

# Worldchefs Congress

& EXPO 2018

*Kuala Lumpur, Malaysia*

*11-14 July 2018*



38<sup>th</sup>

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

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## THE CONGRESS

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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 programmed between July 11 – July 14, 2018 featuring world class exhibitors from across the culinary world.

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.

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## THE EXPO

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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.

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## THE GLOBAL CHEFS CHALLENGE

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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.

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## BILL GALLAGHER YOUNG CHEFS FORUM

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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!

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## INVITED SPEAKERS

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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 Greatness”*

#### Richmond Lim Beng Poh

Chef Culinary 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 Backbone 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 & Spicehunter – Netherlands

*“Quintessence Of Creativity”*

#### Rochelle Schatzl

Business Capability Development Manager – Switzerland

*“Ensuring a Sustainable Future for the The Culinary Profession”*

#### Eric Jose Olmedo Panel & Anisha Chai

Sunway University – Malaysia

*“The Making of a National Gastronomy in Malaysia”*

# WORLDCHIEFS KEY INFO

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## AN UNFORGETTABLE EXPERIENCE...

Worldchefs Congress & Expo has been the landmark event of the global chef community for more than 90 years. It's the chance for global top chefs from around the world 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!**

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## 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.

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## NATIONAL HOST

**PROFESSIONAL CULINARY ASSOCIATION, MALAYSIA (PCA)**

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## 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

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## 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.

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## 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](http://www.worldchefs2018.org)

## Tuesday 10 July 2018 – Arrival Day



08:00 - 17:00	<b>Registration</b>	KLCC HALL 5
14:00 - 18:00	<b>Asia Presidents Forum</b>	EUROPE PRESIDENTS FORUM
16:00 - 19:00	<b>Europe Presidents Forum</b>	
17:00 - 19:00	<b>Bill Gallagher Young Chefs Forum Reception by Nestlé Professional</b>	KLCC HALL 5
19:00 - 22:00	<b>Ice Breaker</b> reception at KLCC	KLCC WEST WING

## Wednesday 11 July 2018 – General Assembly



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

## Thursday 12 July 2018 – Asia On A Plate



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

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

## Friday 13 July 2018 – Feed The Planet



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

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

## Saturday 14 July 2018 – Chef Matters



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

## 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!

NB! Last updated on the 22 February – the program can change without notice!

[www.worldchefs2018.org](http://www.worldchefs2018.org)



# Worldchefs Congress

& EXPO 2018

Kuala Lumpur, Malaysia

11-14 July 2018



## DON'T GET LEFT BEHIND!

REGISTER NOW!

[www.worldchefs2018.org/registration](http://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



#### Global Partners



#### Program Partners

