

madrid **fusión** manila



- 2017 -

TOWARDS A SUSTAINABLE  
GASTRONOMIC PLANET

APRIL 6-8, 2017 | MANILA, PHILIPPINES

# MADRID FUSIÓN MANILA 2017

Madrid Fusión Manila (MFM) is the first and only Asian edition of Madrid Fusión, the most important gastronomy event in the world, celebrated annually in Madrid, Spain since 2003.

MFM features the following components:

- Madrid Fusión Manila International Gastronomy Congress
- Fusión Manila International Gastronomy Expo
- Flavors of the Philippines

MFM 2017 will be held on April 6-8, 2017 at the SMX Convention Center, SM Mall of Asia Complex, Pasay City, Philippines.

Don't miss the chance to take part in the biggest international gathering of some of the most distinguished and revered names in the world of gastronomy.



## TOWARDS A SUSTAINABLE GASTRONOMIC PLANET

Sustainability is a combination of the words, sustain and ability. It is the ability to sustain; and the capacity to endure and remain diverse and productive indefinitely. It is about the future of our society and the generations to come.

What then is Sustainable Gastronomy? It may be the ability to transform gastronomy to respect environmental limits and enhance cultural traditions while fulfilling gastronomic wants and needs. It may also be about creating gastronomy that not only sustains people, but the fruits of the land and waters, and culture too. This is certainly a platform for innovation and a relevant take off point for the discussion of the future of food in the 21st century. It becomes all the more relevant as we hold this gathering in the Philippines, a country of 7,107 islands - known for its awesome natural attractions, its high level of biodiversity and endemism both on land and under the sea, and its rich cultural heritage.

“Towards a sustainable gastronomic planet” is not simply a goal but a declaration of a belief that it is indeed possible. Join us as we explore the future of gastronomy in Madrid Fusión Manila 2017 where green is the new black!



EXPERIENCE A TASTE OF OUR 2016 EVENT

MADRID FUSIÓN MANILA 2016 SHOW STATISTICS:



**17**  
COUNTRIES  
REPRESENTED



of the congress delegates found the topics extremely relevant to their career development



**1,436**  
CONGRESS DELEGATES



of the congress delegates said the conference taught them new techniques in culinary



**100**  
PARTICIPATING  
COMPANIES FOR  
THE EXPO



**224**  
BOOTHS



of the exhibitors were happy with their overall participation in the expo



**8,616**  
TRADE VISITORS FOR  
THE EXPO

HEAR IT FROM OUR AWARD-WINNING CHEFS:

*"What a dynamic event! You've got chefs from all over the world that are demonstrating the most incredible, current, avant-garde, unique techniques. But not only are they making amazing food - it's delicious food." - Kevin Cherkas*

*"My experience in Madrid Fusión Manila was very, very interesting. I discovered a culture of flavors that is very much linked to our Spanish culture." - Joan Roca*

*"For me, it was such a great inspiration in terms of the way Filipinos approach food and ingredients and how you are making a mark for the Philippines in the culinary map." - Jorge Vallejo*

*"This is my first time to be in Asia and being in Manila, in the Philippines, I felt such a warm welcome. I was expecting a culture shock but coming here, I realized how close our culture is and how much in common we have with each other and it was an amazing time that we had here. The overall program of the congress was astounding!" - Fernando Pérez Arellano*

*"My overall experience was amazing! I had so much fun. I got to meet amazing chefs. This is such a great event to be a part of. I'm sure the lineup will be bigger and better next year." - Leah Cohen*

*"It's been a wonderful experience - I met so many wonderful people; received such a warm and gracious welcome; been exposed to so many new flavors, tastes and to the Philippines' colorful culture." - Nurdin Topham*

*"I really had a good time especially because I met new, extraordinarily excellent chefs and culinary professionals learning from one another and you will take this with you for the rest of your life. I can't wait for the next one!" - Amy Besa*

*"It was a fabulous experience. It was very organized. I'm sure next year, it will be very fantastic!" - Jordi Butrón*

*"The experience was really great. Interacting with all the other chefs really provided me a global insight into what other chefs are doing and not only have I travelled into their perspective but it also made me reflect on more of what I was doing here in the Philippines" - Tatung Sarthou*

*"Amazing, amazing, amazing! That's all I can say because I learned so much from all these people around me even from the Organizers - I learned so much about organizing this kind of event and it was so much fun!" - Miko Aspiras*

## I. MFM INTERNATIONAL GASTRONOMY CONGRESS

MFM brings together the most acclaimed avant-garde chefs from across the globe. On its first year, the congress theme was "The Philippines and Spain: A 300-year Gastronomic Journey" - a celebration of the shared history of the two countries through their culinary traditions and ingredients.

In 2016, in celebration of the 450th anniversary of the Galleon Trade that linked Asia with the western world, the theme centered on "The Manila Galleon: East Meets West" - expanding the gastronomic conversation further, not only between two countries but between two different parts of the world.

### 2016 FEATURED PRESENTERS:



Joan Roca

*El Celler de Can Roca Dani García,*



Dani García

*Dani García,*



Jordi Butrón

*Espaisucre*



Oscar Calleja

*Annua*



Ricard Camarena

*Ricard Camarena*



Fernando Perez

*Arellano  
Zaranda, Es Capdella*



Enrique Olvera

*Pujol*



Virgilio Martínez

*Central*



Jorge Vallejo

*Quintonil*



Antonio Sanchez

*De Mora  
Archivo General  
de Indias*



Yoshihiro Narisawa

*Narisawa*



David Thompson

*Nahm*



Nurdin Topham

*Nur*



Kevin Cherkas

*Cuca*



Jungsik Yim

*Jung Sik Dang*



Leah Cohen

*Pig And Khao*



Romy Dorotan

*& Amy Besa  
Purple Yam*



Tatung Sarthou

*Manila*



Michael Aspiras

*Scout's Honor; Le Petit  
Soufflé; Garde Manger*

In 2017, as we face the many issues affecting our world and the way we live in the 21st century, Madrid Fusión Manila goes green and will explore the theme: "Towards a Sustainable Gastronomic Planet."

### CONFIRMED 2017 CHEF PRESENTERS:



Gert De Mangeleer

*Hertog Jan, Belgium  
3 Michelin Stars  
2014 Best European Chef*



Jordi Roca and  
Alejandra Rivas

*El Celler De Can Roca, Spain  
3 Michelin Stars  
No. 2, 2016 World's 50 Best  
Restaurants*



Régis Marcon

*Régis and Jacques Marcon,  
France  
3 Michelin Stars*



Pedro Subijana

*Akelaré, Spain  
3 Michelin Stars  
2016 Premio Nacional de  
Gastronomía Tradicional  
Lola Torres Awardee*



Paco Pérez

*Miramar, Spain  
2 Michelin Stars*



Julien Royer

*Odette, Singapore  
2 Michelin Stars*



Magnus Ek

*Oaxen Krog & Slip, Sweden  
2 Michelin Stars  
No. 3, Masterclass Sweden*



Akrame Benallal

*Akrame, France  
2 Michelin Stars (Paris)  
1 Michelin Star (Hong  
Kong)*



Simon Rogan

*L'Enclume, England  
2 Michelin Stars  
2013-2015 Best  
Restaurant, Great Britain*



Rodrigo De La Calle

*El Invernadero, Spain  
1 Michelin Star  
2011 Chef of the Year*



Kamilla Seidler and  
Michelangelo Cestari

*Gustu, Bolivia  
1 Michelin Star  
No. 14, 2016 Latin America's 50  
Best Restaurants*



## II. FUSIÓN MANILA INTERNATIONAL GASTRONOMY EXPO

Last year's trade expo featured 224 booths showcasing gourmet food and beverage products, ingredients, technologies, creative tableware, destinations and lifestyle settings, and services to over 8,000 trade visitors, buyers and decision makers from different parts of the world. The Gastronomy Expo will also feature culinary tourism, farm and agri-tourism models. And in keeping with the theme, exhibitors involved in sustainable farming and fishing are encouraged to participate. B2B meetings will be arranged for interested expo exhibitors.

Access to the gastronomy expo is as follows:

April 6 – 7: Open for trade professionals only

April 8 : Open for trade professionals and the general public (w/ entrance fee)



Food & Wine  
Tunnels &  
Presentations



Tastings &  
Seminars



Destination  
Lifestyle Stands  
& Ingredients

## EXHIBIT PROFILE

If you are offering the following products and services, Madrid Fusión Manila is the trade exhibition for you:

### FOOD & BEVERAGE PRODUCTS

- Baked Products
- Canned Goods
- Cheeses
- Chocolates
- Coffee Products
- Cookies & Biscuits
- Confectionerie
- Dairy Products
- Flavorings/Spices
- Frozen Meat
- Fruits & Vegetables
- Ingredients
- Juices
- Liquor
- Local Delicacies
- Processed Foods
- Sauces & Dips
- Seafood Products
- Snacks
- Spices
- Tea Products
- Wines and Spirits

### FOOD EQUIPMENT

- Appliances
- Baking Equipment
- Bar Equipment
- Cutlery
- Coffee Maker
- Display Cabinets
- Flatware
- Food Carts
- Glassware and Plasticware
- Kitchenware
- Linens

### ALLIED PRODUCTS & SERVICES

- Bar Coders
- Culinary & Farm Tours
- Food Trips
- Franchises
- Furniture/Fixtures
- Graphic Arts

## VISITOR PROFILE

- Caterers
- Chefs
- Culinary Schools
- Decision Makers
- Distributors
- Entrepreneurs
- Exporters
- Food Manufacturers
- Food Processors
- Grocery Owners
- Importers
- Purchasing Officers
- Restaurateurs
- Supermarket Owners

### FOR INQUIRIES, CONTACT:

(632) 893-7973 (Congress);  
(632) 929-1576 (Expo)

mfm.inquiry@gmail.com

www.madridfusionmanila.com

### FOLLOW US:

Madrid Fusion Manila

@madridfusionmanila

@madridfusionmnl



### III. FLAVORS OF THE PHILIPPINES

# Flavors of the Philippines

Gastronomic and cultural experiences await food enthusiasts of all ages in this month-long calendar of foodie events. Eat your way through the Philippines as you participate in food festivals and fiestas, culinary tours and food trips, dinners with the stars, mall-wide food events, cook fests and bar crawls. Try out special Flavors of the Philippines menus in restaurants. Visit gourmet and agri markets, trade fairs, and more. Discover the delectable morsels of Philippine cuisine across the regions and taste the many flavors from across the globe that can also be found in the country as the food scene heats up.

#### FOOD FESTIVALS



#### CULINARY DEMOS AND COOK-OFFS



#### MARKET ACTIVATIONS



#### FAIRS AND EXHIBITS



# SPONSORSHIP PACKAGES

KEY SPONSORS			
	TITANIUM	PLATINUM	DIAMOND
<b>PACKAGE COST</b>	<b>USD 110,000.00 / PHP 5,000,000.00</b>	<b>USD 55,000.00 / PHP 2,500,000.00</b>	<b>USD 22,000.00 / PHP 1,000,000.00</b>
Logo exposure together with other key sponsors on stage	Largest logo among all sponsors	Logo to be 80% of Titanium	Logo to be 80% of Platinum
Logo inclusion in all relevant collaterals	Largest logo among all sponsors	Logo to be 80% of Titanium	Logo to be 80% of Platinum
Logo on website	With hyperlink to sponsor website; web flash / animated banners allowed	With hyperlink to sponsor website	With hyperlink to sponsor website
Insert in the delegate bag (insert to be provided by sponsor)	YES	YES	YES
Ad in the delegate handbook and expo show directory	Outside Back Cover Page	Inside Back Cover Page	One page (within first 10 pages)
Booth in the exhibit	54 sq. m.	36 sq. m.	18 sq. m.
Recognition during the plenary program	Yes, with a 90-second AVP to be played three (3) times a day	YES	YES
Complimentary VIP delegate passes to the congress	15	10	5
Exhibitor passes (3-day pass to work in the booth with access to the exhibition area only)	12	8	4
Exhibit guest passes (with access to the exhibition area only)	40	30	20
VIP invitation to welcome reception	6	5	4
Participation in the press conference	Speaking Slot	Part of Panel	Part of Panel
Participation in the ribbon cutting ceremonies of the exhibit	YES	YES	YES

MINOR SPONSORS			
	GOLD	SILVER	BRONZE
<b>PACKAGE COST</b>	<b>USD 11,000.00 / PHP 500,000.00</b>	<b>USD 6,600.00 / PHP 300,000.00</b>	<b>USD 2,200.00 / PHP 100,000.00</b>
Logo exposure together with other key sponsors on stage	Logo to be 60% of platinum	NO	NO
Logo inclusion in all relevant collaterals	Logo to be 60% of platinum	NO	NO
Logo on website	With hyperlink to sponsor website	Static image	Static image
Insert in the delegate bag (insert to be provided by sponsor)	With hyperlink to sponsor website; web flash / animated banners allowed	With hyperlink to sponsor website	With hyperlink to sponsor website
Insert in the delegate bag (insert to be provided by sponsor)	YES	NO	NO
Ad in the delegate handbook and show directory	Full-color one page	Full-color one page	Full-color quarter page
Booth in the exhibit	9 sq. m.	NO	NO
Recognition during the plenary program	YES	NO	NO
Complimentary VIP delegate passes to the congress	3	2	1
Exhibitor passes (3-day pass to work in the booth with access to the exhibition area only)	2	NO	NO
Exhibit guest passes (with access to the exhibition area only)	15	10	5
VIP invitation to welcome reception	3	2	1
Participation in the press conference	Audience	Audience	Audience
Participation in the ribbon cutting ceremonies of the exhibit	NO	NO	NO



# REGISTRATION FORM FOR CONGRESS & EXPO

## I. INTERNATIONAL GASTRONOMY CONGRESS

Don't let this exciting learning experience pass you by. Register today.

CATEGORY	REGULAR RATE	GROUP RATE (min. of 20 pax)	EARLY BIRD RATE (until Jan 15)
Regular	USD 450.00/ PHP 20,000.00	USD 290.00/ PHP 13,000.00	USD 360.00/ PHP 16,000.00
Student	USD 410.00/ PHP 18,000.00	USD 245.00/ PHP 11,000.00	USD 320.00/ PHP 14,000.00

**5 + 1 Promo** Get 1 complimentary delegate pass when you register five (5) delegates

Yes, I want to be a delegate of the Madrid Fusión Manila 2017 International Gastronomy Congress based on the following details:

**Delegate Registration Type:**

Individual Registration

Delegate's Name: ..... Designation: .....

5+1 Promo (Book 5 individual delegates and get 1 free delegate)

NO.	DELEGATE'S NAME	DESIGNATION
1.		
2.		
3.		
4.		
5.		
6. (FREE)		

Group rate [Kindly attach a separate sheet indicating the names of the delegates to be registered (minimum of 20 pax)]

## II. FUSIÓN MANILA INTERNATIONAL GASTRONOMY EXPO

**OPTION 1: BOOTH RENTAL SPACE**

**OPTION 2: ADVERTISING IN THE SHOW DIRECTORY & DELEGATE HANDBOOK**

TYPE OF BOOTH	AMENITIES	RATE	EARLY BIRD RATE	LOCATION	RATES
Standard Shell Scheme Stand	Carpeted floor area, partition walls and fascia name, information table, 2 fluorescent tubes, 2 chairs, power outlet, directory listing	<input type="checkbox"/> USD 2,500.00	<input type="checkbox"/> USD 2,250.00	<input type="checkbox"/> Center Spread (Colored)	USD 3,000.00 (PHP 140,000.00)
				<input type="checkbox"/> Back Cover (Colored)	USD 2,500.00 (PHP 115,000.00)
Upgraded Shell Scheme Stand	Carpeted floor area, partition walls and fascia name, information table, 2 fluorescent tubes, 2 chairs, power outlet, directory listing, 1 counter/glass showcase, 1 storage enclosure with lockable door and shelves, 2 shelves, 1 round table with 3 chairs, 1 coat hanger, 1 waste paper basket	<input type="checkbox"/> USD 3,200.00	<input type="checkbox"/> USD 2,880.00	<input type="checkbox"/> Inside Front/Back (Colored)	USD 1,500.00 (PHP 70,000.00)
				<input type="checkbox"/> Inside Page (Colored)	USD 800.00 (PHP 37,000.00)
Raw Space (min. of 36 sq. m.)	Carpeted floor area and directory listing	<input type="checkbox"/> USD 2,115.00	<input type="checkbox"/> USD 1,903.50	<input type="checkbox"/> Inside Page (Black & White)	USD 500.00 (PHP 23,000.00)

Yes, I want to reserve a booth space at Madrid Fusión Manila 2017 based on the following details:

- Standard Shell Scheme Booth Booth quantity: ..... booths Total Cost:.....
- Upgraded Shell Scheme Booth Booth quantity: ..... booths Total Cost:.....
- Raw Space (min. 36 sq. m.) Booth quantity: ..... booths (min. of 4) Total Cost:.....

### CONFIRMATION BY AUTHORIZED REPRESENTATIVE:

Name: ..... Designation: .....  
 Company Name: .....  
 Tel. No.: ..... Fax No.: ..... Mobile No.: ..... Email: .....  
 Authorized Signature: ..... Date: .....