



FACTSHEET: THE WORLD STREET FOOD CONGRESS 2013 (31st May till 9th June 2013)

What is the event about?

The World Street Food Congress is organised by Makansutra and is the first of its kind in the world to connect and open up fresh ideas and thought leadership to structure new opportunities in this massive street food culture and industry. It also celebrates and showcases the richness and vibrancy of the street food scene around the world through a ten-day celebration of this well loved gastro culture.

Why are we different?

We seek to address continuity and opportunities – artisanal craft preservation, professionalization and exploring new possibilities for comfort street food heritage. The most popular food culture in the world has an unquestioned place in the hearts and minds of many around the world. Largely, it was born during trying times of developing nations and it has, over the decades and centuries become an iconic food culture of the land. Singapore, with its developed nation status still proudly celebrates this food culture which has now evolved into her famous hawker food centre phenomena. The culture is about jobs, skill and opportunities and the government, people and the private sector have a tripartite relationship on this culture and are continuously working to promote, preserve and nourish the needs of the masses.

This event seeks to connect all the fractured energies of this food culture worldwide and take it to another iconic level of being.

The World Street Food Congress components:

1. **The World Street Food Dialogue (3rd and 4th June 2013);** where prominent and most relevant minds of the world comfort street food culture will gather and present their ideas, thoughts, skills and craft, opportunities, plans and ideals for the industry ahead. Speakers will come from around the globe for this 2-day conference and networking event. The line-up of speakers will be announced at a later date.

Ticketed Event: 2-day pass priced at S\$750 which entitles access to the full programme including lunches, refreshments & event dialogues documents and demonstration sessions.

2. **The World Street Food Jamboree;** where at least 35 of the best street food masters from around the world will gather to prepare and present a ten day feasting Jamboree. It aims to create awareness and generate leads and opportunities for the public to be part of the industry. Expect famous street food icons from Indonesia, China to America. Top hawkers from host nation Singapore will also be there. More countries will be announced at a later stage.

Opening Hours: A public event where the gastro-cultural feasting will commence from 11am till 10pm, except for the opening day, 31st May, when it will open from 5pm till 10pm. Food tickets pricing will be announced at a later date.

3. **The World Street Food Awards;** the world's first awards of this nature that aims to build awareness and recognition, not just for the street food masters, but also for the culture and the country. It will recognise top players in multi categories including World's Best Street Food City, World's Best Street Food Writer, and World's Best Street Food Master, among others.

The World Street Food Council

The World Street Food Congress is powered by the World Street Food Council*, a think tank comprising prominent names including Anthony Bourdain, world renowned television personality, author and avid street food advocate; James Oseland, Editor-in-Chief of Saveur magazine 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.

The Venue

The F1 Pit Building and Paddock at 1 Republic Boulevard, which sits by the stunning Marina Bay area.

The World Street Food Congress is organised by Makansutra and has an initial 5-year progressive roadmap. Asia takes centre-stage for 2013 as the continent has the richest, most acknowledged and widest array of street food fare in the world.