



For Immediate Release  
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**World-famous Speakers to Heat Up Singapore at  
The World Street Food Congress – 2 Day Dialogue**

World Street Food Congress organisers, Makansutra, reveals an impressive line-up of influential thinkers, advocates and captains of the F&B industry who will be headlining The World Street Food Dialogue, a 2-day conference and industry event from 3<sup>rd</sup> to 4<sup>th</sup> June 2013.

Alongside the Dialogue, the World Street Food Congress will comprise of The World Street Food Jamboree; a 10-day feasting carnival featuring at least 35 of the best street food masters from around the world; and The World Street Food Awards, a first-of-its-kind in the world to acknowledge and give international recognition to quietly famous street food icons.

The stellar collection of Dialogue speakers were handpicked because of their vast knowledge, with years of experience and passion for comfort and street food, to share, discuss and present on ways to **preserve, professionalise** and create **new possibilities** for this well-loved culinary landscape.

The speakers for The World Street Food Dialogue are (by alphabetical order):

**KF SEETOH, Singapore** – Founder of Makansutra

*Accorded Singapore's Food Ambassador by Singapore's President Mr. SR Nathan, also hailed as the Guru of Grub by CNN and host of TLC's The Food Surprise!*

**ANTHONY BOURDAIN, USA** – Chef, author, TV show host

*Author of bestselling book Kitchen Confidential: Adventures in the Culinary Underbelly, and host of CNN's Parts Unknown and hit TV shows Anthony Bourdain: No Reservations and The Layover*

**BRETT BURMEISTER, USA** – Managing Editor and co-owner of Food Carts Portland

*Ate at his first food cart in 1991 and never looked back – logged roughly 1000 visits to street vendors in Portland and beyond*

**JOHNNY CHAN, China** – TV show host

*5 million people watched him eat the streets over 30 cities in China*

**IAN KITTICHAJ, Thailand** – Thailand's first international celebrity chef

*Thailand's Iron Chef and the first Thai national to become the Executive Chef of a 5-star hotel*

**PAULINE LOH, China** – Managing Editor of The China Daily

*Published two well-received cookbooks – Love, Food and Dad & Company*



**CLAUS MEYER, Denmark** – Gastronomic entrepreneur  
*Recently established a foundation whose mission is to help disadvantaged individuals and communities through culinary projects*

**BRYANT NG, Singapore / USA** – Chef and restaurateur  
*Named as one of Food & Wine Magazine's "2012's Top 10 Best New Chefs"*

**JAMES OSELAND, USA** – Editor-in-chief of Saveur, America's most critically acclaimed food magazine (*under his leadership, the magazine has won over 35 national awards*), judge on Bravo's Top Chef Masters and acclaimed author of Cradle of Flavor (*one of 2007's best books by Time Asia and the New York Times*)

**VO QUOH, Vietnam** – Top Vietnamese chef and editor  
*Editor-in-chief and owner of three Vietnamese cuisine magazines: Mon Ngon Viet Nam, Gia Dinh Vao Bep and Vietnamese Delicious.*

**ARBIND SINGH, India** – Coordinator of the National Association of Street Vendors of India (NASVI)  
*The organisation works towards instituting a nationwide-inclusive law to protect the rights and livelihood of itinerant food vendors*

**RICHARD TAN, Singapore** – Divisional Director, Hawker Centres Division at the National Environment Agency  
*His team is responsible for implementing hawker policies, managing about 16,000 hawker stalls in the 107 hawker centres around Singapore*

**SIMON TAY, Singapore** – Chairman of the Singapore Institute of International Affairs  
*Public intellectual and private advisor to major corporations and policy-makers*

**IWAN TJANDRA, Indonesia** – F&B entrepreneur  
*Best known for his successful F&B chain, Eat&Eat, the themed food court founded in 2008 that has changed the dining landscape across Java Island*

**DANIEL WANG, Singapore** – Ex-Commissioner of Public Health/Director-General of Public Health (in position for 25 years)  
*Received the Public Service Administration Medal (Gold) in 2002*

**BONDAN WINARNO, Indonesia** – Indonesia's celebrated culinary expert  
*Head of "Jalansutra," an online community for food lovers in Indonesia*

**WILLIAM WONGSO, Indonesia** – Indonesia's culinary expert  
*Restaurateur, food consultant, critique and TV show host*

For full bio of speakers, please refer to the appended document.



Some of the topics that will be discussed include:

- India's quest to legitimise 5 million street food vendors, and its future potentials: The vision of NASVI, the National Association of Street Vendors of India
- Indonesia: Beyond sate and nasi padang - the great flavours of the land of Spices and the vision of its culinary soldiers
- The conception of hawker centres in Singapore , why and how itinerant hawkers were persuaded to roost in hawker centres The European quest for an organic street food movement
- Insights and world view on trends, social impacts, environmental influences and effects on comfort and street food culture at-large

### About Makansutra

Makansutra (S) Pte Ltd is founded by KF Seetoh and headquartered in Singapore. We believe that food culture is the root of culinary knowledge and the source of its ultimate pleasure when eating as it reflects the best and most genuine cultural heritage, its representation and association with the people of today. We endeavour to share and celebrate all aspects of culinary kingdom through our food guides, online content, eateries, specialised events, projects and TV shows.

For more information please visit [www.makansutra/wsfcongress](http://www.makansutra/wsfcongress) or contact us as below.

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