



Manila, Philippines

Title: World Street Food Congress returns to PH

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Author: JAMES HUMARANG

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Prepare for an extraordinary food experience as the most loved street eats from many parts of the world land on local shores to please thousands of Filipino foodies.

World Street Food Congress (WSFC) returns to the Philippines for a five-day jamboree that will gather more than 30 master hawkers and pop up stalls from across 13 countries—The Philippines, Singapore, Indonesia, Malaysia, Thailand, Taiwan, Japan, Vietnam, India, China, Mexico, Germany, and the U.S.

From the success of WSFC 2016, which was held at Bonifacio Global City, the fourth installation of WSFC is set to be bigger, bolder, and better this year. With the theme “Re-Imagine Possibilities,” WSFC will be held from May 31 to June 4 at the SM Mall of Asia Concert Grounds in Pasay City.

The food congress will again be the year’s largest gathering of heritage food advocates, industry think tankers, international delegates, hawkers, and street food fans. Up to 100,000 foodies are expected to show up during the entire stretch of the event. The estimated (conservative) number is higher by 25% compared to the actual number of participants in 2016, which reached 75,000 people.

Philippine contingent

For the first time, a team captain was assigned to head the Philippine contingent to the food congress and at the same time mentor local cooks in the street food industry. Chef Sau del Rosario (owner of Café Fleur and 25 Seeds) will spearhead the Philippine team in showcasing Pinoy food to the world.

This year’s Filipino specialties include traditional favorites like Piaya from Bacolod City and Sisig Paella from Pampanga. Other food gems from across six cities and regions across the country will be featured.

The WSF Jamboree is open to the public from 4:00 p.m. to 11:00 p.m. on May 31 to June 2; from 1:00 p.m. to 11:00 p.m. on June 3 (Saturday); and from 1:00 p.m. to 9:00 p.m. on June 4 (Sunday). Entry coupons cost P150 each at the ticket booth inside. The fee comes with consumable P150 value of food and drink vouchers.

There are more to expect from WSFC 2017:

World Street Food Dialogue

This food summit will comprise of the industry's global movers and shakers, leaders and innovators, entrepreneurs, chefs, street vendors, and food enthusiasts. The aim is to share ideas, development, and opportunities in a collaborative environment.

The lineup of distinguished speakers is front-lined by food celebrity Anthony Bourdain, who is set to give updates about his Bourdain Market in New York. Other guest speakers include Culinary Institute of America's VP for Strategic Initiatives and Industry Leadership Greg Drescher and Michelin-star chefs Malcolm Lee from Singapore and Andy Yang from Thailand. The WSF Dialogue will be co-moderated by Chef Sau del Rosario and WSFC team lead KF Seetoh.

Participation fee is at US\$250, which includes a WSFC gift pack, tea breaks, lunch on dialogue days, and Jamboree food vouchers.

Other activities

There will be cooking demonstrations that will intersperse the WSF Dialogue. Those stage demos will feature iconic heritage and street food dishes by various presenters, including Chef Claude Tayag, Malcolm Lee, and Peter Lloyd of Sweet Mango Restaurant in London.

A 90-minute segment called Pitch Box Hackaton is also set during the Dialogue. Participants who have great ideas will be given the chance to share those with the audience. They are to pitch their visions, dreams, and concepts and who knows, generous entrepreneurs and business partners might instantly approach them for business collaboration.