



2017
The Philippines



Pictures (Clockwise): Location site for WSFC17: SM Mall of Asia Concert Grounds, Pasay City; World Street Food Jamboree 2016

The World Street Food Congress 2017
SM Mall of Asia Concert Grounds, Pasay City, Manila
May 31 - June 4

Theme: **Re-Imagine Possibilities**

Presented by:



Official Venue Partner:



An event by:



BACKGROUND

Singapore, 4 April 2017: The fourth installation World Street Food Congress (WSFC), an event by Singapore-based Makansutra (S) Pte Ltd, returns to the Philippines from **31 May to 4 June**. This year's location (the size of 2 football fields) catering to a larger audience will be a riot of flavours when the food jamboree gets into full swing at Sunset Avenue Corner Asian Drive, SM Mall of Asia Concert Grounds, Pasay City.

Once again supported by Tourism Promotions Board Philippines (TPB), WSFC17 is set to be **bigger, bolder and better than 2016** with a fresh theme this year: **"Re-Imagine Possibilities"**.

Anticipating a robust WSFC ahead with vivid memories of last year's event: **TPB Chief Operating Officer Cesar D. Montano** says: "I am pleased with the magnitude of success the World Street Food Congress 2016 brought to the Philippines as an emerging culinary hub in Southeast Asia. Philippine cuisine has been launched in the international market, and we are very excited for WSFC 2017 to once again feature the dynamism of our country through our heritage food."

Riding on the enthusiasm of a strategic partner like the TBP among other key partners, WSFC17 is again set to be this year's largest congregation of heritage food advocates, industry think tankers, international delegates, hawkers and street food fans convening on **one** platform to discuss, debate, advance initiatives and devour unpretentious street eats with gusto. As many as 75,000 hungry food fans showed up last year.

For 2017, we've gone **further** – beyond the shores of Asia (Malaysia, Thailand, Singapore) to China, Germany, USA and even Mexico, in search of hidden heritage gems – and **deeper into heritage cuisine** by delving into the Filipino provincial melting pot. Team WSFC, led by KF Seetoh, recently went on a food spotting and exploration trip deeper into the Philippine region (with the Department of Tourism and Tourism Promotions Board Philippines), uncovering gems like **Lamb Monggo in Davao** (a lamb and green bean stew devoured with rice) and created **Sisig Paella**, a new twist on the local icon Sisig (hot plate of chopped pig's head) from Pampanga, all to be offered at the WSF Jamboree. Lamb Monggo is known to be a favourite of the current H.E. Philippine president Rodrigo who hails from Davao.

World Street Food Congress 17 Team Captain:



We introduce, for the first time team captain Chef Sau del Rosario for the host nation. **He will shepherd the Philippine contingent and mentor local cooks in the street food industry.** The owner of Café Fleur and 25 Seeds will also be one of this year's dialogue speakers. Following his WSFC debut in 2016, chef Sau represented the Philippines at Mexico City's Foro Mundial Gastronomía Food Festival last year. Given the stronger Filipino food representation at this year's WSFC17, French-trained chef Sau del Rosario,

whose progressive take on traditional dishes has catapulted him onto the international stage is set to showcase Pinoy food to the world. He is also working with Makansutra on the world's first mobile and unmanned heritage automatic deli in Singapore.

WORLD STREET FOOD DIALOGUE

Topics aligned to the theme of Re-Imagine Possibilities

This year's dialogue boasts eminent industry speakers from USA, Indonesia, Singapore, UK and home-grown talents in the Philippines, among others. The keynote speaker is **Greg Drescher, VP, strategic studies and industry leadership, California Institute of America (CIA)**, Michelin-star chefs Malcolm Lee (Singapore) and Andy Yang (Thailand). Thought-provoking topics revolving around the theme of **"Re-Imagine Possibilities"** will address matters related to the future of the street food industry. KF Seetoh, Creator and Curator, World Street Food Congress and Founder of Makansutra and Chef Sau del Rosario, World Street Food Captain for the Philippine contingent are co-moderators. For an updated list of speakers, please visit www.wsfcongress.com

Anthony Bourdain

SPICY HOT NEWS: Celebrity chef Anthony Bourdain, one of this year's dialogue speaker will provide the latest update on the highly anticipated Bourdain Market in New York. WSFC and Makansutra founder KF Seetoh has been tapped as the advisor and consultant for Bourdain Market.

KF Seetoh (left) seen with Anthony Bourdain (right) on his recent visit to Singapore.



“JUST IMAGINE”

... says KF Seetoh, founder of the WSFC:

Food for Thought

- **How far can a One-Dish entrepreneur go?**
- **What are the new street food trends around the world?**
- **Who or what is in charge of this movement, if any?**
- **What culinary gems are hidden in the 7107 islands and 13 regions of Philippines?**
- **What lies ahead, now that Michelin Stars have been awarded to hawkers ...**

COOKING DEMONSTRATIONS – Interspersing the dialogue will be stage demos of iconic heritage and street food dishes by various presenters like Claude Tayag (<http://www.baledutung.com/>) and Malcolm Lee (<http://comodempsey.sg/candlenut/>) and Peter Lloyd of Sweet Mango Restaurant in London.

PITCH BOX HACKATHON is a 90-minute segment, likened to an ideation maximus, a refreshing and raw concept, where delegates step up onto the stage, pitch their ideas, visions, concepts and goals to the media, government, industry, entrepreneurs and the younger generation. This segment is largely unplanned, raw and filled with refreshing ideas.

DIALOGUE TICKETS are available at <http://wsfcongress.com/ticket-pricing-registration/>. Corporate bulk tickets and student discounts are available. **Participation fee: @ US\$250.00 + WSFC17 gift pack + tea breaks + lunch on both days + Jamboree food voucher.**

WORLD STREET FOOD JAMBOREE

Over 30 master hawkers and pop ups this year from 13 countries this year. Bigger and better than 2016. Street food demos by top chefs: limited seats + recipe + first-come-first samplings via online registration

With 5 days of feasting on more than 40 different street food gems from 13 countries with many new food items, we anticipate a new record attendance of 100,000 this year to surpass last year's total visitorship of 75,000. It features stalls from Germany, Mexico, USA, Thailand, Japan, India, China, Taiwan, Malaysia, Vietnam, Indonesia, Singapore and of course host nation Philippines. At last year's WSFC16, there were 300 international delegates at the two-day dialogue, 24 hawkers from 9 countries dishing up culinary gems for local Filipinos, expatriates and even tourists alike. The resounding success of the event was echoed across both traditional and social media platforms reaching a tracked audience of **41,000,000**.

This year's Filipino specialties will feature six cities and regions from **Davao city**, **Bicol**, **Pampanga**, **Iloilo**, **Ilocos** and **Bacolod**. They are all personally curated and checked by WSFC founder KF Seetoh and it includes traditional favourites like **Piaya** from Bacolod and a funky **Sisig Paella** from Pampanga.



Clockwise from top: A selection of the Jamboree spread: cheese, egg + longganisa empanadas (Ilocos), Soi Lum (Guangzhou), Claypot Apom Manis (Malaysia), Coffee Ribs burger (Singapore) and Lamb Monggo (Davao) For high res photos, please download from the photo gallery on www.wsfcongress.com

Old favourites like Bali barbecue ribs will be back. New items stealing the limelight include the **Singapore's Marmite chicken burger**, **Mexican tacos**, **Malaysia's Claypot Apom Manis** among others. Here are the 13 countries represented at this year's WSF Jamboree:

Singapore
Indonesia
Thailand
Japan
Taiwan
USA
The Philippines

Malaysia
Vietnam
India
China
Mexico
Germany

For an updated list of hawkers, please visit www.wsfcongress.com.

Kindly include these **Hashtags** in your media reports: #WSFC17 #makansutra #worldstreetfoodcongress #Itsmorefuninthephilippines #tpbdelivers #tpbgovph

Date: 31 May – 4 June

Prices of Food: From PHP 150 onwards

Entry fee: PHP 150 redeemable at food & beverage stalls

Opening Hours:

Wed to Fri, 31 May – 2 June: 4:00pm to 11:00pm

Sat, 3 June: 1:00pm to 11:00pm

Sun, 4 June: 1:00pm to 9:00pm

STREET FOOD DEMO SCHEDULE: please check <http://wsfcongress.com> for updates.

WORLD STREET FOOD AWARDS

The top international award for heritage street food vendors

At this year's dialogue, we'll announce 24 of the world's best hawkers representing heritage street food players in various aspects of this industry from around the world.

For high resolution photos, please download from the photo gallery on <http://wsfcongress.com/photo-gallery/>

Media Login

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About Makansutra (S) Pte Ltd

Makansutra (S) Pte Ltd was founded in 1997 by entrepreneur-photojournalist, KF Seetoh and headquartered in Singapore. Its mission is to celebrate and seek greater possibilities in the exciting world of heritage street food culture. It has business interests in food guides, online content, eateries and street food markets, specialised events, consultancy projects and TV shows. In 2015, KF Seetoh and Makansutra was appointed curators and consultant for the Mega Bourdain Market in New York, USA. For more information, please visit www.makansutra.com

About Tourism Promotions Board Philippines

Tourism Promotions Board Philippines is the marketing arm of the Philippines Department of Tourism mandated to market and promote the country both locally and internationally to the world as a major global tourism destination highlighting the country's uniqueness and assisting the development of its tourism products and services with the end view of increasing tourist arrivals and tourism investment. For more information, please visit <http://tpb.gov.ph>

About SM Supermalls (The Philippines)

SM Supermalls is the biggest developer, operator and owner of world-class malls in the Philippines. To date, SM Supermalls has a total of 60 malls in the Philippines and 7 malls in China, totalling a combined Gross Floor Area (GFA) of 8.9 million square meters. Over the years, SM Supermalls has become a key partner for most retailers in the Philippines. With over 18,000 tenants in the Philippines and in China, SM Supermalls remains to be a catalyst in nurturing start-up businesses evident with SM's aggressive expansion over the last two decades.

SM Supermalls' healthy relationship with its tenants is the key to the development and growth of most retailers. These small to medium-scale enterprises (SME) in the Philippines, are considered to be the backbone of successful global economic developments. These SMEs are now major contributors to the overall growth in the Philippines through new investments and job creations. SM Supermalls continues to provide opportunities to start-up retailers that offer innovative concepts and unique ideas that cater to the evolving needs and wants of millions of shoppers in the Philippines and in key cities in China. SM Supermalls is owned by SM Prime Holdings, Inc. SM Prime is a publicly-listed company and is one of the largest integrated property developers in Southeast Asia.