2027 PENANG
CONVERGE
Design. Advisory. Future.

# CONVERGE 2027

## FCSI Asia Pacific Conference

22-25 July 2027

Eastern & Oriental Hotel
George Town, Penang, Malaysia



# Contents

Your guide to the conference and Penang.


Where our industry converges 03
A stronger foodservice community 04
Three days together in Penang 05
The conference programme 06
The places we'll come together 07
Make time for Penang 08
Welcome at 32 Mansion 09
Gala at the E&O 10
A farewell, Penang style 11
Accompanying guests 12
Stay at the E&O 13
Before you travel to Malaysia 14
Conference rates 15
Registration 16
Sponsorship Opportunities 17
Contact details 18

# Where our industry converges

## Our industry moves forward when we make time to share what we know and consider what comes next.

Building on the success of our Vietnam conference, CONVERGE brings our foodservice community to Penang in July 2027. Independent consultants will join manufacturers, operators and colleagues from across Asia Pacific and beyond to exchange experience, discuss the challenges facing our industry and build relationships that last beyond the conference.

At the Eastern & Oriental Hotel and around Penang's dining tables, there will be time to renew friendships, meet new colleagues and hear a different perspective. Come with your experience and your questions. Leave with fresh ideas and people to keep talking to.



# A stronger foodservice community



Independent foodservice consulting is at the heart of FCSI. Its strength grows through the relationships we build across the industry.

CONVERGE 2027 gives us time to speak openly about the challenges we face, compare experiences across markets and consider what our clients and businesses will need in the years ahead.

For consultants, manufacturers and operators alike, this is a chance to learn from one another and strengthen the connections that support our work.

Whether you are reconnecting with familiar faces or joining us for the first time, you have a place in the conversation.

# Three days together in Penang

An opening evening, two conference days and time to enjoy Penang at leisure.

## Thursday 22 July / Welcome party

Begin at 32 Mansion with an evening of food and conversation. Reconnect with familiar faces, meet fellow delegates and settle into the gathering before the conference begins.

## Friday 23 July / Conference and gala

Our first conference day at the E&O brings talks and opportunities to exchange ideas with colleagues from across the industry. In the evening, gather again for the gala dinner and continue the conversations over a shared table.

## Saturday 24 July / Conference and farewell dinner

A second day of talks and networking offers more time to compare experiences and build connections for the years ahead. We close with a farewell dinner in the courtyard of Khoo Kongsi.

## Sunday 25 July / Explore Penang at your own pace

Enjoy a day at leisure, with optional activities in George Town and across Greater Penang. Guests make their own bookings directly with excursion operators, at their own expense.

# The conference programme

Two conference days to explore the issues facing foodservice and hospitality today, and the changes shaping its future.

We're planning a mix of keynote speakers, rapid-fire talks and panel discussions, bringing different perspectives and practical experience into the conversation.

There will be time to ask questions, compare approaches and exchange ideas with colleagues from across the industry. Come away with fresh thinking about what lies ahead and what it means for your work.






Speakers and session titles will be announced in Q1 2027.

# The places we'll come together

Three evenings, each with its own setting.



## Thursday 22 July
## 32 Mansion

Welcome party
An informal start to our time together.




## Friday 23 July
## Eastern & Oriental Hotel

Gala dinner
Batik Social concept render. Final setup to follow.



## Saturday 24 July
## Khoo Kongsi

Farewell dinner
A final evening in George Town's historic courtyard.

# Make time for Penang



Leave time to discover Penang beyond the conference. Explore the stories behind George Town's streets and clan houses, get a taste of Nyonya cooking and traditions, or venture further afield to see another side of the island.

We'll share local contacts and booking information for optional activities such as:

- George Town heritage walk
- Chinese migration and clan-house walk
- Street art and comic walking tour
- Trishaw ride through old Penang
- Nyonya cooking class
- Nyonya attire and photography
- Penang Tropical Fruit Farm visit

Booking details, prices and schedules will follow. Activities are optional and excluded from the conference ticket.

# Thursday 22 July
# Welcome at 32 Mansion



32 Mansion dining room. Venue photograph: 32mansion.com.my

## Our welcome party is the first chance to share a table and catch up with the people who make this community.

Settle into the evening at 32 Mansion, with its heritage dining rooms and seaside setting. There will be time to reconnect with colleagues, welcome new faces and start the conversations that carry through the conference.

# Friday 23 July
# Gala at the E&O

Friday evening brings delegates and accompanying guests together for the gala at the E&O.




Join us in the historic Grand Ballroom at the E&O Hotel for our Batik Social gala dinner. Connect with colleagues and friends over dinner, take part in a charity auction and celebrate the FCSI community.

# Saturday 24 July
# A farewell, Penang style



Penang's hawker culture comes to the courtyard of Khoo Kongsi, one of George Town's great clan houses, for a final evening full of flavour.

Taste your way through local favourites, enjoy the music and linger over one last meal with friends. Against its richly carved backdrop, we'll celebrate the food, culture and community that make Penang a place to remember.

# Bring company.
# Leave room to explore.

Accompanying guests can share the evenings and shape their own days in Penang.

## The spouse / partner programme

The spouse/partner ticket covers evening events only. Optional daytime excursions offer ways to explore George Town or try something new. Excursions and accommodation are separate from the ticket.

## Sunday, at your own pace

Stay a little longer for an optional outing, revisit a favourite spot or enjoy one last meal. Excursions must be booked directly with the excursion operators, at each guest's own expense.

## A comfortable visit

Bring comfortable shoes and sun protection for exploring, with an umbrella for changes in the weather. Share dietary and accessibility requirements with the organiser so the relevant arrangements can be checked.

A spouse/partner ticket does not include conference speaker sessions. Optional excursion availability and companion arrangements remain subject to confirmation.

# Stay at the E&O




## Your stay at the conference hotel

A reserved room block is available on a first-come, first-served basis. Rates per suite per night:

Studio Suite, Victory Annexe: RM610+++
Deluxe Suite, Heritage Wing: RM810+++

Special rates apply 19-28 July 2027. Download the booking form from the conference website and return it to reservations@eohotels.com. Book by 22 June 2027, subject to availability. Accommodation is separate from the conference ticket.

Rates exclude 10% service charge, 8% service tax, RM3 local fee and applicable RM10 tourism tax per suite/night. See the booking form for terms.
fcsiapd.org/fcsi-2027-conference

# Before you travel to Malaysia

Plan your journey to Penang and check the entry requirements that apply to you.

## Visas and passport requirements

Visa requirements depend on your nationality and purpose of travel. Check passport validity and arrange any required visa before departure. Use Malaysian Immigration's country guidance or contact your nearest Malaysian mission.

## Malaysia Digital Arrival Card (MDAC)

Check the official Malaysia Digital Arrival Card portal for the current submission window, eligibility and exemptions before travelling. imigresen-online.imi.gov.my/mdac/main

## Arriving and departing

Fly into Penang International Airport (PEN), then travel by road to George Town. Taxis, e-hailing and pre-booked cars are options. Allow time for airport formalities and traffic. Conference airport transfers remain unconfirmed.

Check official entry guidance before travelling in July 2027.
Visa information: www.imi.gov.my

# Your place at CONVERGE 2027

Early bird pricing ends 31 December 2026. Standard pricing applies from 1 January 2027.

PUBLISHED CONFERENCE RATES / CHECKED 27 OCTOBER 2026

| TICKET CATEGORY | EARLY BIRD UNTIL 31 DEC 2026 | STANDARD FROM 1 JAN 2027 |
|---|---|---|
| FCSI Consultant Member | Free | Free |
| FCSI WW and APD Board Member | Free | Free |
| FCSI Allied / Corporate Member | $650 USD | $850 USD |
| Allied Corporate Non-Member | $1,200 USD | $1,500 USD |
| Consultant / Operator Non-Member | $650 USD | $850 USD |
| Spouse / Partner Programme Evening events only | $450 USD | $500 USD |

All paid prices are in USD. Complimentary consultant and board-member registration is for current members. Accommodation and optional excursions are excluded.

# Register through the conference website

Choose your ticket online and complete your attendee details as part of registration.

## Conference website

www.fcsiapd.org/fcsi-2027-conference
Choose your ticket category and follow its registration link.

## Payment and your details

Current FCSI consultant members and FCSI WW/APD board members use the complimentary registration link. Paid delegates and spouses/partners pay through Stripe, then complete attendee registration immediately after checkout.

## What your ticket includes

Conference tickets include speaker sessions and food and drinks provided as part of the conference. Spouse/partner tickets cover evening events only. Accommodation and optional excursions are excluded.

Questions: apdconference@fcsi.org
Registration is open. Published prices checked 27 October 2026.

# Sponsorship Opportunities

| SPONSORSHIP BENEFITS | GOLD<br>$20,000 USD | SILVER<br>$15,000 USD | BRONZE<br>$8,000 USD |
|---|---|---|---|
| Networking Breakfast with FCSI WW Board Members and Consultants during Conference (3 attendees from company) | ✓ | ✗ | ✗ |
| Complimentary conference registrations (Does not include accommodation) | 3 Employees | 2 Employees | 1 Employee |
| Feature "Sponsor Spotlight" article in the FCSI Newsletter for your company or specific product (Spotlights are available first come / first served) | ✓ | ✓ | ✗ |
| Potential Speaking Opportunities | ✓ | ✗ | ✗ |
| Company logo (single brand) on sponsor signage displayed throughout the conference | Extra Large | Large | Medium |
| Listed on the conference webpage of the FCSI website - includes a live link to your company's website | ✓ | ✓ | ✓ |
| Receive a list of registered attendees prior to the conference upon request | ✓ | ✓ | ✓ |
| Option to supply one giveaway for each FCSI conference attendee | ✓ | ✓ | ✓ |
| Posts on FCSI APD Social Media Platforms | ✓ | ✓ | ✓ |
| Sponsorship category on the name badge of your representatve attending the conference | ✓ | ✓ | ✓ |
| Recognition on screen during the Conference | ✓ | ✓ | ✓ |
| Recognition in the Foodservice Consultant Magazine | ✓ | ✓ | ✓ |
| Recognition by the FCSI APD Chair in communication to FCSI Consultant Members | ✓ | ✓ | ✓ |
| Recognition in post-event FCSI APD e-newsletter | ✓ | ✓ | ✓ |

50% of the sponsorship to be paid by **31 December 2026** and remaining by 50% by **31 March 2027.** Further information or to sponsor please reach out to Jennifer E: apdconference@fcsi.org

# Thank you to our sponsors thus far

## GOLD SPONSORS

MIDDLEBY

REFRIGERATOR MANUFACTURER Turbo air

UNOX

## BRONZE SPONSORS

V-Tex
An ENVIRO-COOL brand

MEIKO

MKN

MG-PRO

MOFFAT

WELBILT
an Ali Group Company

2027 PENANG
CONVERGE
Design. Advisory. Future.

FCSI
FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL
ASIA PACIFIC

# See you in Penang

22-25 July 2027
Eastern & Oriental Hotel
George Town, Penang, Malaysia

FCSI Asia Pacific Conference

Jennifer Wong
apdconference@fcsi.org