

WHY PENANG ?

Over the years, Penang has long held the respected title as the "Food Capital" of Malaysia and is renowned for its culturally rich and diverse variety of foods.

- Penang ranked No. 1 in Forbes' Ten Best Budget Travel Destination for 2016
- Penang, listed in Los Angeles Times as one of the 16 Must - Visit Destinations in 2016
- George Town, Penang ranked 4th in Lonely Planet's Top 10 Cities to visit in 2016
- CNNGo voted Penang Assam Laksa as World's No. 7 most delicious foods (2011)
- Yahoo Travel ranked Penang #8 in 10 Islands to Explore Before You Die with (2011)
- New York Times ranked Penang as 22nd Must Visit Destination in 2009

Penang is one of the world's top culinary destinations for diverse, exciting, adventurous, and reasonably priced gastronomic delights and the Penang Chefs Association is proud to be a key contributor to Penang and AFF 2016.



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THE VENUE



Previously recognised as the "Penang International Sports Arena" or PISA, it is newly refurbished and rebranded as the "Subterranean Penang International Convention and Exhibition Centre" or SPICE and claims title as the biggest multi-purpose indoor venue in Penang.



For further information, please call to

ASIA FOOD FESTIVAL - SECRETARIAT
c/o Penang Chefs Association

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f Asia Food Festival

PENANG TRADE EVENTS 2016

ASIA Food FESTIVAL PENANG, MALAYSIA

From 18th - 21st August 2016

SPICE Arena | Penang, Malaysia

www.asiafoodfestival.com.my

www.battleofthechefs.com.my

**A CONGLOMERATION OF DELIGHTFUL CULINARY
EVENTS, CONFERENCES, SEMINARS, WORKSHOPS
AND INTERNATIONAL SHOWCASE OF HOSPITALITY
AND RELATED ACTIVITIES.**

**BE PART OF
THIS PRESTIGIOUS
BIENNIAL
EVENT**

- Participate in the renowned Battle of the Chefs 2016
- 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

Co-Sponsors



Official Magazine

Official Hotel

ABOUT ASIA FOOD FESTIVAL



Asia Food Festival 1 Year Countdown, August 2015

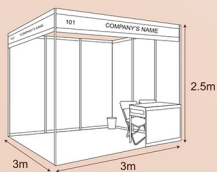
Asia Food Festival 2016 is set to delight all your senses in the culinary splendour in the island of Penang. An all enchanting gastronomic gathering to the "Food Capital" of Malaysia where we will witness the 16th edition of the Battle of the Chefs and the inaugural launch of International Curry Gourmet Summit 2016.

George Town in Penang has been named as the top place for budget travel destinations for 2016 by a major American finance publication. Forbes placed Penang as number one in its "The Ten Best Budget Travel Destinations for 2016" list. The article noted the UNESCO World Heritage Site was a must for "those who love to try new food but are on a budget." The report says that the cuisine in Penang is a blend of Malay, Chinese and Indian specialties and local hawker centres and street food stalls offer dozens of delicious options.

With such accolade to Penang – the "Pearl of the Orient", Asia Food Festival 2016 will be the pinnacle of get-together of over 2,000 chefs from around the region as well as the hospitality, F&B fraternity. AFF 2016 will also feature an wide-ranging selection of products and supplies by both international and domestic manufacturers and suppliers alike.

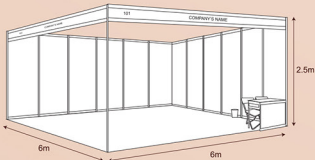


COST OF PARTICIPATION



Standard Shell Scheme & Space of 3m x 3m USD 175 sqm per booth (9 sqm)

Comprises floor space, fascia boards, carpet, 2 units 40W fluorescent tubes, 2 units backrest PVC chairs, 1 unit reception table, 1 unit temporary 13amp power point, 1 set Company's Name (Max 30 Lettering)



Deluxe Shell Scheme & Space of 6m x 6m USD 130 sqm per booth (36 sqm)

Comprises floor space, fascia boards, carpet, 8 units 40W fluorescent tubes, 6 units backrest PVC chairs, 4 units reception tables, 4 units temporary 13amp power points, 1 set Company's Name (Max 30 Lettering)



OBJECTIVES

- To further enhance established areas of commercial, retail and consumer significance within the culinary, F&B, hospitality and catering industry
- To increase economic benefit through business links, targeted business promotion as well as commercial networks
- To forge new and strengthen existing business and personal relationships by providing the opportunity to meet key networks and/or stakeholder groups
- To showcase the "Asian Culinary Kaleidoscope"
- To raise the profile and uplift the status and awareness of the hospitality and F&B industry as well a myriad of other businesses through the various forms of media exposure during the event
- To exhibit a special showcase and forum with all this Culinary, F&B, and Hospitality related throughout AFF 2016 in August
- To generate innovative ideas, host exciting events, and build retail development opportunities with issues both directly and indirectly related to the culinary industry

ASIA FOOD FESTIVAL 2016

Incorporating :-

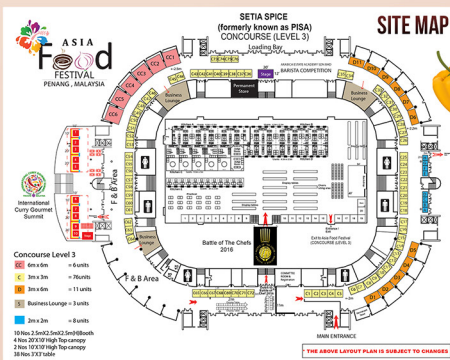


- Battle of the Chefs 2016 (16th Edition)**
 - More than 70 Classes of Competitions
 - More than 20 Outstanding Awards & Trophies
 - Hospitality Challenge co-organized with Malaysian Association of Hotels - Penang Chapter



- International Curry Gourmet Summit**
 - Curry Gastronomic of East Meet West
 - Curry Showcase and Competition
 - Curry Talk and Seminars
 - Everything you ever wanted to know about SPICES

- Military Field Cooking Showcase**
- Coffee Barista Competition**
- HALAL Seminar & Showcase**
- Hospitality & Design Showcase**
- Fabulous Kitchen Showcase**
- F&B Career & Job Matching Fair**
- Penang Hawker Forum 2016**



16th Edition
Battle Of The Chefs
www.battleofthechefs.com.my



International Curry
Gourmet Summit

Organized By



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TOURISM MALAYSIA Malaysia major events



Penang POC

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SURABI MASTER SPICES

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