

CASE STUDY

FAST FACTS

Event
38th biennial Worldchefs
Congress and Expo 2018
(WACS 2018)

11 – 14 July 2018

Venue
Kuala Lumpur Convention
Centre

Host Organisation
Professional Culinaire
Association (PCA) Malaysia

Attendance
1,000 delegates

**Economic Contribution
to Malaysia**
RM14 million

MALAYSIA SERVES UP THE BEST OF ASIA, ON A PLATE



A concentration of gastronomic connoisseurs

A country well known as one of the food havens of South East Asia, Malaysia aptly welcomed the 38th biennial Worldchefs Congress and Expo 2018 (WACS 2018) from the 11th-14th July. As one of the food industry's most looked forward event, WACS stands as a platform for the industry leaders in food and beverages (F&B) to come together for, knowledge and skills exchange, as well as to explore innovative solutions for their kitchens and businesses.

This time, the major event was hosted in the capital city of Malaysia, Kuala Lumpur, at the internationally acclaimed KL Convention Centre. Attended by 1,000 delegates from over 22 countries including chefs, restaurant owners, F&B suppliers, thought leaders and more; the country was once again given the opportunity to showcase the Malaysian hospitality at its best. The event generated more than RM 14 million in economic impact for the country, whereby majority of its delegates were international.

WACS is founded and organised by the 90-year-old establishment known as The World Association of Chefs' Societies (Worldchefs). Worldchefs is a dynamic global network which is joined by more than 100 chefs' associations, encompassing all levels in the kitchen and across specialities.

With almost a century of culinary journey, the Association has found its way and sealed its position as the global authority on food, creating impact through core focus areas such as education, networking, competitions and not forgetting, humanitarian and sustainability.

Dynamically working with local organiser Profesional Culinaire Association (PCA) Malaysia and the Malaysia Convention & Exhibition Bureau (MyCEB), WACS 2018 was themed Asia On a Plate which carried the significance of showcasing the venue as well as the increasingly extraordinary Asian food landscape.

Declaring a Legacy

Winning the bid to host WACS 2018 four years earlier in Norway, local organiser PCA together with MyCEB, the backbone of the country's business events industry saw the accomplishment as the perfect opportunity to once again, put Malaysia on the global pedestal.

According to Chef Kamaruddin Adnin, who is the President of PCA Malaysia, "Putting the right people and structure in place is the most important thing to do. It is the determining factor of how good the event had turned out to be."

Pulling together a major event that has been running for three decades comes with high expectations. One of the challenges in organising an event as important as WACS 2018 is communications. "The right communications will help immobilize the right team to get the job done. The strategy is to have a safety net, a plan B that is as good as the first plan. As we speak to our international counterpart taking into account the time zone differences or even the way things are done, we are thankful for the support we received from Worldchefs. Even with MyCEB, the experience of handling these events gave us the best support from licensing, sponsorship, performances and more," said Chef Kamaruddin.

Another success for the organisers is the transformation of the venue to suit the various activities' needs. For example, the exhibition hall in KL Convention Centre was transformed into various international kitchens for the Global Chef's Challenge, complete with heavy duty equipment and utensils. All the chefs' to do was just start cooking!

Fueling knowledge, fulfilling the soul

WACS 2018 featured some of the most important messages that affects and highly impacts culinary processes, communities and all societies in the world. Highlighted topics included food safety, managing food wastage, sustainable innovations and more, is set to change the way both food experts and consumers think about their next meal.

The event which was designed to be inclusive of all levels in the F&B world, also ensured that it appealed to the younger crowd via social media and digital marketing, as well as positioning the future of the industry as key opinion leaders took the stage during the knowledge-sharing sessions.

From celebrity chef Peter Kuruvita, who demonstrated original recipes infused with tea as an ingredient; food experts who presented invaluable information via case studies; rock star restaurants that market innovatively and globally; to small café and restaurants owners who runs from the quaint lanes of Europe, the event truly saw the coming together of experts in one field that powers the world.

A parade of culinary skills and innovation

Apart from savouring local cuisines, delegates were also treated to an exciting time as chefs from various countries including Hong Kong, Australia, Switzerland, Singapore and more, rise to the occasion to battle it out in the Global Chef's Challenge.

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“I spent the last four years working with the local organiser for this event. This is not my first time in Malaysia and definitely not my last as well. We’ve had a fantastic time, the warm welcome, the function space, the hospitality of the young chefs and how the city has embraced this event – everyone from MyCEB, to KLCC, the police, helped for the delegates to have a great time. Asia on a plate, is right here in Malaysia,”

Andy Cuthbert
Worldchefs Congress Chairman

Held from the second day of the event onwards, participating chefs were given a theme to create and bring their dish to life. From chocolates made into realistic shape of a horn bill, to carefully carved ingredients that conjures a sumptuous meal, chefs performed their best at the challenge judged by qualified panels.

At the expo which took place next to the cook up venue, more than 200 booths of both local and international brands were built up to serve needs of incoming, knowledge-thirsty visitors. Kitchen equipment, new food products and supplies as well as latest technology was just the tip of the iceberg when it came to the exhibition!

Malaysia and MyCEB earned the stamp of approvals from business events visitors

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“MyCEB is proud to bring yet another impactful event. While the economic impact WACS 2018 has brought to us is great, but it is also pertinent to realise that with congresses as such, the flow of ideas, skills, and the overall energy generated enriches the country beyond dollars and sense. For the social growth of the country, the F&B industry as well and business events, I believe we have created a significant footprint,” Datuk Zulkefli Hj. Sharif, Chief Executive Officer of MyCEB.

