



# ASIA Food FESTIVAL • 2014 PENANG, MALAYSIA








## *Celebrating Our Culinary Cultural Diversity*

*Asia Food Festival 2014  
from 22<sup>nd</sup> - 26<sup>th</sup> October 2014*

*Be part of this prestigious biennial event*

A conglomeration of delightful Culinary Events, Conferences, Seminars,  
Workshops and International Showcase of Hospitality and related activities.

-  Participate in the renowned Battle of the Chefs 2014
-  A perfect opportunity to showcase your products and services
-  A platform to promote your business
-  A window to unlimited networking and business relationship
-  Helps you stay abreast of emerging technologies in F & B industry

Supported by



Organized by



Chefs Association of Malaysia  
Penang Chapter

Member of







## Why Penang?

Long regarded as the food capital of Malaysia, Penang is renowned for its food variety and diversity. Penang was recognised as having the Best Street Food in Asia by Time magazine in 2004, citing that "nowhere else can such great tasting food be so cheap". Aside from that, Penang is also ranked among top ten greatest street food cities in Asia, according to CNN Go. As one of the world's top eating destinations – diverse, exciting, adventurous, delicious and best of all – value for money. Chefs Association of Malaysia, Penang Chapter is proud to be a key contributor to this great creation!

## About Asia Food Festival 2014



**The Press Conference & Launch of AFF 2014**  
by the Penang Deputy Chief Minister 1 on 31 March 2014



A fascinating fusion of the East and West, Penang embraces modernity while retaining its traditions and old world charm. These are reflected in its harmonious multiracial populace and well-preserved heritage buildings which has led George Town to be listed accorded a listing as a UNESCO World Cultural Heritage Site in 2008.



In conjunction with Visit Malaysia Year 2014 (VMY 2014), Chefs Association of Malaysia, Penang Chapter will be bringing to you the inaugural biennial Asia Food Festival – AFF 2014.

Our theme for AFF 2014, "Celebrating Our Culinary Cultural Diversity", also reflects Penang's cuisine diversity of cultural heritage and fusion of Chinese, Nyonya, Malay and Indian ethnic mix of Malaysia. It also shows some influence of our neighbours, in particular Thailand and Indonesia.

AFF 2014 is indeed a showcase of Penang to the Regional and International Trade especially the Hospitality and F&B fraternity and the Chefs Association of Penang intend to mark this as a "5 Star" event for the state of Penang. Moreover, we are in the finalization stage of getting the approval from the "World Association of Chefs Societies – WACS" as a recognized "WACS International Competition"



## Key Objectives of AFF 2014 :-

- ❗ Enhancing established areas of commercial, retail and consumer significance within the Culinary, F&B, Hospitality and Catering industry.
- ❗ The Festival aims to increase economic benefit through business links or targeted business and commercial networks.
- ❗ Build relationships by providing the opportunity to meet key people and stakeholder groups.
- ❗ Showcasing Asian Culinary Kaleidoscope.
- ❗ Raise the profile and lift the status plus awareness of the hospitality and F & B industry and also other business through the media exposure it receives.
- ❗ Special Showcase and Forum relating to Culinary, F & B and Hospitality throughout the week - long celebration of AFF 2014 in October.
- ❗ AFF 2014 will also create innovative ideas, events and built retail development opportunities and issues relating to the culinary industry.

## Asia Food Festival - AFF 2014

### Incorporating :-

1. Battle of the Chefs 2014 to also include:-
  - More than 60 Classes of Culinary Competitions
  - Penang Vegetarian Restaurant Showcase
  - Penang Famous Hawkers Showcase
  - Penang Chinese Restaurant Showcase
  - Lucky Cup New Malaysian Table d'hôtel Showcase
2. Field Cooking Competition  
(1st ever organized for the various Military/Army personnel of Thailand, Indonesia, Malaysia, etc)
3. Go Green Hospitality 2014
4. Malaysian Chinese Restaurant Ownership & Conference 2014
5. Fine Arts of Tea & Coffee Appreciation Seminar 2014
6. Wine & Spirit Seminar 2014
7. HALAL Seminar
8. Hospitality Operation & Design Conference 2014
9. Penang Wholesome Bakery Master Class 2014
10. International Fabulous Kitchen Showcase 2014
11. F & B Career & Job Matching Fair
12. Penang Hawker Forum 2014



First Announcement



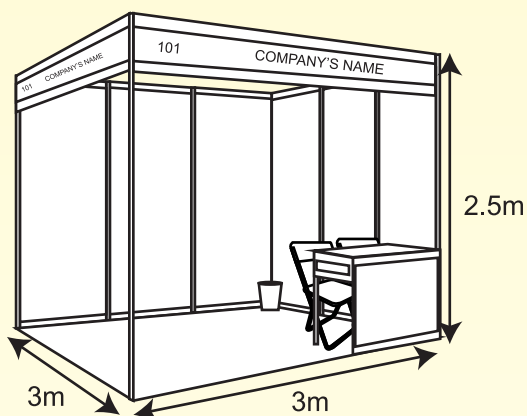
# The Venue



Formerly known as the Penang International Sports Arena (PISA), the newly refurbished Subterranean Penang International Convention and Exhibition Centre (SPICE) is the biggest multi-purpose indoor venue in Penang featuring an environmentally-friendly recreational park named the Penang's People Park. With its maximum capacity of 13,000 people, the arena is the epicentre for concerts, conventions and exhibitions.



## Cost of Participation

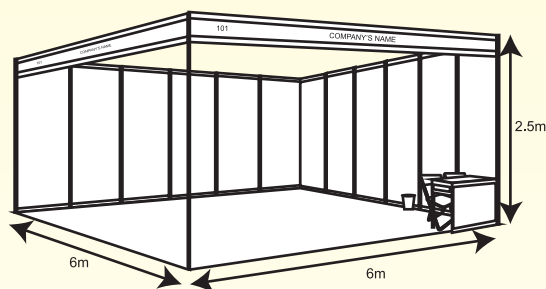


### *Standard Shell Scheme and Space of 3m x 3m*

USD175 sqm per booth (9 sqm)

Early Bird - 15% discount

Comprises floor space, fascia boards, carpet, 2 units 40w fluorescent tubes, 2 units backrest PVC chairs, 1 unit reception table, 1 unit temporary 13 amp power point, 1 set Company's name (max 30 lettering)



### *Deluxe Shell Scheme & Space of 6m x 6m*

USD130 sqm per booth (36 sqm)

Early Bird - 15% discount

Comprises floor space, fascia boards, carpet, 8 units 40w fluorescent tubes, 6 units backrest PVC chairs, 4 units reception tables, 4 units temporary 13 amp power point, 1 set Company's name

**\* Early Bird Closing Date: 16<sup>th</sup> June 2014**

### **ASIA FOOD FESTIVAL - SECRETARIAT** **c/o Chefs Association of Malaysia - Penang Chapter**

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