



ASIA FOOD FESTIVAL 2014

Celebrating Our Culinary Cultural Diversity

22nd – 26th October 2014

Subterranean Penang International Convention & Exhibition Centre – SPICE

www.asiafoodfestival.com.my

EXECUTIVE SUMMARY – ASIA FOOD FESTIVAL 2014

In conjunction with **Visit Malaysia Year 2014**, the Chefs Association of Malaysia, Penang Chapter will be organizing AFF 2014 which will also incorporate the **15th edition of the Battle of the Chefs** which will see more than **1,500 chefs** participating in 65 categories of competitions. There will also be various International Showcases, Seminars & Conferences.



AFF 2014 is indeed a showcase of Penang to the Regional and International Trade especially the Hospitality and F&B fraternity. This event will be marked as a “**5 Star**” event for the state of Penang held from 22nd to 26th October 2014 at newly refurbished Subterranean Penang International Convention & Exhibition Centre (SPICE).



Asia Food Festival 2014 is a cumulative event incorporating the following

- 1) The renowned *Battle of the Chefs (15th Edition)*
- 2) *Wine & Spirit Seminar 2014- Notable speakers include Roderick Wong & Edwin Soon and Euro Asia Wines as the official sponsor*
- 3) *Hospitality Operation & Design Conference 2014 by HC&C Hospitality Consultant.*
- 4) *Gold Choice Asian Latte Art & 3D Coffee Art Competition*
- 5) *Fine Arts of Tea & Coffee Appreciation Seminar 2014*
- 6) *International Fabulous Kitchen Showcase 2014*
- 7) *Go Green Hospitality Showcase and Seminar 2014*
- 8) *MAH Waiters' Race & Bed Making Competition sponsored by King Koil Mattresses*
- 9) *AFF International Business & Hospitality Networking Conference*
- 10) *F&B Career, Education & Job Matching Fair*
- 11) *HALAL Seminar & Showcase, co-host with Penang International Halal Hub*
- 12) *Field Cooking Showcase & Competition (1st ever Army personnel showcase in Malaysia)*



The Hospitality Operation & Design Conference organized by HC&M Hospitality Consultant will feature a selection of conference topics on Cold & Hot Kitchen Equipment from Tecnoinox Kitchen Equipment & Flomatic Singapore, Electrolux brands of Chill Blast & Combi Oven, Halton Asia Foodservice of Exhaust & Ducting, Winterhalter GmbH - Commercial dish-washing systems, Samsung Chef Collections, Fatbusta - the grease trap & sewage solution and many more.



----- Brought to you by -----
CHEFS ASSOCIATION OF MALAYSIA, PENANG CHAPTER

MEMBER OF WORLD ASSOCIATION OF CHEFS SOCIETIES (WACS)

Tel/Fax: 604-2268659 Email: penangchefs@gmail.com

Website: www.penangchefs.com / www.battleofthechefs.com.my





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Among the latest announcements we have to date are:-

- Support & participation by the State Government of Penang & relevant government agencies – with the cooperation of the Penang Chief Minister I office



- Endorsement by the **World Association of Chefs Societies** as a recognized “WACs International Competition” together with other Chefs Associations around the Asia Pacific region



- **CITRARASA MALAYSIA** - International Fabulous Kitchen Showcase 2014 with the Ministry of Tourism Culture Malaysia, Penang office



- “**Field Cooking Competition and showcase**” by the Malaysian Army personnel under the Royal Services Corps Directorate, Ministry of Defense Malaysia.



- The Consul of the **Royal Thai Consulate-General** in Penang has also shown keen support in bringing a trade delegation and co-organize a Thai Food & Cultural Fair.



- **The China Hotel Purchasing & Supplying Association** and the **China Hotel Association** a strong entourage of China Exhibitors together with a China Pavilion which will be showcase at least 40 exhibitors during AFF 2014.



- **Official Magazines - World Chefs and Nourish Magazine**. Nourish will also be publishing a special supplement in conjunction with AFF 2014



- Co-host with **Penang International Halal Hub** to organize the Penang Halal Conference



- Collaboration with **World Association of Chefs Societies** (Asia Office) FoodCult Pte. Ltd. in the hosting of “**Wine & Spirit Conference**”. Notable speakers include **Roderick Wong** *former sommelier from Hilton KL* and **Edwin Soon** *author, journalist from Singapore & wine columnist for The Star*

- Among the supporting partners and associations includes **Chefs Association of Malaysia**, **Malaysia Association of Hotels, Penang Chapter** (MAH-P), **Penang International Halal Hub** (PIHH), **The Penang Hoteliers Association** (PHA), **Penang Tourist Guide Association** (PTGA), **Malaysian Food & Beverage Executive Association** (MFBEA), **Penang Chinese Cooks' Association** (PCCA) and **Penang Global Tourism** (PGT).

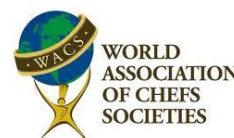


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YB Dato' Seri Mohamed Nazri Abdul Aziz, the Minister of Tourism Malaysia was brief on the progress of Asia Food Festival 2014 during a courtesy visit to Parliament House in June 2014



Invest-in-Penang presentation & briefing on investment opportunities in Penang

Mr. Fan Guangyu

- Chairman - China Hotel Purchasing & Supplying Association
- Assistant of Chairman / Deputy Secretary General - China Hotel Association
- President, Greater China & Asia - Parkside Hotels & Resorts



An MOU signing ceremony witnessed by the Deputy Chief Minister 1, YB Dato' Hj Mohd Rashid Hasnon.

The MOU signed by both Associations agree to adopt and pursue mutual collaboration and partnership in areas of F&B, Branding & Business Networking, Hospitality & Hotel related Activities, Trade & Business Matching Opportunities, Exhibitions, Conferences & Culinary Competitions.



Penang International Halal Hub – PIHH Chairman, YB Dato' Haji Abdul Malik Kasim (centre), also Penang State Minister for Religious Affair, Domestic Trade & Consumer Affairs.



Lunch hosted by YB Danny Law, Penang State Minister for Tourism



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Pan Malaysia Koo Soo Restaurant & Chefs Association & Penang Chinese Chefs Association



Penang Tourist Guide Association (PTGA) and Malaysian Association of Hotels, Penang Chapter



**Mr Ong Hui Guan, Director
Ministry of Tourism, Penang**



Mr Sam Cheah, President of Malaysian Association of Hotels



Wine & Spirit Conference by Foodcult Pte Ltd



**President of Chefs Association of Malaysia
Chef Chern Chee Hoong**



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Asian Barista Championship - GC Barista Academy



**The Hospitality Operation & Design
Conference by HC&M Hospitality Consultant
Mr FC Chong (Lead Consultant)**



AFF Official Magazine - Nourish



California Raisins & US Potato Board

For more information and continuous updates of AFF 2014, please visit our websites at

** www.asiafoodfestival.com.my

** www.battleofthechefs.com.my

** www.facebook.com/asiafoodfestival

Email us at
secretariat@asiafoodfestival.com.my



"Field Cooking Competition & Showcase" - MINDEF

Should you need further information, please do not hesitate to contact

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