



For Immediate Release  
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## The World Street Food Congress 2015 April 8<sup>th</sup> to 12<sup>th</sup>, 2015, in Singapore

*2<sup>nd</sup> instalment of World Street Food Congress supported by the  
Singapore Tourism Board unveils*

5-Day Feasting Jamboree | 2-Day Dialogue | World Street Food Masters Awards

### Background

Following the success of **the inaugural World Street Food Congress (WSFC)** in 2013, Makansutra returns with the **2<sup>nd</sup> edition** of WSFC this year to focus on **actionable content**. With the continued support of the **Singapore Tourism Board (STB)**, the second instalment of the WSFC2015 will host this **5-day event** from **8th -12th April 2015** at the open field **opposite Parco Bugis**, at the intersection of Rochor Road and North Bridge Road (**directly above the Bugis MRT station**).

Ms Ranita Sundramoorthy, Director, Attractions, Dining and Retail, STB, says, "With hawker centres dotted island-wide, Singapore has a rich street food heritage that must be preserved. Singapore Tourism Board (STB) is thus delighted to support the second edition of the World Street Food Congress. This event will not only serve up memorable flavours, it encourages intellectual discourse among street food aficionados and recognises the hard work of street food vendors world-wide. Over time, we hope the World Street Food Congress will raise the profile of the street food trade and establish itself as a key event in our dining calendar."

**Organised by Makansutra**, this year's event will see the launch of a **Dialogue-Hackathon**, a **first of its kind** in the world that aims to connect and foster fresh ideas, encouraging thought-leadership to structure new opportunities in this massive world street food industry.

**23 stalls from 12 cities** and a **food truck** run by **US Top Chef winner** will be featured at the **World Street Food Jamboree**.

With the theme "**Engage, Empower and Enterprise**", the WSFC15 will consist of three main components:

#### **1) The WSF Dialogue-Hackathon**

With "**Empowerment, Engagement and Enterprise**" as the theme for the WSFC15 Dialogue, Mr K F. Seetoh, founder of Makansutra and creator and curator of WSFC, believes that "People can expect a range of **wide networking activities, hawker recipes, chef demonstrations and skills, knowledge sharing** and **business opportunities at the Dialogue**."

The Dialogue-Hackathon session will focus on **actionable content** where delegates can **gain deep insights, learn new skills, partner up, discover opportunities and inspire new ideas** through panel discussions and presentations by **renowned street food advocates, media and street vendors** as well as their **peers**. Expect to hear what **plans** are afoot for the **Bourdain Market**, a **Singapore style hawker centre** in the US captained by **foodie traveller Anthony Bourdain**. Also, hear what **Indonesia** is undertaking to **preserve and promote** their **600 year culinary heritage** through a **private food company, Bango**.



The 2-day Dialogue-Hackathon also comprises two **half day open floor, town hall style discussions** with the audience and delegates. They are expected to **raise global issues, ideas and opportunities** of their own for sharing with their world peers.

Meanwhile, selected delegates will get a **3 min stage time to pitch** their ideas during the **Pitch Box Session**. This will be where **funding** opportunities may be raised, **new business ideas** developed, issues resolved, **partnerships** formed and networks built.

## **2) The WSF Jamboree**

The Jamboree is **open to the public** and located in the **heart of town** for the convenience of locals and tourists.

**23 stalls from 12 cities** will descend on the open field beside Tan Quee Lan Street along North Bridge Road and host the **world's best street food party**. The **top street food vendors** and **award winning chefs** hail from the USA, Bolivia, India, Indonesia, Vietnam, Germany, Vietnam, Malaysia, Thailand, Philippines and Singapore. With **prices starting at S\$4.50** this year, the public can enjoy a **cashless** mode of **payment** via **NETS FlashPay (Enjoy a 5% rebate), NETS and/or Credit Card**. With the exception of **two back-by-popular-demand stalls**, **all other vendors are new participants**. Pak Sadi Soto Ambengan, the **Best Street Food Master Award winner 2013**, will be offering his food **at the Jamboree** this year.

The Jamboree will also boast three **Masterclass** street-style demonstrations daily while recipes from chefs like William Wongso and Peter Lloyd will be shared alongside **live musical performances and** delicious food.

### **a) SG50 Deliciously Singaporean Launch**

In line with commemorating Singapore's 50th birthday, the **National Heritage Board** will be **launching** the **SG50 Deliciously Singaporean** exhibition at the **World Street Food Congress 2015** on **8th April 2015**. The exhibition will showcase Singapore's food heritage and subsequently feature 50 uniquely Singaporean dishes and pop-up cooking demonstrations, curated by Makansutra, as it travels around the island. In conjunction with the launch of the exhibition, **5 stalls offering such "Deliciously Singaporean" dishes** will be offering their fare at the **SG Pavilion** located at World Street Food Jamboree from 8th – 12th April 2015.

## **3) The WSF Awards**

As in the previous WSFC, **up to 16 categories** of **WSF Awards** will be awarded to **deserving individuals, organisations, and cities** that **show leadership and skills** in this field of **world heritage and street food culture**.



### **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)

### **About the National Heritage Board**

The National Heritage Board (NHB) was formed on 1 August 1993. Its mission is to foster nationhood, promote identity building, and champion the development of a vibrant cultural and heritage sector in Singapore. As the custodian of Singapore's heritage, NHB is responsible for telling the Singapore story, sharing the Singaporean experience and imparting our Singapore spirit. Through the national collection, NHB curates heritage programmes and presents exhibitions to connect the past, present and future generations of Singaporeans through a shared experience. NHB manages the national museums, community heritage institutions, Heritage Conservation Centre, Preservation of Monuments Board and the Language Councils Secretariat. NHB is a statutory board under the Ministry of Culture, Community and Youth. Please visit [www.nhb.gov.sg](http://www.nhb.gov.sg) for more information.

#### **MEDIA/PRESS CONTACT:**

##### **Carlene Yap**

Senior Manager, Marketing, Communications & Operations  
Makansutra  
Email: [carlene@makansutra.com](mailto:carlene@makansutra.com)  
Tel: +65 6438 4038

##### **Patricia Lim**

Director  
Makansutra  
Email: [patricia@makansutra.com](mailto:patricia@makansutra.com)  
Tel: +65 6438 4038

##### **National Heritage Board**

Sharon Cheong  
Manager, Corporate Communications  
Email: [Sharon\\_cheong@nhb.gov.sg](mailto:Sharon_cheong@nhb.gov.sg)  
Tel: +6332 5401  
Mobile: 9321 9455

##### **Cherie Lee**

Account Manager  
Email: [Cherie.lee@tateanzur.com](mailto:Cherie.lee@tateanzur.com)  
Tel: +6221 2681  
Mobile: 9184 5774



## **FACT SHEET**

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

### **JAMBOREE PROGRAM RUNDOWN (8<sup>th</sup> – 12<sup>th</sup> April 2015)**

#### **8<sup>th</sup> - 9th April 2015 (Wednesday – Thursday)**

5pm- 11pm (Last order at 10:30pm)

#### **10th April 2015 (Friday)**

4pm- 11pm (Last order at 10:30pm)

#### **11<sup>th</sup> – 12<sup>th</sup> April (Saturday – Sunday)**

1pm -11pm (Last order at 10:30pm)

“Dai Pai Dong” Street style Live demos daily from 6pm - 8pm  
Live music available daily from 8pm – 10pm

### **DIALOGUE PROGRAM RUNDOWN (8<sup>th</sup> – 9<sup>th</sup> April 2015)**

9am- 12.30pm:

- Registration and Coffee
- Opening and Welcome Presentations
- Presentations by influential presenters, speakers and top street chef demos. (See appendix for Speaker’s profile)

12.30pm-1.45pm:

- Meal Break and networking

1.45pm-5pm (This is the audiences’ floor time, with little breaks between for connects and follow ups)

- Hackathon- Open floor Town-Hall Discussions
- Pitchbox Session (strictly 3mins each) with 5min flash Q&A

## **APPENDIX**

### **Speaker’s Profile**

[Click here](#)

### **Hawker’s Profile**

[Click here](#)

**For more information:** <http://wsfcongress.com/>

An event by Makansutra. Visit us at [www.wsfcongress.com](http://www.wsfcongress.com)  
462 Crawford Lane, #02-63, Singapore 190462 T: (65) 6438 4038 F: (65) 6294 1739



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