

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

Day 1 - Wednesday, December 13 <sup>th</sup> 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.	<b>Morning Session</b>			
	1.	F&B Market Landscape UAE	<b>Keynote - Ralph L. Homer</b> CEO & Co-Founder, Restaurant Secrets	10:20 AM to 10:40 AM
	2.	Opening Welcome Address	<b>Opening - HE Saeed Al Bahri Al Ameri</b> Director General, Abu Dhabi Food Control Authority (ADFCA)	10:45 AM to 10:50 AM
	3.	F&B Vision Abu Dhabi	<b>Spotlight Keynote - HE Sultan Al Mutawa Al Dhaheer</b> 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	<b>Panel Discussion - Hussam Raouf</b> Managing Director, Mont Hill  <b>Furqan Athar</b> Partner/Director of Strategy and Planning, McArthur + Company  <b>Edward Harvey</b> Strategy & Concept Director, Tricon Foodservice Consultants  <b>Alex Andarakis (Moderator)</b> Founder & Managing Director, Andarakis Advisory Services	11:25 AM to 12:00 PM
	5.	Trends and Disruptions in Restaurant Industry space	<b>Panel Discussion - Sanjay Murthy</b> Co-founder, Figjam  <b>George Kunnappally</b> Executive Director – Private Equity, Regulus Capital Limited & Regulus Consultancy	12:05 PM to 12:40 PM

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

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

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			<p><b>Anoop Gopal</b> Director – Real Estate, Kuwait Food Company (Americana), UAE</p> <p><b>Hesham Almekkawi</b> Founder &amp; President, Ahramiz Management Consulting Company</p> <p><b>Murad Alnasur (Moderator)</b> Founder/ Managing Director, Restonalysis FZE</p>	
	9.	Financing options and Government support to the F&B sector	<p><b>Panel Discussion - Mohammed Al Jaberi</b> Senior Officer, Entrepreneurship Development-Counselling&amp; Monitoring, Khalifa Fund, Abu Dhabi</p> <p><b>Naim Maadad</b> Chief Executive, Gates Hospitality</p> <p><b>Yousif Abelrahman Al Hammadi</b> Founder &amp; CEO, Chop't Salad Company</p> <p><b>Atul Bhargava</b> Chief Financial Officer, Southern Franchise Company</p> <p><b>Akhilesh Bahl (Moderator)</b> Founder &amp; CEO, Malt &amp; Salt Hospitality</p>	3:05 PM to 3:40 PM
<b>Afternoon break</b>				
c.	<b>Evening Session -</b>			
	10.	Zomato Restaurant Skillet - <i>Your next 100 customers. Successful tactics to increase footfall</i>	<p><b>Panel Discussion - Pavlos Frensis</b> Brand Manager, Whissle</p> <p><b>Dean Murphy</b> Director of Operations, Jumeriah Restaurant Group</p> <p><b>Sultan Thejmal</b> Operations Manager, Hot Palayok</p> <p><b>Samuel Turner</b> Founder, Those Social Guys</p> <p><b>Praveen Kumar</b> Founder, Indian By Nature</p> <p><b>Oytun Calapover (Moderator)</b> 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><b>Panel Discussion - Akhilesh Bali</b> CEO, Limetray</p>	4:30 PM to 5:05 PM

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			<p><b>Marcio Saboya</b>          CEO, The Acai Spot</p> <p><b>Abdul Kader Saadi</b>          Founder, Glee Hospitality</p> <p><b>Alpha Maiava (Moderator)</b>          Co-Founder and Managing Partner, The Growth AcadeME</p>	
	12.	Restaurant Consultants Roundtable	By Invitation, not for general audience	5:15 PM to 6:00 PM
	13.	Networking Cocktails	Pre-registration required Hospitality Host: Avasa, St. Regis, Sadiyat Island	7 PM

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Day 2 - Thursday, December 14 <sup>th</sup> 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.	<b>Morning Session -</b>		
1.	Weqaya Food Labeling	<b>Keynote -</b> <b>Dr. Arwa Ahmed Al-Modwahi</b> 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	<b>Panel Discussion -</b> <b>Brandon Stoltenkamp</b> Food Blogger, Abu Dhabi  <b>Akshay Oberai Dosaj</b> Managing Director, Purple Honey Group  <b>Sanjay Duggal</b> Managing Partner, Stellar Eastern Food & Beverage Solutions  <b>Rukhsana Kausar</b> Partner, Liquid of Life  <b>Dawn Gribble (Moderator)</b> Founder, Virtual Solutions Global	10:55 AM to 11:30AM
Morning – break			
3.	F&B Leaders and Stakeholders Roundtable, by Invitation only	<b>Jean-Pierre Garat</b> CEO, Royal Catering  <b>Vinay Varma</b> Founder and Owner, The Royal Orchid Group of Restaurant, Abu Dhabi  <b>Prem Mohan</b> Deputy Head of Leasing, Line Investments & Property L.L.C  <b>Sajan Alex</b> Vice President Operations, TABLEZ-The Food Company, Abu Dhabi  <b>Bhupinder Singh</b> General Manager & Chief Financial Officer, Dalma Mall-Developers LLC  <b>Raman Khanna (Moderator)</b> COO, Yosh Hospitality	11:45 AM to 1:15 PM