

**2nd Middle East Food Forum,
Co-located with SIAL Abu Dhabi**
December 13th & 14th, 2017 - 10 am to 5 pm
Abu Dhabi National Exhibition Center (ADNEC)

Day 1 - Wednesday, December 13 th 2017			
10:20 am to 5:00 pm			
Conference Opening : Vishal Pandey, Director, Middle East Food Forum			
MC – Morning – Dawn Rebecca Gribble, Founder, Virtual Solutions Group (10:15 AM)			
S No	Topics	Style & Speakers	Time
a.	Morning Session		
1.	F&B Market Landscape UAE	Keynote - Ralph L. Homer CEO & Co-Founder, Restaurant Secrets	10:20 AM to 10:40 AM
2.	Opening Welcome Address	Opening - HE Saeed Al Bahri Al Ameri Director General, Abu Dhabi Food Control Authority (ADFCA)	10:45 AM to 10:50 AM
3.	F&B Vision Abu Dhabi	Spotlight Keynote - HE Sultan Al Mutawa Al Dhaheer Executive Director of Tourism Sector, Department of Culture and Tourism, Abu Dhabi	10:55 AM to 11:15 AM
Morning break			
4.	Building and branding successful destinations through F&B and Entertainment	Panel Discussion - Hussam Raouf Managing Director, Mont Hill Furqan Athar Partner/Director of Strategy and Planning, McArthur + Company Edward Harvey Strategy & Concept Director, Tricon Foodservice Consultants Alex Andarakis (Moderator) Founder & Managing Director, Andarakis Advisory Services	11:25 AM to 12:00 PM
5.	Trends and Disruptions in Restaurant Industry space	Panel Discussion - Sanjay Murthy Co-founder, Figjam George Kunnappally Executive Director – Private Equity, Regulus Capital Limited & Regulus Consultancy	12:05 PM to 12:40 PM

**2nd Middle East Food Forum,
Co-located with SIAL Abu Dhabi**
December 13th & 14th, 2017 - 10 am to 5 pm
Abu Dhabi National Exhibition Center (ADNEC)

			<p>Soeren Hansen Director of Design, Food & Beverage, Rotana Hotel Management Corporation PJSC</p> <p>Stefan Breg (Moderator) Group Strategy Director, Keane Brands</p>	
	6.	Governmental and Community Partnership in presenting healthy foods	<p>Panel Discussion - Dr. Jala Asaad Taher Dep. Manager of Non-Communicable Diseases, Public Health Division, Department of Health (DOH)</p> <p>Eng. Thamer AlQasimi Communication & Community Service Director, Abu Dhabi Food Control Authority (ADFCA)</p> <p>Raydan Abou Mahdi, Operation Manager, Executive Chef, Abu Dhabi National Hotels Compass M E L.L.C (ADNHC)</p> <p>Dr. Simon Miller Product Conformity Specialist, Abu Dhabi Quality and Conformity Council</p> <p>Chef Khaled Al Saadi Entrepreneurial Chef, Lana's Partiprfect</p> <p>Dr. Arwa Ahmed Al-Modwahi (Moderator) Senior Officer, Chronic Conditions Section, Public Health and Research Division, Department Of Health (DOH)</p>	12:45 PM to 1:35 PM
Lunch-Break				

MC – Afternoon – Georgina Learman, Partner, Creative Intelligence					
	b.	Afternoon Session -			
		7.	KPMG's 2017 UAE F&B report – Trends in the UAE	<p>Keynote - Anurag Bajpai KPMG Partner & Head of Retail, KPMG</p>	2:00 PM to 2:20 PM
		8.	Challenges facing the F&B market and oversupply situation	<p>Panel Discussion - Daniel During Principal & Managing Director, Thomas Klein International</p> <p>Anoop Gopal Director – Real Estate, Kuwait Food Company (Americana), UAE</p>	2:25 PM to 3:00 PM

**2nd Middle East Food Forum,
Co-located with SIAL Abu Dhabi**
December 13th & 14th, 2017 - 10 am to 5 pm
Abu Dhabi National Exhibition Center (ADNEC)

			<p>Hesham Almekkawi Founder & President, Ahramaz Management Consulting Company</p> <p>Murad Alnasur (Moderator) Founder/ Managing Director, Restonalysis FZE</p>	
9.	Financing options and Government support to the F&B sector	<p>Panel Discussion - Mohammed Al Jaberi Senior Project Analyst, Khalifa Fund, Abu Dhabi</p> <p>Naim Maadad Chief Executive, Gates Hospitality</p> <p>Yousif Abelrahman Al Hammadi Founder & CEO, Chop't Salad Company</p> <p>Atul Bhargava Chief Financial Officer, Southern Franchise Company</p> <p>Akhilesh Bahl (Moderator) Founder & CEO, Malt & Salt Hospitality</p>	3:05 PM to 3:40 PM	
Afternoon break				
c.	Evening Session -			
10.	Zomato Restaurant Skillet - <i>Your next 100 customers. Successful tactics to increase footfall</i>	<p>Panel Discussion - Pavlos Frensis Brand Manager, Whissle</p> <p>Samuel Turner Founder, Those Social Guys</p> <p>Praveen Kumar Founder, Indian By Nature</p> <p>Oytun Calapover (Moderator) Country Manager, Zomato</p>	3:50 PM to 4:25 PM	
11.	The Impact of new technologies on the financials of F&B industry and emergence of Online ordering	<p>Panel Discussion - Akhilesh Bali CEO, Limetray</p> <p>Marcio Saboya CEO, The Acai Spot</p> <p>Abdul Kader Saadi Founder, Glee Hospitality</p> <p>Alpha Maiava (Moderator) Co-Founder and Managing Partner, The Growth AcadeME</p>	4:30 PM to 5:05 PM	
12.	Restaurant Consultants Roundtable	By Invitation, not for general audience	5:15 PM to 6:00 PM	

**2nd Middle East Food Forum,
Co-located with SIAL Abu Dhabi**
December 13th & 14th, 2017 - 10 am to 5 pm
Abu Dhabi National Exhibition Center (ADNEC)

	13.	Networking Cocktails	Pre-registration required Hospitality Host: Avasa, St. Regis, Sadiyat Island	7 PM
--	-----	----------------------	--	------

**2nd Middle East Food Forum,
Co-located with SIAL Abu Dhabi**
December 13th & 14th, 2017 - 10 am to 5 pm
Abu Dhabi National Exhibition Center (ADNEC)

Day 2 - Thursday, December 14 th 2017				
10:30 am to 1:15 pm				
MC – Morning – Simran Samtani, Co-Founder & Senior Partner, Xcel Accounting				
S No	Topics		Style & Speakers	Time
a.	Morning Session -			
1.	Weqaya Food Labeling		Keynote - Dr. Arwa Ahmed Al-Modwahi Senior Officer, Chronic Conditions Section, Public Health and Research Division, Department Of Health (DOH)	10:30 AM to 10:50 AM
2.	10 Food and beverage trends to expect in 2018		Panel Discussion - Brandon Stoltenkamp Food Blogger, Abu Dhabi Akshay Oberai Dosaj Managing Director, Purple Honey Group Sanjay Duggal Managing Partner, Stellar Eastern Food & Beverage Solutions Rukhsana Kausar Partner, Liquid of Life Dawn Gribble (Moderator) Founder, Virtual Solutions Global	10:55 AM to 11:30AM
Morning – break				
3.	F&B Leaders and Stakeholders Roundtable, by Invitation only		Jean-Pierre Garat CEO, Royal Catering Vinay Varma Founder and Owner, The Royal Orchid Group of Restaurant, Abu Dhabi Prem Mohan Deputy Head of Leasing, Line Investments & Property L.L.C Bhupinder Singh General Manager & Chief Financial Officer, Dalma Mall-Developers LLC Raman Khanna (Moderator) COO, Yosh Hospitality Soeren Hansen Director of Design, Food & Beverage, Rotana Hotel Management Corporation PJSC	11:45 AM to 1:15 PM