

BE PART OF THE GLOBAL EVENT FOR CHEFS IN 2018!

CONGRESS 11 - 14 July 2018

EXPO 12 - 14 July 2018



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REGISTER NOW!



**Worldchefs
Congress
& EXPO 2018**
Kuala Lumpur, Malaysia
11-14 July 2018



Supported by



www.worldchefs2018.org

The most powerful gathering of global culinary leaders comes to Kuala Lumpur!

Malaysia is delighted to welcome the World Association of Chefs to the vibrant city of Kuala Lumpur. World Association of Chefs, the world-renowned trade association for culinary professionals worldwide, will be hosting their eagerly anticipated biennial event, the Worldchefs Congress & Expo, a truly global gathering of the most influential culinary body worldwide.

Previously, the distinguished event has been organised in 36 cities and in 2018, will celebrate its 90th anniversary. It offers a thought provoking educational programme, the international Global Chef, Pastry Chef and Hans Bueschkens Challenges, as well as international showcase. The Worldchefs Congress & Expo provides a focal point for up to 2,000 international delegates to meet, enhance their industry network and be inspired by the leading professionals in the business.

The Congress includes four days of action-packed programming between 11 - 14 July 2018, while the Expo, featuring world-class exhibitors from across the culinary field, runs between 12 - 14 July 2018.

Previous editions of the Worldchefs Congress have been hosted in

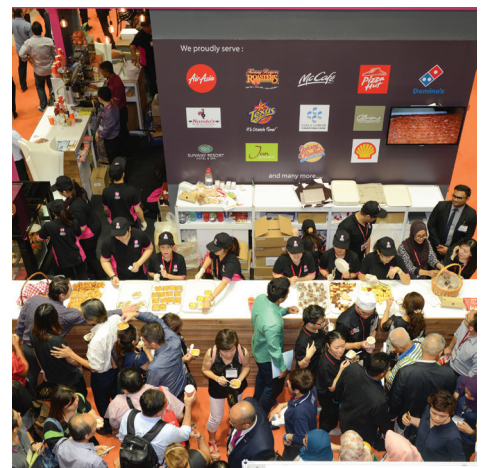
- Thessaloniki, Greece 2016
- Stavanger, Norway 2014
- Seoul, South Korea 2012
- Santiago de Chile, Chile 2010
- Dubai, United Arab Emirates 2008
- Auckland, New Zealand 2006
- Dublin, Ireland 2004



Why Malaysia?

Increasingly affluent customers are spurring the demand for premium foods and beverages in this rapidly growing industry with the middle and upper class making up more than half the population of Malaysia. Strategically located in the heart of South-East Asia, Malaysia has untapped potential and is set to become a major importer of speciality food products. In addition, Malaysia's skilled young workforce and training facilities enable the country to be an excellent choice for nurturing and expanding the growing food industry. The services sector including logistics, has been identified as an important source of growth for the Malaysian economy and it is expected to assume a greater role in broadening the economic base of the country and in contributing towards greater exports of goods and services.

**Malaysia Investment Development Authority*



Why Exhibit?

- Have access to over 1,000 thought leaders in the culinary industry who meet once every two years!
- A unique opportunity to place yourself directly in front of a highly influential crowd.
- Join the plethora of networking events and educational sessions designed to keep you abreast of industry trends and meet with experts to share knowledge and best practices.

Who attends?

- Leading chefs- master, executives, pastry and new talents,
- International restaurant owners,
- Food producers,
- Gastronomy opinion leaders,
- Importing & exporting companies,
- Culinary equipment and supplies companies.



About World Association of Chefs Societies

Worldchefs

The World Association of Chefs Societies or Worldchefs in brief, is a global network of chefs associations first founded in October 1928 at the Sorbonne in Paris. At that first congress there were 65 delegates from 17 countries, representing 36 national and international associations, and the venerable August Escoffier was named the first Honorary President of Worldchefs. Today, this global body has over 105 official chefs associations as members representing professional chefs across all industry levels and specialties worldwide.

With a head office and dedicated staff in Paris France, Worldchefs is managed by an elected presidential body consisting of the Worldchefs president, vice president, treasurer, secretary general and past honorary president, as well as a board of continental directors that look after the regions of Asia, Europe, Africa, the Pacific and the Americas. Separate committees manage all culinary competition-related affairs, Education, Young Chefs Development, Humanitarian and Social Awareness Programs, Finances and By-Laws.

Mission

Worldchefs is a non-political professional organisation, dedicated to maintaining and improving the culinary standards of global cuisines. We accomplish these goals through education, training and professional development of our international membership. As an authority and opinion leader on food, Worldchefs represents a global voice on all issues related to the culinary profession.



About the Organiser

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest event organisers in China, India and Malaysia.

Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 25 major cities with 36 offices and over 1,600 employees. We have over 200 employees based in Hong Kong.

With a track record spanning over 30 years, UBM Asia operates in 11 market sectors with over 290 events, 28 targeted trade publications, 18 round-the-clock online products for over 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

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