

Press release

For immediate release

MALAYSIA TO HOST WORLDCHEFS CONGRESS & EXPO IN 2018

Attracting over 1,000 participants from various countries, Malaysia leads the way in showcasing some of the nation's iconic food delights

KUALA LUMPUR, 4 August 2017: Malaysia is set to boost its international presence as a culinary paradise as chefs from more than 100 countries are set to convene in Kuala Lumpur next year for the Worldchefs Congress & Expo 2018 to address food trends and share on emerging food culture from around the world.

The four-day event scheduled from 11 – 14 July 2018 will attract 1,000 over attendees and is organised by the World Association of Chefs' Societies (Worldchefs) following a successful bid by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia, working in close strategic collaboration with local organiser, Professional Culinaire Association of Malaysia. It is expected to generate an estimated RM11 million in economic impact.

Speaking at the press conference to announce the hosting of the event, Datuk Zulkefli Hj. Sharif, CEO of MyCEB, described the congress as the ideal platform for Malaysia to further showcase its unique cuisine influences and expertise to the world.

"Worldchefs Congress & Expo perfectly highlights Malaysia's exceptional appeal as a global food destination. We hope our local chefs will take this enticing opportunity to network with like-minded industry players, gain insights and ideas on the latest food technology and trends, as well as share best practices with their counterparts from all over the world." said Datuk Zulkefli.

"Malaysia is strategically located at the hub of Asia to showcase our capabilities of holding world-class business events with subject matter experts that will yield long-term benefits for Malaysia's growth in the coming years," continued Datuk Zulkefli.

"We are proud to bring the Worldchefs Congress & Expo back to Asia, as it has been hosted by European and Nordic regions in the past. Asia boasts the fastest growing number of members in Worldchefs, and is a very dynamic area. As you know, Asia is a rising economy, and we see today more and more appreciation about the Asian culture. It is so complex, and there is so much to learn, as no two Asian countries are the same.

We invite you to join us for the Worldchefs Congress. As we learn, we invite you to learn alongside us, and to immerse in this distinct and unique culture of chefs from around the world coming together, to celebrate the chef profession," said Thomas Gulger, President of Worldchefs.

Being Asia's representative, Malaysia secured the event bid in 2014 Worldchefs Congress held at Stavanger, Norway after successfully meeting the stringent requirements and presenting the very best in culinary diversity available in Malaysia, where it showcased selected delicacies namely *satay*, *roti jala* and *chikuteh*, apart from meeting the requirements. Besides Norway, the biennial event had previously been hosted by Chile, United Arab Emirates, New Zealand, South Korea and Ireland.

For the past seven years, MyCEB together with its strategic partners have secured 807 international business events comprising of international conference, corporate meetings, incentive travel and trade exhibition events which will essentially add an estimated RM5.2 billion into Malaysia's economy. Through planning and sound infrastructure, easy visa requirements to valuable government support, MyCEB continues to drive value at every step and deliver world-class conference and meeting venues to create a legacy of business events.

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About MyCEB

MyCEB was established in 2009 by Ministry of Tourism and Culture, Malaysia to further strengthen Malaysia's business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB's goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

In December 2016, MyCEB mapped out the way forward for Malaysia in business events with the launch of '**Malaysia's Business Events Roadmap: Charting Malaysia's Journey to 2020 and Beyond**'. In helping to power Malaysia's knowledge and creative economy, the business events roadmap will lay the groundwork, set up and manage the platforms for collaboration and support

the development of strong local hosts. The country has also played host to 65 associations and conventions, 28 exhibitions and 283 corporate meeting and incentive groups in 2016.

With a total of 1691 events for the past seven years and delivering an estimated economic impact of RM8.66 billion, Malaysia is on track to drive positive momentum for the business events industry.

Malaysia Major Events, previously known as International Events Unit (IEU) is another division of Malaysia Convention & Exhibition Bureau (MyCEB). It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events.

For more information, please visit www.myceb.com.my and follow us on www.facebook.com/MyCEB, Twitter (@MyCEB) and Instagram/MyCEB.

About Worldchefs

The World Association of Chefs' Societies, or Worldchefs, is a global network of chefs associations first founded in October 1928 at the Sorbonne in Paris. At that first congress there were 65 delegates from 17 countries, representing 36 national and international associations, and the venerable August Escoffier was named the first Honorary President of Worldchefs.

Worldchefs is a non-political professional organization, dedicated to maintaining and improving the culinary standards of global cuisines.

We accomplish these goals through education, training and professional development of our international membership. As an authority and opinion leader on food, Worldchefs represents a global voice on all issues related to the culinary profession.

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To learn more about Worldchefs visit www.worldchefs.org