



World Association of Chefs Societies  
Continental Director – Rick Stephen



Greeting chefs and friends;

The world dropped into to Malaysia in July to taste our cuisines and experience our hospitality that only Malaysia can deliver at the World Congress for chefs; now you the chef have another opportunity to be part of our dynamic culture and experience the '**HEAT**' of the kitchen, October 5<sup>th</sup> -7<sup>th</sup> 2018, you can catch up to us at the SPICE ARENA where chefs go to battle!

Chefs from all over many parts of the world will test their skills, determination, in 3 days of heat, spices, and passion to see whose cuisine or dishes come out on top!

This is the competition where judges all over the world, envy to be on the jury as it is a learning Mecca for new styles, trends and taste profiles.

Penang – the Pearl of Asia – is the home of one of the most dynamic group of chefs in Asia. Enthusiasm and commitment is a normal daily routine to these highly dedicated stars in their own rights. Their un-selfishness alone pushes the bar to great heights in our hospitality industry and YOU the competitor have an opportunity to be part of this Culinary Extravaganza.

Remember the dates 5<sup>th</sup> – 7<sup>th</sup> of October 2018 you have a date with culinary destiny, so get your entries into Penang, I am looking forward to meeting the Champions of the Future at the Spice Arena.

Happy Cooking

Rick Stephen *Dr. Hon*

Continental Director - Asia