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INTERNATIONAL COMFORT STREET FOOD CULTURE:  
Iconic Flavours, Direct Connections, Real Opportunities

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The World Street Food Congress (WSFC) is a symposium, conference and a mega street feasting festival that celebrates the world's best hawker food artisans. The second installation of the WSFC2015 will take place on 8<sup>th</sup> -12<sup>th</sup> April 2015 at the easily-accessible open green field opposite Parco Bugis, at the intersection of Rochor Road and North Bridge Road.

The WSFC is organized by Makansutra and is the first of its kind in the world to connect and open up fresh ideas and foster thought-leadership to structure new opportunities in this massive street food culture and industry.

The mass majority of the world relies on one of the biggest, most loved yet most unstructured culinary culture for sustenance. It is the very essence of a country or region's tradition - each recipe reflecting lifestyle, race and religion. Although comfort street food has an unquestioned place in the hearts and minds of many people around the world, it is often taken for granted.

Global issues of continuity, sustainability, legalization, legitimization and recognition threaten livelihoods and the existence of our beloved nostalgia.

WSFC aims to showcase the richness and the vibrancy of the street food scene around the world through a five-day extravaganza of familiar, well-loved gastro culture. We will present to the masses a 360° viewpoint of the faces and food and encourage participation in the traditions behind each street cuisine.



The World Street Food Congress houses 3 key components:



**The World Street Food Dialogue:**

A two day conference on issues and opportunities with international speakers, influential thought leaders and experienced advocates of street food culture.



**The World Street Food Jamboree:**

A five day mega street food festival with up to 30 stalls from 12 countries representing international iconic flavours of comfort street food.



**The World Street Food Awards:**

With up to 16 categories including Best Street Food Masters, City, Writers, Concepts and Social Enterprise.

Each year, WSFC injects a fresh theme that advocates its three pillar of objectives:

1. **Preserve artisanal craft and heritage**

To heighten awareness, build appeal, address continuity and facilitate the representation of this artisanal heritage – of affordable yet honest meals, sustainable practices and the conservation of street food cultures.

2. **Professionalize the industry**

To create opportunities for the industry's professionals and corporations by bonding the different communities and nurturing deeper engagement for and with industry professionals and business owners, tourism bodies, our youths, schools and the general public.

3. **(To create) new Possibilities**

To connect and strengthen scattered and fractured street food players and energies worldwide by establishing a synergetic network to enable, encourage and empower change agents.



The second edition of the WSFC will focus on the actionable. Our theme for 2015 is **"Empowerment, Engagement and Enterprise."** Mr K. F. Seetoh, founder of Makansutra adds "People can expect a range of wide networking activities, hawker recipes, chef demonstrations and skills, knowledge sharing and business opportunities with a conference discussing tourism and international trade in this business." Names of council members, speakers and international hawkers will be announced at a later stage.

### **The World Street Food movement and impact**

Since WSFC's debut in 2013, Makansutra, WSFC partners and attendees have been actively making an effort in developing the street food scene in Singapore and regionally. These are some of the initiatives that have come to fruition and made an impact.

#### **INDIA**

NASVI (National Association of Street Vendors of India) works with street vendors across India on an inclusive development framework in changing Indian cities. On 1 May 2014, the historic Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act 2014 successfully came into force. The Street Vendors Act 2014 mandates municipalities to set up restriction-free vending zones/ night bazaars where hawkers can sell their wares without being harassed by the authorities. Before this, there was no law to regulate and to safeguard the interest of urban street vendors in India. The new statute makes it obligatory on part of the state governments and local municipal bodies to ensure that about 6 million street vendor gets security and protection of livelihood.

In line with the recent announcement of the Street Vendors Act, talks are underway with the government of Rajasthan in India to create structure for street food concepts. The aim is to protect and promote India's street food cultures, equip and empower the displaced and disadvantaged with versatile street food skills.



## **INDONESIA**

Indonesia will be celebrating her 70<sup>th</sup> year of independence and WSFC is proud to be working hand-in-hand to promote her fast-fading yet popular comfort street food culture.

A conversation has been initiated with the Indonesian government about preserving Padang's culinary heritage from the West Sumatra region. We are exploring possibilities of setting up an immersion programme for authentic *Nasi Padang* cuisine. Padang-style rice is a miniature banquet of meats, fish, vegetables, and spicy sambals eaten with plain white rice. It involves complex preparation and culinary skills and is one of Sumatra's most famous export alongside Satay Padang. This Padang traditional food academy programme would be an education platform that seeks to increase interest and engage the community in continuing this 600 years-old culinary legacy.

## **UNITED STATES**

Mr K.F. Seetoh will be speaking at the white paper session on "City Food - Lessons from people on the move" headed by New York University's Prof. Krishnendu Ray and University of Toronto's Dan Bender. The academic paper aims to study food ways, with specific interest in street and comfort food. It covers deep data collection, policy innovations and regulations.

## **SINGAPORE**

In line with Singapore's 50th birthday celebrations, WSFC2015 will be proudly launching the SG50 culinary Campaign. This campaign will showcase 50 uniquely Singaporean dishes through a series of events throughout the year. More information will be announced at a later date.

In conjunction with the WSFC movement, Makansutra has organized the Street Food Pro 360 course with support from Singapore's e2i (Employment and Employability Institute). This mindfully curated course format covered opportunities for passionate entrepreneurs and investors (beyond being a successful hawker), culture, new kitchen skills thinking/approach and recipes plus knowledge of how to get onto the "food map market space" and be noticed. e2i provided a ninety-percent funding subsidy for Singaporeans and PRs.



### **World Street Food Congress & Singapore Tourism Board**

The WSFC movement has gained the continued support of Singapore Tourism Board (STB) since its inception. "We are happy to see the return of the World Street Food Congress (WSFC). Singapore has always been known the world over for the breadth and depth of our street food scene, making it the ideal place for an event like the WSFC. Come April 2015, locals and visitors can once again relish the best street food from around the world hand-picked by Seetoh and his team. It's also the perfect opportunity to showcase our own street food that everybody loves," said Ms Ranita Sundramoorthy, Director, Attractions, Dining and Retail, Singapore Tourism Board.

### **MEDIA CONTACTS**

#### **BlessAnn Luah**

Senior Manager – MarComm & Events

Makansutra

Email: [blessann@makansutra.com](mailto:blessann@makansutra.com)

Tel: +65 6438 4038

#### **Patricia Lim**

Director

Makansutra

Email: [patricia@makansutra.com](mailto:patricia@makansutra.com)

Tel: +65 6438 4038



## FACT SHEET

### 2015

Date	: 8 <sup>th</sup> – 12 <sup>th</sup> April 2015
Location	: Open green field opposite Parco Bugis, at the intersection of Rochor Road and North Bridge Road
Theme	: Empowerment, Engagement and Enterprise

### 2013

Date	: 31 <sup>st</sup> May – 9 <sup>th</sup> June 2013
Location	: F1 Pit Building and Paddock
Objectives	: Preserve, Professionalize, Possibilities
Turnout	: About 80,000 people over 10 days
	: 37 street hawker stalls from 12 countries
	: 22 speakers from 10 countries

### About the World Street Food Congress (WSFC) 2013

The most popular street food cultures have an unquestioned place in the hearts and minds of many people around the world. Many were born during trying times of developing nations and have, over the decades and centuries, become an iconic component of the countries. This event seeks to connect all the fractured energies of this food culture worldwide and take them to another iconic level of being.

We are the first and only food festival featuring international street hawkers and a dialogue session discussing interconnecting jobs, skills and opportunities. The government, people and the private sector have a tripartite relationship on this street culture and are continuously working to promote, preserve and nourish the needs of the masses. In WSFC2013, we saw turnout of about 80,000 people over 10 days, and we had handpicked 37 street hawker stalls from 12 countries and invited 22 speakers from 10 countries.



WSFC is the brainchild of KF Seetoh, founder of Makansutra, the organizers of the event. The event is powered by the World Street Food Council, a think tank comprising prominent names made up of influential thinkers, advocates and movers of the F&B ecosystem in the world. They will function as thought leaders and vanguards of the industry at the World Street Food Congress.

Some of the names in the 2013 WSFC Council include James Oseland, author, avid street food advocate and acclaimed author of *Cradle of Flavor* (one of 2007's best books by Time Asia and the New York Times); Johnny Chan, top China TV food host and winemaker; and KF Seetoh, Makansutra's founder and CEO.

For more information, please visit [www.wsfcongress.com](http://www.wsfcongress.com).

#### **About Makansutra (S) Pte Ltd**

Makansutra (S) Pte Ltd is founded by entrepreneur-photojournalist, KF Seetoh and headquartered in Singapore. Our mission is to share and to celebrate all aspects of culinary kingdom through our food guides, online content, eateries, specialised events, projects and TV shows as we believe it is the root of culinary knowledge, the best and most genuine reflection of human culture and social organisation.

For more information, please visit [www.makansutra.com](http://www.makansutra.com)

#### **About Singapore Tourism Board**

Singapore Tourism Board (STB) is an economic development agency for one of Singapore's key service sectors – tourism. The mission of the Board is to develop and champion tourism, so as to build the sector into a key driver of economic growth for Singapore. STB aims to differentiate Singapore as a destination through the "YourSingapore" brand, delivering on Singapore's promise to provide a concentration of multi-faceted and user-centric travel experiences as well as positioning the destination as one that is future-facing and inspiring; one where visitors are invited to make their virtual experience of Singapore a reality.

For more information, please visit [www.stb.com.sg](http://www.stb.com.sg)



## YOUNG GEN HAWKERS PROFILES



*Bjorn Shen of Artichoke*

Taking the name from the famed tennis player, Bjorn also usually sports a trendy cap. For this cook, who creates new Mediterranean dishes, experimentation is the heart of his cuisine. Bjorn also believes that food should be shared, which is why his dishes come in portions for at least two. Bjorn has created many new and exciting flavours and textures, such as the bak chor mee sandwich, which won the hearts of eaters in Denmark.

Bjorn's culinary influence can be summed up by the word 'Moorish'. It is a collective term that ties together the cuisines of Turkey, Lebanon, Syria, Egypt, Southern Spain, Morocco, etc; regions united by a common thread that winds its way back to Arabia.

He's also a humble lad who doesn't like getting credit for things he didn't do. Whenever we refer to his invention of the bak chor mee sandwich, he quickly says that it was his cousin who deserves the credit.



*Douglas Ng and his older sister, Jocelyn of Fishball Story*

The recipe of Douglas' fishballs comes from his grandmother, Lam Yong Tng, who cooked fishballs about twice a year for her family. Since he was a child, fishballs noodles were a favourite, and he found an opportunity to share it with the public through his hawker stall.

Douglas is so passionate about making fishballs that he uses only fish, without adding flour. He can be seen at his stall early in the morning, making each ball by hand, always in a trendy cap.

As KF Seetoh of Makansutra writes, "Everything about them spells street smart and even the kopi aunty next door says "you li mao" (well mannered). But these two young hawkers (or gen-Y street food warriors, as I would call them) are atypical of less academically educated, hardworking blue collar kids who need to make ends meet with their charm and wit. Douglas Ng, 23, used to run a "fusion cze cha" café at Tanjong Pagar and his sister Jocelyn, 26, holds a bachelor's degree in Hospitality from Glion Institute from Switzerland."



*Sheila of Alhambra Padang Satay, Makansutra Gluttons Bay*

Sheila wants to take the satay scene by storm and explore possibilities in fusing recipes based on skewers-type foods.

Stepping in to continue the legacy of a family-run business, Sheila has recently completed the Street Food Pro360 course. Her passion lies in creating a skewers-based fusion menu like traditional lean satay and meaty juicy kebabs, create a medley of flavours that her customers will delight at. Sheila has been in the satay business for 7 years, learning directly from one of the pioneering masters of Alhambra Padang Satay himself.

*Alhambra Padang Satay* hails from the Old Satay Club at Queen Elizabeth Walk and till this day, offers you one of the best satay that you can find in the city. For over 40 years, this family-run business has been insistent in making satay the traditional handmade way. The satay marinade itself consists of a blend of 18 secret spices that is religiously made every night.