

ICCA MEFF Restaurant Development Conference

September 18th to 20th, 2017

POWERED BY



INTERNATIONAL CENTRE
FOR CULINARY ARTS
DUBAI



Together, Driving Food for Thought...

Day 1 - Monday, September 18 th 2017				
Meet & greet, registration & networking over High Tea				
Conference Opening : Vishal Pandey, Director, Middle East Food Forum & Sunjeh Raja, CEO, International Centre for Culinary Arts - ICCA Dubai				
MC Morning Session - Georgina Learman				
S No	Topics		Style & Speakers	Time
a.	Morning Session - Understanding the Business			
	1.	Restaurant / F&B Market Landscape - Regional & UAE Overview	Keynote - Duncan Fraser-Smith Director, Global Food and Beverage, The First Group	11.00 AM to 11.20 AM
	2.	F&B: A Key Pillar of Tourism Growth in Dubai	“Spotlight” Keynote - Ahmad AlFalasi Chief Executive Officer, Department of Tourism and Commerce Marketing (Dubai Tourism)	11.25 AM to 11.45 AM
Morning – Coffee/Tea break				
	3.	Entering the Business - Pure Gut Feel Vs Full Fledged Market Research “Doing it Right”	Panel Discussion - Ian Ohan Founder and CEO, Freedom Pizza Vishal Pandey Director, Middle East Food Forum Hesham Almekkawi Founder & President, Ahramiz Management Consulting Company	12.00 PM to 12.35 PM
	4.	From Concept to building a Restaurant Chain - An Operator’s Perspective	Keynote - Tapan Vaidya General Manager - Restaurant, Division, Jawad Business Group	12.40 PM to 1.00 PM
Lunch-Break				

MC Afternoon Session – Sophie Pickhard			
b.	Afternoon Session – Right Business Model		
	5.	Own Concept Vs Acquiring a Franchise – Taking that Call	<p>Panel Discussion – Michel Mroue SVP, Managing Partner, Atelier House Hospitality NYC/Dubai</p> <p>Sofie Pickhard CEO, Servicexcellence F&B Business Consulting and Development</p> <p>Stefan Breg Senior Director- F&B, Marriott International ME& Africa</p>
	6.	VATs on the Menu – An Insight	<p>Keynote – Baasab Deyb Partner, RSM Dahman UAE</p>
	7.	Managing Costs & Developing Sales in Difficult Times – What should one “Outsource” for a Healthy P&L	<p>Panel Discussion – Abdul Kader Saadi Founder, Glee Hospitality</p> <p>Love Mansukhani Managing Director, Ribbon Consulting</p> <p>Simran Samtani Co-Founder & Senior Partner, Xcel Accounting</p> <p>Sajan Alex Vice President, Tablez Co.</p>
Afternoon – Coffee/Tea break			
c.	Evening Session – Brand Development		
	8.	Successful Concepts, Successful Locations – Choosing it Right	<p>Panel Discussion – Murad Alnasur Managing Director, Restonalysis Hospitality / F&B Consultancy</p> <p>Naim Maadad Chief Executive Officer, Gates Hospitality</p> <p>Anoop Gopal Director – Real Estate, Americana Kuwait Food Company</p> <p>Kieran Mallon Managing Director, Al-Futtaim Restaurants</p> <p>Kris Haggie Founder, Haggies General Trading FZE</p>

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Day 2 – Tuesday, September 19 th 2017			
Meet & greet, registration & networking over High Tea			
MC Morning Session – Panchali Mahendra			
S No	Topics		Time
a.	Morning Session – Funding the Business		
1.	Restaurant Investment Trends – A Market Perspective	Panel Discussion – Murad Alnasur Managing Director, Restonalysis Hospitality / F&B Consultancy George Kunnappally General Manager, Al Faris Restaurant LLC Akhilesh Bahl Founder & CEO, Malt & Salt Hospitality Management Andreas L. Borgmann Chief Executive Officer, Kcal	11.00 AM to 11.35 AM
2.	Talking Happiness – Infusing the Difference	Keynote – Rehan Naeem Chief Happiness Enabler, Touch Points Lynn Baker Program Director (Executive Speaker Program), Henley Business School	11.40 AM to 12.00 PM
Morning – Coffee/Tea break			
3.	Right Pricing and Changing Menus – Planning for Profit	Panel Discussion – Chef Daniel Hiltbrunner Chef Instructor, ICCA Dubai Chef Bobby Kapoor Chef Partner, Cartalyst Solutions Chef Marta Yanci Founder, Marta's Kitchen Boutique Catering Jean Westhuizen Executive Chef, Unilever Food Solutions Arabia	12.15 PM to 12.35 PM

			Chef James Knight Executive Chef, Vida Downtown	
	4.	Hospitality Communication for Customer Engagement & Profitability - Speaking and Connecting Right	Case Study Keynote - Tony Hindhaugh Executive Director, TTAT UK, Pinewood Studios	12.40 PM to 1.00 PM
Lunch-break				
MC Afternoon Session - Akhilesh Bahl				
b.	Afternoon Session - Building the Business			
	5.	"Investor Pitch" - Concept Showcase for Fundraising with Venture Capitalists / Investors	Potential Investors - Naim Maadad Chief Executive Officer, Gates Hospitality Hesham Almekkawi Founder & President, Ahrmiz Management Consulting Company Michel Mroue SVP, Managing Partner, Atelier House Hospitality NYC/Dubai George Kunnappally General Manager, Al Faris Resturant LLC Chirag Oberoi Managing Director, Chin Chin Concept Showcase - Yousif Abdelrahman Al Hammadi Founder & CEO, Chop't Salad Company Tahir Shah Founder, Moti Roti Mario Arjan Co-Founder, JJ Chicken Meenaxy Vashishtha Founder & CEO, GoOrganic	2.00 PM to 3.15 PM
Afternoon - Coffee/Tea break				
c.	Evening Session - Emerging Trends			
	6.	The Government on Building a Smarter Workforce & Skills Standardization - Getting Ready for the Change	Panel Discussion - Dr. Najji AlMahdi Chief of Qualifications & Awards in Dubai (QAD), Knowledge and Human Development Authority (KHDA), Member VETAC & NQA Ragnar Fridriksson Managing Director, WorldChefs (WACS)	3.30 PM to 4.05 PM

			<p>Tony Degazon Regional Manager - MENA, City & Guilds, London and ILM, UK</p> <p>Ramzi Solh CEO, King Abdullah Economic City(KAEC) Commercial Business Unit</p> <p>Sunjeh Raja CEO, International Centre for Culinary Arts (ICCA Dubai)</p> <p>Shagufta Patel People Development Specialist, ICCA Dubai</p>	
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Day 3 – Wednesday, September 20 th 2017			
Meet & greet, registration & networking over High Tea			
MC Morning Session – Martin Kubler			
S No	Topics	Style & Speakers	Time
a.	Morning Session – Digital Trends – Developing Awareness & Managing Challenges		
1.	Digital Marketing – Emerging Role of the Social Media	Panel Discussion – Martin Kubler CEO, sps:affinity Vit Kodousek Co-Founder & Executive Director, Square Motion Creative Agency Abboud Nasralla CEO / Co-Founder, WonderEight Sameer Vyas Regional Director – Marketing Strategy & Development, Clique Media Group	11.00 AM to 11.20 AM
2.	Understanding Food Bloggers and Digital Influencers – Valuing their Impact	Panel Discussion – Anishkaa Gehani Founder & Managing Director, Yardstick Marketing Management Consultancy Courtney Brandt Author & Blogger, A To Zaatar Hamid Saif Blogger, Dubaitastes Haiya Tarek Blogger, Passmethedimsum	11.25 AM to 12.00 PM
Mid-Morning – Coffee/Tea break			
3.	Practical & Legal Considerations when acquiring an International Franchise – Being on the Right Side	Keynote – Melissa Murray Partner, Bird & Bird Middle East	12.15 PM to 12.35 PM

	4.	Online Ordering, Delivery, Discount Sites and POS Analytics - Embracing the Technology Incorporations	<p>Panel Discussion - Dhiren Bhatia Managing Director, Cloudscape Technologies</p> <p>Ian Ohan Found & Chief Executive Officer, Freedom Pizza</p> <p>Rohin Thampi Regional Head, Zomato</p> <p>Zakarya Alaalam CEO, Wokyo Noodle Bar</p>	12.40 PM to 1.10 PM
<i>Lunch-break</i>				
	5.	Culinary Journey within a Theme Park - Devising a Full-Fledged Ecosystem	<p>Case Study Keynote - Naveed Dowlatshahi CEO, Kash Global Group</p>	2.00 PM to 2.20 PM
<i>Afternoon - Coffee/Tea break</i>				
MC Afternoon Session - Panchali Mahendra				
b.	Afternoon Session - The Maturity Curve			
	6.	Meeting Expectations - Franchisee and Franchisor	<p>Panel Discussion - Sanjay Duggal Managing Partner, Stellar Eastern</p> <p>Naveed Dowlatshahi CEO, Kash Global Group</p> <p>Sary M Hamaway COO, World Franchise Associates</p>	2.35 PM to 3.05 PM
	7.	How Relevant is the Chef Today? - Are We Losing the Real Soul	<p>Panel Discussion - Chef Marco Morana Chef Instructor, ICCA Dubai</p> <p>Akhilesh Bahl Founder & CEO, Malt & Salt Hospitality Management</p> <p>Annika Panniker Culinary Content Developer, ICCA Dubai</p> <p>Stefan Breg Senior Director- F&B, Marriott International ME& Africa</p> <p>Chef Nicolas Smalberger Corporate Chef, JA Resorts & Hotels</p>	3.10 PM to 3.40 PM