version of hawkers," Seetoh tells us. "There's drinking, eating, music, you can just go there, eat, get drunk and dance!"

The last Jamboree in Singapore attracted over 80,000 diners in the course of five days; scaling up to Manila, Seetoh says, “easily, here we will cross the 100,000 mark - the Philippines’ greatest food party.”



Yes, this is Vietnamese street food, served at the 2013 World Street Food Congress. Get the picture?

Finally, if you’re going, you’ll get the **chance to play food ambassador** (in your own little way) to a bunch of other culinary professionals and enthusiasts flying in from abroad to take part in the Congress as well.

To book your seat at the World Street Food Congress Dialogue and the Pitchbox, visit the official World Street Food Congress ticketing page: wsfcongress.com/ticket-pricing-regi... Tickets to the Dialogue cost USD 250, covering both days on April 20 and 21, and includes four tea breaks, two lunches, and vouchers to the Jamboree worth PHP 1,200. Corporate bulk tickets and student discounts can be arranged upon request.

Limited time offer: get 10 percent off of the Dialogue ticket price when you use the promo code: **MA#WSFC16**

The Philippines should now be standing up: they are the quiet culinary nation of Asia, of the world. - KF Seetoh

The 3rd World Street Food Congress 2016 is brought to us by Makansutra and presented by the Philippines Department of Tourism, Tourism Promotion Board Philippines and Ayala Malls.