

Worldchefs Congress

& EXPO 2018

Kuala Lumpur, Malaysia

11-14 July 2018



38th

Biennial
World
Congress

PROGRAM

ARE YOU READY TO DISCOVER ASIA ON A PLATE?



WORLD
ASSOCIATION
OF CHEFS
SOCIETIES

1928

90
YEARS

2018

CELEBRATING 90 YEARS OF GASTROMY EXCELLENCE

THE CONGRESS

The Worldchefs Congress & Expo brings together more than 100 member countries, industry leaders, culinary enthusiasts and gastronomy fans to learn and enjoy about culinary trends and innovations, compete at the Global Chefs Challenge and discover their best life experience.

Worldchefs Congress & Expo 2018 is taking place in Kuala Lumpur, Malaysia, at the prestigious Kuala Lumpur Convention Centre.

The Congress includes four busy days of action programed between July 11 – July 14, 2018 featuring world class exhibitors from across the culinary eld.

Congress & Expo is a hallmark tradition of Worldchefs and has been organised in over 20 cities across the world throughout its illustrious 90 years young history.

THE EXPO

The Worldchefs Expo is a three-day event featuring industry leaders in food and beverages as well as complete solutions for industrial kitchens. It is the premier showcase for culinary innovation!

By visiting us at the Worldchefs Expo, you gain invaluable insights into leading industry solutions.

By exhibiting with us at the Worldchefs Expo, you gain unlimited opportunities to develop connections with leading suppliers and elite professionals.

THE GLOBAL CHEFS CHALLENGE

The Global Chefs Challenge is where the world's best chefs meet to compete in three categories:

- Global Chefs
- Global Pastry Chefs
- Global Young Chefs

The Global Chefs Challenge finals is the Super Bowl for Chefs. 70 worldwide nations are competing hard to win the World Best Chefs title. This competition takes place every two years during the Worldchefs Congress & Expo.

BILL GALLAGHER YOUNG CHEFS FORUM

The Bill Gallagher Young Chefs Forum is an exciting program design for young chefs under 25 years of age. It is designed to encompass both a learning experience and the opportunity to create friendship with fellow colleagues from around the world.

The Bill Gallagher Young Chefs Forum is a great place to start or contribute to an already successful career. It contributes to young chefs' success and it will open up great culinary world for ambitious youngsters who seek to thrive in the culinary community.

Definitely the best Congress & Expo you will find yourself in!

INVITED SPEAKERS

Carefully curated from across the globe, Worldchefs speakers are industry pioneers and leaders, offering cutting-edge insights that are essential to working in today's culinary industry.

2018 SPEAKERS

Charles Carroll

Executive Chef, Past President of Worldchefs
Culinary Leadership – United States

“Essence Of Greatnes”

Richmond Lim Beng Poh

Chef Culinology Officer of Singex – Singapore

“Culinology – Embrace The Future”

Kwan Lui

Founder of At-Sunrice Global Chef Academy

“Train The Trainer With Digital Learning”

Andre Chiang

Author

*“Octaphilosophy – The Bacbone of the creative process
at a restaurant”*

Alvin Leung

Executive Chef/Owner of Bo Innovation – Hong Kong

*“Celebrity Chef 101: A Dummy's Guide To Success In Cooking
And The Restaurant World”*

Marcel Thiele

High end Gastronomy Expert & Spiechhunter – Netherlands

“Quintessence Of Creativity”

Rochelle Schaeztl

Business Capability Development Manager – Switzerland

“Ensuring a Sustainable Future Of The Culinary Profession”

Eric Jose Olmedo Panel & Anisha Chai

Sunway University – Malaysia

“The Making of a National Gastronomy in Malaysia”

WORLDCHIEFS KEY INFO

AN UNFORGETTABLE EXPERIENCE...

Worldchefs Congress & Expo is the landmark event of the global chef community for more than 90 years. It's the chance for worldwide top chefs to meet, network and share their knowledge. Worldchefs will also offer you this year an outstanding Global Chefs Challenge where 70 nations are competing in 3 categories to win the World Best Chefs title. Last but not least, Worldchefs Congress is also dedicated to culinary enthusiasts and gastronomy fans.

Welcome to our world!

THE ORGANISER

Worldchefs is a dynamic global network of more than 100 chefs associations representing chefs all around the world. It was 1st founded in October 1928 at the Sorbonne in Paris with the venerable August Escoffier as first Honorary President.

Worldchefs is a global authority on food, creating impact through 4 areas of performance: Education, Networking, Humanitarian and Competition.

Worldchefs truly dedicates its resources to maintain and improve the culinary standards of global cuisines.

NATIONAL HOST

PROFESSIONAL CULINARY ASSOCIATION, MALAYSIA (PCA)

CONGRESS COMMITTEE

Thomas Gugler

Worldchefs President

Andy Cuthbert

Worldchefs Congress Chairman

Ragnar Fridriksson

Worldchefs Managing Director

Yau Kok Kheong

Special Advisor – 2018 Congress

Charles M. CARROLL

Member of Congress Committee

THE DESTINATION: KUALA LUMPUR, MALAYSIA

Worldchefs has decided to organize its Congress 2018 in Malaysia because it is with no doubt a bustling melting-pot of races and religions where Malays, Indians, Chinese and many other ethnic groups live together in peace and harmony. This multiculturalism has made Malaysia a gastronomic paradise where Worldchefs is ready to serve you Asia on a plate for the best Congress of all times.

One of Malaysia's key attractions is its extreme contrasts. Towering skyscrapers look down upon wooden houses built on stilts while five-star hotels sit just metres away from ancient reefs.

The country is increasingly becoming the destination of choice for meetings, conferences and events in Asia.

Malaysia is also well known for tourism experiences such as agro-tourism, eco-tourism in world's oldest rainforests, diving experiences to the world's richest marine biodiversity, educational tourism, park & gardens discovery, wellness & spa, sailing at the crosswinds.

THE VENUE

Worldchefs has chosen the best for the best:

The Kuala Lumpur Convention Center!

The KLCC is a purpose-built convention and exhibition facility strategically located in the Kuala Lumpur City Centre overlooking the iconic Petronas Twin Towers and the KLCC Park. With approximately 2000 hotels from 3 to 5-star and the Suria KLCC Shopping Mall surrounding the venue, Worldchefs will invite to discover THE best food & beverage Congress ever.

For the perfect Congress 2018 full of surprises, the place is Kuala Lumpur, Malaysia.

**Worldchefs
welcomes you
to the Worldchefs
Congress
& Expo 2018!**

www.worldchefs2018.org

Tuesday 10 July 2018 – Arrival Day



08:00 - 17:00	Registration	KLCC HALL 5
17:00 - 19:00	Bill Gallagher Young Chefs Forum Reception by Nestlé Professional	
19:00 - 22:00	Ice Breaker reception at KLCC	KLCC WEST WING

Wednesday 11 July 2018 – General Assembly



All Day	Registration	KLCC GRAND BALLROOM
08:30 - 08:35	Welcome by Andy Cuthbert Worldchefs Congress Chairman	
08:35 - 09:00	Entertainment and Parade of Nations	
09:00 - 09:30	Warm welcome from Thomas Gugler Worldchefs President	
09:30 - 10:00	Keynote Speaker: André Chiang What's on the Plate: Octaphilosophy -The Eight Elements of Restaurant André Chiang	
10:00 - 10:30	Worldchefs General Assembly	
10:30 - 11:00	Break Time: Enjoy a a well deserved break with Dilmah Tea & Nestlé Professional	
11:00 - 11:15	Approval of by-laws	
11:15 - 11:30	Do you want to talk numbers? Here is our Financial Report	
11:30 - 12:00	Are you ready to know more about World Chefs Without Borders	
12:00 - 12:30	Honorary Member Ceremony	
12:30 - 14:00	Lunch time Ladies and Gents: Are you ready to Rock 'n' Food	
14:00 - 14:20	Yes we can Feed the Planet?	
14:20 - 14:40	International Chefs Day	
14:40 - 15:00	Worldchefs Academy	
15:00 - 15:30	Break Time: Enjoy a a well deserved break with Dilmah Tea	
15:30 - 16:30	Are you ready to share our Vision of Worldchefs with our Board and Committees	
16:30 - 17:00	Do you want to meet, share and talk? Now is the time!	
18:00 - 19:00	The Worldchefs Congress Tradition: Official photography and parade from Petronas Towers	
19:00 - 23:00	Welcome Reception	

Thursday 12 July 2018 – Asia On A Plate



All Day	Registration	KLCC GRAND BALLROOM
07:00 - 12:00	The Young and the Restless: Global Young Chefs Challenge Hans Bueschkens Trophy Check out the competing countries here!	ELECTROLUX ARENA: KLCC HALL 5
08:30 - 09:00	Keynote Speaker: Alvin Leung What's on the Plate: Celebrity Chef 101: A Dummy's Guide to Success in Cooking and the Restaurant World Brought to you by Kaluga Queen Caviar	KLCC GRAND BALLROOM
09:00 - 09:30	Keynote Speaker: Tetsuya Wakuda What's on the Plate: Coming Soon...	
10:00 - 10:30	Keynote Speaker: Dilhan C. Fernando & Peter Kuruvita What's on the Plate: Tea Inspired Gastronomy Brought to you by Dilmah Tea	
10:30 - 18:00	OPENING OF EXPO: The Most Luxurious Exhibition is Here	KLCC HALL 5
10:30 - 11:00	Break Time: Enjoy a a well deserved break with Dilmah Tea & Nestlé Professional	KLCC GRAND BALLROOM
11:00 - 11:30	Keynote Speaker: Edgar Buhrs What's on the Plate: Veal Meet Again - A Culinary Inspiration Brought to you by VanDrie	
11:30 - 12:00	Keynote Speaker: Eric Olmedo & Arisha Chai What's on the Plate: The Making of a National Gastronomy in Malaysia Brought to you by the Sunway University	
12:00 - 12:30	Keynote Speaker: Coming Soon... What's on the Plate: Coming Soon... Brought to you by MLA	
12:30 - 13:00	Keynote Speaker: Jochern Kern What's on the Plate: Malaysian Palm Oil: A Culinary Advntage Brought to you by Malaysian Palm Oil	
13:00 - 14:30	Lunch time Ladies and Gents: Are you ready to Rock 'n' Food	
13:00 - 21:00	Battle of the Elite Vol. I : Global Chefs Challenge Check out the competing countries here!	ELECTROLUX ARENA: KLCC HALL 5
14:30 - 17:30	The one & only Education Forum	

Free night: Taste the city, explore and have fun!

Friday 13 July 2018 – Feed The Planet



07:00 - 15:00	Battle of the Elite Vol.2 : Global Chefs Challenge Check out the competing countries here!	ELECTROLUX ARENA: KLCC HALL 5
08:30 - 09:00	Are you ready to Feed the Planet?	KLCC GRAND BALLROOM
09:00 - 09:30	Are you ready to Feed the Planet?	
09:30 - 10:00	Are you ready to Feed the Planet?	
10:00 - 10:30	Keynote Speaker: Rochelle Schaeztl What's on the Plate: Ensuring a sustainable future of the Culinary Profession Brought to you by Nestle Professional	
10:30 - 18:00	EXPO: Explore the new and the prestigious	KLCC HALL 5
10:30 - 11:00	Break Time: Enjoy a well deserved break with Dilmah Tea & Nestlé Professional	KLCC GRAND BALLROOM
11:00 - 11:30	Are you ready to Feed the Planet?	
11:30 - 12:00	Are you ready to Feed the Planet?	
12:00 - 13:00	Yes We Can: Feed the Planet Panel Discussion - Food Waste	
13:00 - 15:00	Lunch time Ladies and Gents: Are you ready to Rock 'n' Food	
15:00 - 21:00	Global Chefs Challenge & EXPO continue	KLCC HALL 5

Free night: Taste the city, explore and have fun!

Saturday 14 July 2018 – Chef Matters



07:30 - 17:00	The One to Rule Them All: Global Pastry Chef Challenge Check the competing countries here!	ELECTROLUX ARENA: KLCC HALL 5
08:30 - 09:00	Keynote Speaker: Richmond Lim Beng Poh What's on the Plate: Culinology - Embrace the Future	KLCC GRAND BALLROOM
09:00 - 09:30	Keynote Speaker: Kwan Lui What's on the Plate: Train the Trainer with Digital Learning Brought to you by At-Sunrice	
09:30 - 10:00	Keynote Speaker: Megawati Suzari What's on the Plate: Halal for food services ingredients and compliance throughout supply chain Brought to you by Fonterra	
10:00 - 10:30	Keynote Speaker: Charles Carroll What's on the Plate: Essence of Greatness	
10:30 - 17:00	EXPO: Explore the new and the prestigious	KLCC HALL 5
10:30 - 11:00	Break Time: Enjoy a well deserved break with Dilmah Tea & Nestlé Professional	KLCC GRAND BALLROOM
11:00 - 11:30	Continental Directors Elections	
11:30 - 12:30	Who's Next: Bid Presentations and Vote for Worldchefs Congress 2022	
12:30 - 12:45	The 2020 Journey Begins: Worldchefs Congress St. Petersburg 2020 - Handing Over the Bell	
12:45 - 13:00	Closing Remarks by Worldchefs President Thomas Gugler	
13:00 - 14:30	Lunch time Ladies and Gents: Are you ready to Rock 'n' Food	
14:30 - 17:00	Those Still Standing: Expo & Global Pastry Chef Challenge	KLCC HALL 5
19:00	Worldchefs knows how to party! - Gala Dinner	

Sunday 15 July 2018



Do you want to stay in Malaysia?

We understand and we are here to help. Reach out for us to organize together your trip!

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& EXPO 2018

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11-14 July 2018



DON'T GET LEFT BEHIND!

REGISTER NOW!

www.worldchefs2018.org/registration

REGISTRATION RATES

Chef / Visitor 850 €

Young/Retired Chef 650 €

Accompanying Person 350 €

REGISTRATION FEES INCLUDE:

For Delegates/ Chefs and Young Chefs / Retired Chefs

- Congress Attendance & Full Delegate Bag
- 4 Lunches & Coffee Breaks
- Ice Breaker Reception
- Welcome Reception
- Gala Dinner
- Shuttle Services for Social Events

For Accompanying Persons

- Ice Breaker Reception
- Welcome Reception
- Gala Dinner
- Shuttle Services for Social Events

DON'T GET LEFT BEHIND!

Honorable Support of



Premium Partners



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