

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			
<i>Meet & greet, registration & networking over High Tea</i>			
<i>Conference Opening : Vishal Pandey, Director, Middle East Food Forum & Sunjeh Raja, CEO, International Centre for Culinary Arts - ICCA Dubai</i>			
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
<i>Morning - Coffee/Tea break</i>			
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, Ahrmiz 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
<i>Lunch-Break</i>			

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, Serviceexcellence F&B Business Consulting and Development</p> <p>Stefan Breg Senior Director- F&B, Marriott International ME& Africa</p>	2.00 PM to 2.30 PM
	6.	VATs on the Menu - An Insight	<p>Keynote – Baasab Deyb Partner, RSM Dahman UAE</p>	2.35 PM to 2.55 PM
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>	3.00 PM to 3.30 PM	
<i>Afternoon – Coffee/Tea break</i>				
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>	3.45 PM to 4.15 PM

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Day 2 – Tuesday, September 19 th 2017				
<i>Meet & greet, registration & networking over High Tea</i>				
MC Morning Session - Panchali Mahendra				
S No	Topics		Style & Speakers	Time
a.	Morning Session - Funding the Business			
1.	Restaurant Investment Trends - A Market Perspective	<p>Panel Discussion - Murad Alnasur Managing Director, Restonalysis Hospitality / F&B Consultancy</p> <p>George Kunnappally General Manager, Al Faris Restaurant LLC</p> <p>Akhilesh Bahl Founder & CEO, Malt & Salt Hospitality Management</p> <p>Andreas L. Borgmann Chief Executive Officer, Kcal</p>	11.00 AM to 11.35 AM	
2.	Talking Happiness - Infusing the Difference	<p>Keynote - Rehan Naeem Chief Happiness Enabler, Touch Points</p> <p>Lynn Baker Program Director (Executive Speaker Program), Henley Business School</p>	11.40 AM to 12.00 PM	
Morning – Coffee/Tea break				
3.	Right Pricing and Changing Menus - Planning for Profit	<p>Panel Discussion - Chef Daniel Hiltbrunner Chef Instructor, ICCA Dubai</p> <p>Chef Bobby Kapoor Chef Partner, Cartalyst Solutions</p> <p>Chef Marta Yanci Founder, Marta's Kitchen Boutique Catering</p> <p>Jean Westhuizen Executive Chef, Unilever Food Solutions Arabia</p>	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
<i>Lunch-break</i>				
MC Afternoon Session - Akhilesh Bahl				
b.	Afternoon Session - Building the Business			
	5.	"Investor Pitch" - Concept Showcase for Fundraising with Venture Capitalists / Investors	<p>Potential Investors - Naim Maadad Chief Executive Officer, Gates Hospitality</p> <p>Hesham Almekkawi Founder & President, Ahramiz Management Consulting Company</p> <p>Michel Mroue SVP, Managing Partner, Atelier House Hospitality NYC/Dubai</p> <p>George Kunnappally General Manager, Al Faris Resturant LLC</p> <p>Chirag Oberoi Managing Director, Chin Chin</p> <p>Concept Showcase - Yousif Abdelrahman Al Hammadi Founder & CEO, Chop't Salad Company</p> <p>Tahir Shah Founder, Moti Roti</p> <p>Mario Arjan Co-Founder, JJ Chicken</p> <p>Meenaxy Vashishtha Founder & CEO, GoOrganic</p>	2.00 PM to 3.15 PM
<i>Afternoon - Coffee/Tea break</i>				
c.	Evening Session - Emerging Trends			
	6.	The Government on Building a Smarter Workforce & Skills Standardization - Getting Ready for the Change	<p>Panel Discussion - Dr. Najj AlMahdi Chief of Qualifications & Awards in Dubai (QAD), Knowledge and Human Development Authority (KHDA), Member VETAC & NQA</p> <p>Ragnar Fridriksson Managing Director, WorldChefs (WACS)</p>	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			
<i>Meet & greet, registration & networking over High Tea</i>			
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	<p>Panel Discussion – Martin Kubler CEO, sps:affinity</p> <p>Vit Kodousek Co-Founder & Executive Director, Square Motion Creative Agency</p> <p>Abboud Nasrala CEO / Co-Founder, WonderEight</p> <p>Sameer Vyas Regional Director – Marketing Strategy & Development, Clique Media Group</p>	11.00 AM to 11.20 AM
2.	Understanding Food Bloggers and Digital Influencers – Valuing their Impact	<p>Panel Discussion – Anishkaa Gehani Founder & Managing Director, Yardstick Marketing Management Consultancy</p> <p>Courtney Brandt Author & Blogger, A To Zaatar</p> <p>Hamid Saif Blogger, Dubaitastes</p> <p>Haiya Tarek Blogger, Passmethedimsum</p>	11.25 AM to 12.00 PM
<i>Mid-Morning – Coffee/Tea break</i>			
3.	Practical & Legal Considerations when acquiring an International Franchise – Being on the Right Side	<p>Keynote – Melissa Murray Partner, Bird & Bird Middle East</p>	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