



MIDDLE EAST

**FOED
FORUM**

2016

**THE ESSENTIAL MEETING
PLACE FOR THE FOOD
SERVICE INDUSTRY**

Panel Discussions
Keynotes
Masterclasses
Networking Meet



About us

The Middle East Food Forum is the essential meeting place for food service business owners and operators, including aspiring and established entrepreneurs to engage with industry experts, address concerns, find new ideas and inspiration. The learning and networking event features presentations, panel discussions and workshops, offering unique opportunities to share experiences, upgrade skills, build valuable connections, and explore ways to start, sustain, grow, or transform any F&B business.



Why attend

The Middle East Food Forum is the first-of-its-kind conference in the Middle East region aimed at addressing the biggest challenges faced by both aspiring and established restaurant entrepreneurs. Hear from industry experts, peers, and vendors in the food service and hospitality industry about 'what to do' and 'what not to do' in order to stay competitive in the business. Get inspired and learn from both success and failure stories and introduce innovative practices to your business with a reinvigorated entrepreneurial spirit.



AGENDA

www.middleeastfoodforum.com

8.30 am : Registration

9.15 am : Introduction and welcome speech - Vishal Pandey, Founder, Data On-A-Plate and Middle East Food Forum

9.30 - 10.00 am : Keynote - Key trends shaping the food service industry - Stefan Breg, Director F&B, Starwood Middle East

- GCC food service industry market outlook 2016-2020: Factors driving growth
- Emerging F&B destinations and restaurant formats: Malls vs Hotels vs free-standing restaurants – who's winning the battle for share of stomach?
- Changing food consumption patterns
- Impact of falling oil prices, rising food imports, market saturation

10.10 - 10.45 am : Masterclass - How cash flow management is critical to business success - Mike Hoff, Founder & CEO, Mike Hoff Consulting FZ LLC

- How to accelerate the way cash moves into your business
- How to maximize the labour efficiency in the business
- How to focus on the higher profitable areas of the business

10.45 - 11.00 am : Tea/coffee break

11.00 - 11.20 am : Food safety in Dubai: Shaping up for the future - Bobby Krishna, Specialist in Food Inspection Section, Dubai Municipality

- A look at Dubai Municipality's new programs to enhance food safety
- Food safety standards: focused and result oriented inspections and transparency that would empower consumers to make better choices

11.25 - 12.05 pm : Panel discussion - The pain points of restaurant expansion - Duncan Fraser-Smith, Founding Partner, Cutting Edge Agency ; Ian Ohan, Founder & CEO, Freedom Pizza ; Vinay Lall, Managing Director, Baldwin Lall and Associates ; Vinay Verma, Owner, Kwaliti Restaurant

- Acquiring the right locations and battling increasing rents
- Talent acquisition and retention
- Achieving supply chain and multichannel efficiency

12.10 - 12.45 pm : Masterclass - Legal aspect of leasing - Majdel S. Musa, Senior Legal Consultant, Durkin & Co

- Essentials terms of leasing agreement
- Dubai tenancy laws
- Landlord-tenant dispute resolution

12.50 - 01.10 pm : Re-imagining food service in UAE's fast evolving F&B landscape - Shafeena Yusuff Ali, CEO, Tablez The Food Company

2.00 pm - 2.40 pm : Panel discussion - Innovating concepts, menu, and customer experience - *Gaurav Tandon*, Managing Director, K Kompany ; *Chef Bobby Kapoor*, Chef Partner, Cartalyst Solutions ; *Chef Uwe Micheel*, Director of Kitchens, Radisson Blu Dubai Deira Creek ; *Chef Mariano Andres*, General Manager (F&B Division), Wafi ; *Chef Marta Yanci*, Owner, Marta's Kitchen and Workshop ; *Chef Helen Morris*, Senior Lecturer, Emirates Academy of Hospitality Management

- What customers want and how you can exceed their expectations
- How customer feedback can make or break your restaurant
- How innovative concepts and menu drives customers into restaurants

2.45 - 3.25 pm : Panel discussion - Connecting with customers emotionally and creating brand ambassadors - *Gaurav Tandon*, Managing Director, K Kompany ; *Prakash Menon*, Partner – Leadership Transitioning, Stanton Chase Middle East ; *Sajith Ansar*, Founder & CEO, Ideaspice ; *Kamal Bhatia*, Managing Director, Wide Systems & IFH Institute of Hospitality ; *Suraj Gill*, Head of Media Sales, Zomato

- How to create a strong connection between the brand and the customer – building brands on customer service
- Why brands must evolve and rebrand to stay relevant
- Why brand localization matters – understanding local customer preferences

3.30 pm - 3.50 pm - Tea/coffee break

3.50 - 4.30 pm : Panel Discussion – Franchising and Internationalization - *Murad Alnasur*, Managing Director, Restonalysis ; *Hadi Al Hakim*, Partner & CEO, International Trading Franchises ; *Abdul Kader Saadi*, Managing Director, Glee Hospitality ; *Naveed Dowlatshahi*, Vice President – Food & Beverage, Ilyas & Mustafa Galadari Group

- When is the right time to franchise your restaurant business?
- What's the best route for the expansion of homegrown brands?
- Factors to consider before franchising your restaurant business?

4.35 - 5.10 pm : Masterclass – Influencing consumer choices - *Martin C. Kubler* FIH, CEO and Chief Cook & Bottle Washer, IConsulthotels

- The evolution of marketing and the tools making it possible to reach your target customers
- Turn your employees into brand marketers
- What does your 2016 marketing budget look like?



SPEAKERS

An expert speaker faculty featuring over 24 industry leaders will participate in the Middle East Food Forum 2016.



Stefan Breg

Director, F&B. Europe,
Africa & Middle East
Starwood Hotels & Resorts
Worldwide, Inc.



Mike Hoff

CEO,
Mike Hoff Consulting
Formerly: GM
Starbucks Middle East



Bobby Krishna

Food Studies and
Planning Specialist,
Dubai Municipality



Abdul Kader Saadi

Managing Director
and Owner, Glee
Hospitality Solutions



Chef Helen Morris

Senior Lecturer,
Emirates Academy
of Hospitality
Management



Prakash Menon

Partner, Stanton
Chase



Majdel S. Musa

Managing Director,
Maj Consultants



Chef Bobby Kapoor

Advisor, Developer
and Innovator



Vinay Lall

Managing Director,
Baldwin Lall &
Associates



Gaurav Tandon

Entrepreneur and
Food critic



Kamal Bhatia

Managing Director,
Wide Computer
Systems and IFH
MEA



Vinay Varma

Managing Director,
The Royal Orchid
Group of Restaurants,
Abu Dhabi



Ian Ohan
Founder,
Freedom Pizza



Sajith Ansar
CEO,
Idea Spice Design



Chef Uwe Micheel
Director of Kitchens,
Radisson Blu Hotel,
Dubai Deira Creek



Martin Kumbler
CEO,
Iconsulthotels



Chef Mariano Andrés
General Manager,
F&B Division,
Wafi Restaurants



Chef Marta Yanci
Owner and founder,
Marta's Kitchen



Naveed Dowlatshahi
Vice President - Food
& Beverage, City of
Arabia, Ilyas & Mustafa
Galadari Group



Suraj Gill
Head of Media
Sales, Zomato



Shafeena Yusuff Ali
CEO, Tablez Food
Company LLC



Murad Alnasur
Managing Director,
Restonalysis



Hadi Al Hakim
Partner and CEO,
International Trading
Franchises



Duncan Fraser-Smith
Founder / Managing
Director, The Cutting
Edge Hospitality
Agency FZ LLC



Event date and timings:

3rd May 2016; 8.30 am to 5.30 pm



Venue:

Plaza Ballroom, Radisson Blu Hotel, Dubai Deira Creek

Delegate pricing for the Middle East Food Forum 2016:

US\$ 136, per delegate – Standard pricing

Why sponsor:

- Showcase your brand to over 100 decision makers in the food service business
- Position yourself as an F&B industry thought leader and stay ahead of the competition
- Understand your future customers better and get a better picture of their specific requirements
- Engage with a target audience interested in learning about new restaurant business solutions
- Create buzz for your products and solutions through demonstrations and presentations

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Speech and presentation by the company's CEO	✓	✗	✗	✗
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For registration: Grace Ruiz, sales@dataonaplate.com, +971 (0) 4 294 3574

For sponsorship enquiries: Vishal Pandey, vishal@dataonaplate.com, +971 55 9744360

For content related & speaking enquiries: Dennis Daniel, editorial@dataonaplate.com
+971 56 7579110

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