

CONFERENCE

THE NORDIC STREET FOOD REVOLUTION

TUESDAY 5 AND WEDNESDAY 6 FEBRUARY 2013

Welcome to Malmö, Sweden

Once a city dominated by its shipyards and manufacturing industries, Malmö has since re-invented itself. In the last decade, a new university campus, modern office buildings, flats and restaurants have replaced the former industries and people from all over the world come here to live, work and study.

However, in accordance with Malmö's proud industrial and maritime heritage, we have chosen two venues for the conference that are both a part of the city's past-and transformation. We start the seminar at Saltimporten, a former warehouse-and office building for salt imports which today is a hub for companies in the creative sector. Later that day we move to Minc, Malmö's small business incubator, which is located in one of the buildings that once was a part of the big shipyard, Kockums.



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VENUE	PROGRAMME	5 FEBRUARY
SALTIMPORTEN	11AM -12	REGISTRATION*
CANTEEN	12-1PM	LUNCH
	1-1.20PM	WELCOME!
	1.20-2.20PM	STREET FOOD REVOLUTION Richard Johnson
	2.20-3PM	RESTAURANT DAY, HELSINKI Restaurant Day, Timo Santala
	3-3.20PM	REFRESHMENTS
MINC	3.20-3.50PM	THE FRENCH FOOD TRUCKS IN DENMARK, Bernard Chesneau**
	3.50-4.15PM	DISCUSSION FOLLOWED BY TRANSPORTATION TO MINC & REFRESHMENTS
	4.45-5.15PM	UNDERGROUND DINING CULTURE Silver.Spoon/Tiffany Ng
	5.30PM	WORKSHOP & DINNER Silver.Spoon
	6 FEBRUARY	
MINC	8.00-8.30AM	ARRIVAL AND REFRESHMENTS
	8.30-9.00AM	3 MILLION PORTIONS OF LOCAL STREET FOOD FOR 130 000 DRUNK YOUNGSTERS – CAN IT BE DONE? Mikkel Sander, Roskilde Festival
	9.00-9.30AM	FRED'S FOOD TRUCK, STOCKHOLM Fredrik Melin, Fred's Food Truck
	9.30-11.30AM	REFRESHMENTS, FOLLOWED BY Kirsten Bertelsen, Gesamtkunstwerk
	11.30AM-12.45PM	WORKSHOP: "CREATING THE NORDIC STREET FOOD IDENTITY"
	1.00PM-2.00PM	LUNCH

* Saltimporten Canteen is located in Malmö harbour and although it's close to the Central station it can be hard to reach by foot. If you need transport to Saltimporten Canteen please meet outside Espresso House, at the back of the station building, between 10.30 am and 11 am. Also let us know in advance by e-mail to charlotta@charlottanert.se

** To be confirmed



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SPEAKERS

Richard Johnson

UK's leading expert on street food Richard Johnson, journalist at the Guardian and with a background as food critic and BBC broadcaster. Richard Johnson is the author of "Street Food Revolution", in which he describes the rapidly growing street food scene in the UK. He has also founded the British Street Food awards. <http://flavors.me/richardjohnson>

Timo Santala

Timo Santala is one of the three founders of Restaurant Day, a one-day food carnival that takes place 4 times a year and started in Helsinki, Finland. The event has grown and today engages 3000 one-day pop up restaurants around Finland and the world. <http://www.restaurantday.org>

Bernard Chesneau

French chef Bernard Chesneau began his street food career already in 1996, as part of Copenhagen's year as European Cultural Capital. In an attempt to present a healthier option to the traditional Danish hot dog (pølse), Bernard served fish dishes from his truck. Since then, he has served street food both in France and Denmark. <http://chesneau.dk>

Tiffany Ng

Tiffany Ng is the owner and founder of Silver.Spoon Denmark's leading street food company and with extensive knowledge and experience of how to create innovative and successful food concepts. She will give a company presentation as well as host a creative workshop and design a guerilla dining experience during the evening of day one. <http://www.silverspooncph.com>

Mikkel Sander

Mikkel Sander is a true food fighter. He organizes and manages food related projects. Currently responsible for Roskilde Festivals food strategy. He has earlier worked with projects such as MAD Foodcamp and Zonen for Madkultur. He is also active in the Danish Slow Food Movement and has a small addiction to organic Riesling. <http://roskilde-festival.dk>

Fredrik Melin

Fredrik Melin is the founder of Fred's Food Truck in Stockholm, a budding street food company. Fredrik is a trained chef and is passionate about getting street food in the streets of Stockholm. <http://fredsfoodtruck.se>

CONFERENCE MODERATOR

Kirsten Bertelsen

Kirsten Bertelsen is the owner of Gesamtkunstwerk Aps. She lives and works in London and Copenhagen. She holds a degree in psychology and has specialized in creative thinking, innovation methods and how to develop innovative cultures within organizations. <http://gesamtkunstwerk.dk>

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PRACTICAL INFORMATION

Conference Venue

Saltimporten Canteen, Grimsbygatan24, Saltimporten, 211 20 Malmö – <http://rudinpersson.wordpress.com> and MINC, Anckargripsgatan 3, 211 19 Malmö – <http://www.minc.se>

Transportation

Trains to and from Copenhagen Airport leave every 20 minutes. Please note that train tickets must be purchased before you board the train. Busses run to and from Malmö Airport on an hourly basis.

Dietary requirements

Please let us know if you have any allergies or prefer a vegetarian option for lunch and/or dinner.

Accommodation

We have arranged a special deal with Comfort Hotel, which is close to the conference venue. When making your reservation, write to co.malmo@choice.se and state STREET FOOD and that you are attending the conference.

For more information, see hotel website:

<https://www.nordicchoicehotels.se/Comfort/Comfort-Hotel-Malmo>

The conference is organized by New Nordic Food in cooperation with Taste of Skåne/
Skåne Food Innovation Network

New Nordic Food

New Nordic Food is a program under the Nordic Council of Ministers. New Nordic Food aims to revitalize Nordic food culture. New Nordic Food promotes the use and diversity of Nordic regional ingredients, development of new Nordic cuisine and creates a common Nordic food culture that reflects the qualities of our region – purity, simplicity, security and sustainability.

www.newnordicfood.org

Taste of Skåne

Taste of Skåne is about increasing visibility, availability and quality of local foods through innovative concepts and increased cooperation between all stakeholders. Our main areas are development of small scale food production and culinary tourism. One of our main goals is to develop Skåne into a gastronomic region being recognized as a region of high quality foods based on our nature, culture and history. Taste of Skåne is part of the Skåne Food Innovation Network.

www.smakapaskane.se