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**THE restaurantshow**  
BUILD, DESIGN, EQUIPMENT & TECHNOLOGY

Innovate, Consolidate and Think Big

**4<sup>th</sup> Middle East Food Forum (MEFF),  
Co-located with The Restaurant Show  
Festival Arena Exhibition Centre, Festival City, Dubai, UAE**

Day 1 - Saturday, April 27 <sup>th</sup> , 2019				
Conference Opening : Vishal Pandey, Founder, Middle East Food Forum				
S No	Description of Themes	Speakers	Format Type	Time
<b>MC for the day: Georgina Learman, Managing Partner, Creative Intelligence</b> <b>Core Themes: Challenges, Financing and Marketing</b>				
01	<p><b>GCC F&amp;B Market Landscape – What's up?</b></p> <ul style="list-style-type: none"> <li>Impact of competition &amp; untapped opportunities in mid-market on F&amp;B industry as a whole</li> <li>Role of price in attracting and retaining guests</li> <li>What it takes to move forward both as a brand and as an industry.</li> </ul>	<p><b>Abdul Kader (Aboudi) Saadi</b> Founder and Managing Director, Glee Hospitality Solutions</p>	Keynote	12.00 - 12.20 pm
02	<p><b>The Demand vs. Supply debate in UAE F&amp;B</b></p> <ul style="list-style-type: none"> <li>Is the market saturated and its possible implications?</li> <li>The New Normal: Pure and ugly competition aftermath massive growth of the 2010's</li> <li>Disruption in natural selection: Where are the big-name failures or disappearance of under-performing concepts?</li> <li>Chasing unrealistic leases; "Blame game" or "Sharing the responsibility"</li> <li>Behold the ME market; its course and its journey</li> </ul>	<p><b>Stefan Breg</b> (Moderator) Serial restaurant concept creator and strategist, Keane Brands</p> <p><b>Naim Maadad,</b> CEO, Gates Hospitality</p> <p><b>Sajan Alex</b> Vice President Operations, Tablez Food</p> <p><b>George Kunnappally</b> Managing Director, Nando's UAE LLC</p> <p><b>Marvin Alballi</b> Director of Restaurants &amp; Bars, IHG</p>	Panel Discussion	12.25 – 1.00 pm
03	<p><b>Creating a World Class Gastronomy Destination</b></p>	<p><b>Darren Tse</b> Commercial Director – Concessions, Expo 2020</p>	Spotlight Keynote	1.05 – 1.30 pm
04	<p><b>Financing in the F&amp;B sector</b></p> <ul style="list-style-type: none"> <li>To finance or how to be financed?</li> <li>Challenges in raising finance</li> <li>Typical terms of engagement</li> </ul>	<p><b>Naveed Dowlatshahi</b> (Moderator) CEO, Kash Global Group</p> <p><b>Duncan Fraser-Smith</b> Vice President, Global Food and Beverage, The First Group</p> <p><b>Omer Aslan Gurel</b> Co-founder &amp; CEO, Repeat</p>	Panel Discussion	1.35 - 2.10 pm

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		<b>Nader Bassit</b> CEO, Wakira Investments		
05	<b>Food Tech Pitches (FoodByte Dubai)</b>	<b>Sameer Sortur</b> (Moderator) Founder and CEO, SquareCircle Tech  Presenters: <b>Benjamin Mouflard,</b> Co-Founder, ChatFood  <b>Rida Abi Farraj</b> General Manager, IoT Plus Middle East LLC  <b>John Balian</b> CEO, BIM POS	Pitch Presentation	2.15 – 2.55 pm
06	<b>Smart Marketing and the Role of Videos</b>  <ul style="list-style-type: none"> <li>Restaurants as social beings; A digital identity</li> <li>Role of videos in enhancing in food establishment's profile</li> <li>Ways and means to measure ROI achieved</li> </ul>	<b>Martin Kubler,</b> (Moderator) General Manager, CEO, sps:affinity  <b>Reim El Houni,</b> Executive Producer and CEO, Ti22 Films and dubai ON demand  <b>Prafull Dwivedi</b> Director, FoodKraft International  <b>Sajith Ansar</b> Founder & CEO, Idea Spice	Panel Discussion	3.00 – 3.35 pm
07	<b>Launching a startup – how do you transform your idea into a business?</b>  <ul style="list-style-type: none"> <li>Importance of undertaking research and feasibility</li> <li>Location Location Location!!</li> <li>Franchise Vs Creating own concept</li> <li>Gut feel Vs Structured approach</li> </ul>	<b>Karthik Ramamurthy,</b> (Moderator) Regional Director & Head, IPSOS  <b>John Balian,</b> CEO, BIM POS  <b>Sanjay Duggal,</b> Vice President, MENAFA  <b>Firas Alsahin</b> Co-Founder, Design Director, 4SPACE design		3.40 – 4.15 pm

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**Day 2 - Sunday, April 28<sup>th</sup>, 2019**

S No	Description of Themes	Speakers	Format Type	Time
<b>MC for the day: Peggy Li, Managing Partner, sps:affinity</b> <b>Core Themes: Food Delivery, Franchising and Food Trucks</b>				
01	<p><b>Food Delivery Aggregators - Spend or Incremental Revenue for an Operator?</b></p> <ul style="list-style-type: none"> <li>• Delivery apps; disruption or an added value</li> <li>• Opportunity for startups in satellite and incubator kitchens</li> <li>• Importance of delivery time, radius and marginal cost</li> <li>• Consumer is king</li> </ul>	<p><b>Edward Harvey</b> (Moderator) Director, Elevate</p> <p><b>Anurag Bajpai</b> Audit Partner and Head of Retail, KPMG Lower Gulf</p> <p><b>Mohammad Al Madani</b> Chairman &amp; CEO, Al Madani Group</p> <p><b>Akhilesh Bahl</b> CEO, Chin Chin Group of Restaurants</p> <p><b>Sayed Munaf</b> Business Head, Zomato</p> <p><b>Adrian Azodi</b> Head of Business Development, Deliveroo</p>	Panel Discussion	12.00 - 12.35 pm
02	<p><b>Digital Transformation in Food Safety</b></p> <ul style="list-style-type: none"> <li>• Delivery apps; disruption or an added value</li> <li>• Opportunity for startups in satellite and incubator kitchens</li> <li>• Importance of delivery time, radius and marginal cost</li> <li>• Consumer is king</li> </ul>	<p><b>Bobby Krishna</b> Senior Food Safety Specialist, Dubai Municipality</p>	Keynote	12.40 - 1.05 pm
03	<p><b>Theatre of Cooking</b></p> <ul style="list-style-type: none"> <li>• Kitchen of Things</li> <li>• Use of technology and equipment, challenges in transformation</li> <li>• Showcasing what chefs do the best</li> <li>• Zero moment of truth &amp; its importance</li> </ul>	<p><b>Bobby Kapoor</b> (Moderator) Chef Partner, Cartalyst Solutions</p> <p><b>Nigel Lobo</b> Executive Chef and Group Culinary Administrator, Royal Orchid Hospitality Group</p> <p><b>Rabih Omran</b> Founder, Managing Director, Rocfort kitchens</p> <p><b>Gabriel Estrella Talenti</b> Director Middle East &amp; Africa, Alto-Shaam, Inc.</p>	Panel Discussion	1.10 - 1.45 pm

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04	<b>Food Tech Pitches (FoodByte Dubai)</b>	<p><b>Sameer Sortur</b> (Moderator) Founder and CEO, SquareCircle Tech</p> <p>Presenters: <b>Omer Aslan Gurel</b> Co-founder &amp; CEO, Repeat</p> <p><b>Raghav Mimani</b> Founder, CEO, Nischint Technologies Limited</p>	Pitch Presentation	1.50 – 2.30 pm
05	<b>Franchising from Local to Global</b>	<p><b>Rudolf Kotlik</b> Founder and CEO, R.K. Franchise Consultancy</p>	Keynote	2.35 – 3.05 pm
06	<b>Design Thinking and Food Innovation</b>	<p><b>Prof. Christopher Abraham</b> CEO &amp; Head - Dubai Campus, Sr. Vice President - Institutional Development, S P Jain School of Global Management</p>	Keynote	3.10 – 3.45 pm
07	<p><b>When and how do Food Trucks Make Money</b></p> <ul style="list-style-type: none"> <li>• Food truck!! Fantasy or a Myth</li> <li>• Can food trucks survive as a standalone business or have to be part of a bigger F&amp;B game plan</li> </ul>	<p><b>Akhilesh Bahl</b> (Moderator) Founder &amp; CEO, Malt &amp; Salt Hospitality</p> <p><b>Kris Haggie</b> Founder and CEO, Truck-A- Licious</p> <p><b>Harsh Bhatia</b> Founder, C'est Cheese</p> <p><b>Angelina Stoimenova</b> Deputy Head of Division, Binghatti Holding</p> <p><b>Anil Ashok</b> Founder, Inking Hospitality Management</p> <p><b>Walid Qayoumi</b> Executive Partner, BRGR, Lucky's Pizza, Dessert Island Distribution Middle East</p>	Panel Discussion	3.50 – 4.25 pm

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**Day 3 - Monday, April 29<sup>th</sup>, 2019**

S No	Description of Themes	Speakers	Format Type	Time
<b>MC for the day: Simran Samtani, Managing Partner, Xcel Accounting</b>				
<b>Core Themes: Opportunities, Innovation and Women in F&amp;B</b>				
01	<p><b>Identifying opportunities in the F&amp;B market and where to invest</b></p> <ul style="list-style-type: none"> <li>Malls, standalone, hotels, corporate locations- how to decide what suits the operator/investor the most</li> <li>Life cycle of F&amp;B ventures</li> <li>Pay back periods</li> </ul>	<p><b>David Macadam,</b> <i>(Moderator)</i> CEO, The Middle East Council of Shopping Centers</p> <p><b>Daniel G During</b> <i>Founder and CEO,</i> Thomas Klein International</p> <p><b>Abdul Kader (Aboudi) Saadi,</b> <i>Founder and Managing Director, Glee Hospitality Solutions</i></p> <p><b>Ramzy Abdul Majeed,</b> <i>Founder, Whistle</i></p> <p><b>James Le Gassick,</b> <i>CEO, More Café / Intelligent Foods</i></p> <p><b>David Richardson</b> <i>Head of Leasing, Nakheel</i></p>	Panel Discussion	12.00 - 12.35 pm
02	<b>F&amp;B Celebrate Your Failures</b>	<b>Rohit Bassi,</b> <i>Founder, ROI Talks</i>	Keynote	12.40 – 1 pm
03	<p><b>Learning and Development in F&amp;B - Emerging &amp; Effective Ways</b></p> <ul style="list-style-type: none"> <li>F&amp;B industry; changes from the past to its present</li> <li>Training staff in different regions and segment</li> <li>Budding chefs and shift in their profiles</li> <li>Training initiatives and its role in operations</li> </ul>	<p><b>Sunjeh Raja</b> <i>(Moderator),</i> Director &amp; CEO, ICCA</p> <p><b>Khaled Bani Amer,</b> <i>Director HR, Movenpick Hotels &amp; Resort</i></p> <p><b>Chef Mauro Gomez,</b> <i>Executive Chef, Ritz-Carlton DIFC</i></p> <p><b>Shaguffa Patel,</b> <i>People Development Specialist, ICCA Dubai</i></p> <p><b>Anubha Khandelwal</b> <i>Certified Hospitality Educator, Training Manager, the Oberoi Group</i></p> <p><b>Chef Uwe Micheel,</b> <i>President Emirates Culinary Guild, Vice President World</i></p>	Panel Discussion	1.05 – 1.40 pm



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		Chefs, Director of Kitchens - Radisson Blu, Deira		
04	<p><b>Women Leaders in F&amp;B</b></p> <ul style="list-style-type: none"> <li>• Do women make better restaurateur/ business leader?</li> <li>• Can good relationships create great business?</li> </ul>	<p><b>Dina Abdou</b> (Moderator) Head of Global Sales, Foodics</p> <p><b>Emma Banks,</b> Vice President, F&amp;B Strategy Development, EMEA Hilton Group</p> <p><b>Rukhsana Kausar,</b> Founding Partner, Liquid of Life</p> <p><b>Ekaterina Starodubtseva</b> Owner, CEO, HURMA Recruitment</p> <p><b>Dana Al Sharif</b> Founder, Urban RetrEAT</p>		1.45 – 2.20pm
05	<p><b>Social Media Marketing– Influencer Licensing &amp; Ethics</b></p> <ul style="list-style-type: none"> <li>• Is it still relevant, learning from a mentor??</li> <li>• If you TAB it, did you TAP it??</li> <li>• Does training determine the brand value??</li> </ul>	<p><b>Anishkaa Gehani,</b> (Moderator) Founder &amp; Managing Director, Yardstick Marketing Management Consultancy</p> <p><b>Courtney Brandt</b> Founder, A to Za'atar</p> <p><b>Elena Weber,</b> Founder, Managing Director, ICONS Coffee Couture</p> <p><b>Peggy Li</b> Managing Partner, sps:affinity</p> <p><b>Bhairavi Prakash</b> TV Host, Radio Jock, Producer, Voice-over artist, 89.1 Radio 4</p>	Panel Discussion	2.25 – 3.00 pm
<p><b>Conference Closing &amp; Vote of Thanks:</b> <b>Vishal Pandey, Founder, Middle East Food Forum</b></p>				