

## ICCA MEFF Restaurant Development Conference

October 30th - November 01, 2018

POWERED BY



INTERNATIONAL CENTRE  
FOR CULINARY ARTS  
DUBAI



*Together, Driving Food for Thought...*

| Day 1 - Tuesday, October 30 <sup>th</sup> , 2018  |  |   |                  |                  |
|---|--|---|------------------|------------------|
| <i>Meet &amp; greet, registration &amp; networking over High Tea</i>  |  |   |                  |                  |
| <i>Conference Opening : Vishal Pandey, Director, Middle East Food Forum &amp; Sunjeh Raja, CEO, International Centre for Culinary Arts - ICCA Dubai</i> |  |   |                  |                  |
| S No  | Description of Themes  | Speakers  | Format Type      | Time             |
| <b>MC for the day (Morning) : Georgina Learman, Creative Intelligence</b>   |  |   |                  |                  |
| 01  | <p><b>F&amp;B Market Landscape – GCC</b></p> <p><i>As competition in the market intensifies, untapped opportunities in mid-market F&amp;B are impacting the industry as a whole. With price continuing to play a significant role in attracting and retaining guests, this session addresses the realities we are facing as F&amp;B owners in a saturated market. With two decades of experience bringing both standalone F&amp;B concepts and hotel restaurant outlets to life, this regional expert of the highest order provides much needed clarity on what it takes to move forward both as a brand and as an industry.</i></p> | <p><b>Duncan Fraser-Smith</b><br/><i>Director,<br/>Global Food and Beverage,<br/>The First Group</i></p>  | Keynote          | 11.00 - 11.35 am |
| 02  | <p><b>UAE – A case of oversupply! Is there still a Market?</b></p> <p><i>As statistics reveal that nearly half the UAE's restaurants and cafes expect their sales to decline in 2018, this session provides some much needed equilibrium. Join us in deferring to some of the region's biggest and most enduring success stories as we explore what works, what doesn't and how your business can adapt.</i></p>   | <p><b>Edward Harvey – Moderator</b><br/><i>Director, Tricon Foodservice Consultants Ltd</i></p> <p><b>Naim Maadad,</b><br/><i>Chief Executive Officer, Gates Hospitality</i></p> <p><b>Anoop Gopal</b><br/><i>Director Real Estate &amp; Property,<br/>Kuwait Food Co. (Americana)</i></p> <p><b>Chris Daniels</b><br/><i>Chief Operating Officer,<br/>Freedom Pizza</i></p> <p><b>Emma Banks</b><br/><i>Managing Director,<br/>Jumeriah Restaurant Group Dubai</i></p> | Panel Discussion | 11.40 – 12.20 pm |
| <b>Morning – Coffee / Tea break</b>   |  |   |                  |                  |
| 03  | <p><b>Reimagining the Future of Food &amp; Restaurants</b></p>   | <p><b>Prof. Christopher Abraham,</b><br/><i>CEO &amp; Head of Campus,<br/>SP Jain School of Management</i></p>  | Keynote          | 12.30 - 01.05 pm |
| <b>Lunch-Break</b>  |  |   |                  |                  |

| <b>MC for the day Afternoon : Georgina Learman, Creative Intelligence</b> |   |   |                  |                  |
|---|---|---|------------------|------------------|
| 04  | <p><b>UAE - Retaining the New Consumer</b></p> <p><i>Thanks to OTA's, social media and other digital developments, now everyone has the power to become a food critic. As lifestyles, incomes and taste preferences change, how can businesses use technology to grow and serve the industry whilst catering to the needs and wants of today's ever more demanding consumers.</i></p> | <p><b>Vishal Pandey – Moderator</b><br/><i>Director, Data On-A-Plate</i></p> <p><b>Akhilesh Bahl,</b><br/><i>CEO, Chin Chin Group of Restaurants</i></p> <p><b>George Kunnappally</b><br/><i>Managing Director</i><br/><i>Nando's UAE LLC</i></p> <p><b>Moiza Saeed</b><br/><i>Regional Director,</i><br/><i>Zomato Gold</i></p>  | Panel Discussion | 01.45 – 02.20 pm |
| 05  | <p><b>Advent of VAT and its effect on F&amp;B Sales Growth</b></p> <p><i>Almost 1 year on, as data suggests that VAT implementation in UAE has not impaired sales, we discuss how pricing, marketing and supply chain strategies have addressed and absorbed the changes and how new measures could assist your future VAT documentation requirements.</i></p>                        | <p><b>Baasab Deyb</b><br/><i>Partner,</i><br/><i>RSM Dahman UAE</i></p>   | Keynote          | 02.25 - 03.05 pm |
| 06  | <p><b>Financing in the F&amp;B sector - Current Roadblocks! Possible Solutions?</b></p> <p><i>What are the emerging business models in F&amp;B.? Who is investing and why? Is the market saturated from an investment perspective? What are the typical payback periods? - Franchising vs. own concept; which is more feasible and for whom?</i></p>                                  | <p><b>Abdul Kader Saadi – Moderator</b><br/><i>Founder, Glee Hospitality</i></p> <p><b>Nabil Al Rantisi</b><br/><i>Member Al Eqbal Investment Company</i></p> <p><b>James Le Gassick</b><br/><i>CEO,</i><br/><i>More Café / Intelligent Foods</i></p> <p><b>Sherif Afifi</b><br/><i>Senior Advisor</i><br/><i>Wakirans Investments</i></p>  | Panel Discussion | 03.10 - 03.45 pm |
| 07  | <p><b>Social Media Marketing– Influencer Licensing &amp; Ethics</b></p> <p><i>What is this Social Media Influencer craze all about? How ethical is Social Media Influencing today? Are there any Checks &amp; Balances? What are the new Licensing norms on the same, all about?</i></p>  | <p><b>Anishkaa Gehani – Moderator</b><br/><i>Founder &amp; Managing Director,</i><br/><i>Yardstick Marketing</i><br/><i>Management Consultancy</i></p> <p><b>Lavina Israni</b><br/><i>Dubai Based Influencer</i></p> <p><b>Fathima Ahmed</b><br/><i>"Table for five" Dubai based Influencer</i></p> <p><b>Lamal Al Aalam</b><br/><i>Social Media Influencer</i></p> <p><b>Courtney Brandt</b><br/><i>Author &amp; Blogger,</i><br/><i>A To Zaatar</i></p> | Panel Discussion | 03.50 - 04.20 pm |
| <b>Afternoon - Coffee / Tea break</b>                                     |   |   |                  |                  |
| 08  | <p><b>Impact of Millennials on the F&amp;B Business</b></p> <p><i>As the single most important demographic impacting your future in F&amp;B, what do Millennials want and how can you deliver it?</i></p>   | <p><b>Murad Alnasur</b><br/><i>Managing Director,</i><br/><i>Restonalysis Hospitality</i></p>   | Keynote          | 04.25 - 04.45 pm |

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| Day 2 – Wednesday, October 31 <sup>st</sup> , 2018                   |  |  |                  |                  |
|--|--|--|------------------|------------------|
| <i>Meet &amp; greet, registration &amp; networking over High Tea</i> |  |  |                  |                  |
| S No   | Description of Themes  | Speakers   | Format Type      | Time             |
| <b>MC for the day (Morning) : Peggy Li</b>                           |  |  |                  |                  |
| 01   | <p><b>Building A Food Delivery Business – Optimized Solutions</b></p> <p>As delivery apps continue to disrupt the way operators do business, takeaway delivery growth is predicted to rise. Satellite and incubator kitchens can be seen opening up new opportunities- especially for startups, creating a new dimension of choice for consumers and a fresh crop of competition for existing concepts. This session recognizes the consumer as king. What are the optimum delivery times and radius? Which outlets are succeeding through in-house delivery and how are those outsourcing success stories optimizing their margins?</p> | <p><b>Akhilesh Bahl - Moderator</b><br/>Founder &amp; CEO,<br/>Malt &amp; Salt Hospitality<br/>Management</p> <p><b>Marcio Saboya</b><br/>Founder, The Acai Spot</p> <p><b>Peggy Li</b><br/>Managing Partner, sps:affinity</p> <p><b>Adrian Azodi</b><br/>Head of Business Development<br/>Deliveroo</p> <p><b>Raki Phillips</b><br/>Co Founder, Sugar Moo Desserts</p> <p><b>Mohamma Al Madani</b><br/>Chairman &amp; CEO Al Madani<br/>Group</p>   | Panel Discussion | 11.00 - 11.35 am |
| <b>Morning – Coffee/Tea break</b>                                    |  |  |                  |                  |
| 02   | <p><b>Gulfhost “Investor Pitch” - Concept Showcase for Fundraising with Venture Capitalists / Investors</b></p> <p>5 promising F&amp;B concepts with at least 5 years operational experience will be sharing their proposals with prospective investors - live.</p> <p>Share in the dreams behind these hand-picked initiatives and join us in discovering what it takes to inspire financial confidence in today's crowded market.</p>  | <p><b>Potential Investors:</b></p> <p><b>Abdul Kader Saadi,</b><br/>Founder, Glee Hospitality</p> <p><b>George Kunnappally</b><br/>Managing Director<br/>Nando's UAE LLC</p> <p><b>Akshay Oberai Dosaj</b><br/>Managing Director, Purple<br/>Honey Group</p> <p><b>Concept Showcase:</b></p> <p><b>Manu Mahdi</b><br/>Founder &amp; CEO<br/>Organic&amp;Real.com</p> <p><b>Ahmed Abdurahim</b><br/><b>Mohammad Alzarooni</b><br/>Meats &amp; Flames Restaurant</p> <p><b>Sari Alabdulrazzak</b><br/>CEO, Traceberry</p> <p><b>Benjamin Mouflard</b><br/>Co-Founder, CEO<br/>ChatFood</p> | Elevator Pitch   | 11.40 - 01.00 pm |
| <b>Lunch-Break</b>   |  |  |                  |                  |

| <b>MC for the day (Afternoon) : Martin Kubler, sps:affinity</b> |  |   |                     |                     |
|---|--|---|---------------------|---------------------|
| 03  | <p><b>Digital Reach - How Digital is the Customer today?</b></p> <p><i>In recent years, successful restaurant businesses have been levelling up their online marketing presence in order to survive. As customer experience becomes ever more critical to Foodservice success, how are the latest data and CRM tools being used to great effect? Attend this session to discover the digital marketing techniques that are becoming non-negotiable amongst your peers.</i></p> | <p><b>Martin Kubler - Moderator</b><br/>CEO,<br/>sps:affinity</p> <p><b>Akshay Oberai Dosaj</b><br/>Managing Director, Purple<br/>Honey Group</p> <p><b>Vit Kodousek</b><br/>Executive Director<br/>SquareMotion FZ-LLC</p> <p><b>Diana Zavzeatii</b><br/>Healthy Food Blogger &amp; licensed<br/>influencer</p> <p><b>Tommaso Piazzesi</b><br/>Managing Director, Acanto<br/>Advertising</p> <p><b>Karan Singh Purohit</b><br/>Director of Operations –<br/>Restaurants, MP Creative<br/>Restaurants Limited</p> | Panel Discussion    | 02.00 - 02.35<br>pm |
| 04  | <p><b>Concept Showcase –Trending Technologies &amp; Innovative Products: 5 Minute Elevator Pitches</b></p> <p><i>5 interesting and promising concepts run an elevator pitch. We really need to be unique and outstanding product / concept to present in this. A unique opportunity to spread your message around.</i></p>   | <p><b>Murad Alnasur – Moderator</b><br/>Managing Director,<br/>Restonalysis Hospitality</p> <p><b>Rida Abi Farraj</b><br/>GM, IOT Plus</p> <p><b>Sudhir Nari Shetty</b><br/>CEO, Spoonfed</p> <p><b>Tarik Qahawish</b><br/>CEO, Localyser</p>   | Concept<br>Showcase | 02.40 - 03.20<br>pm |
| <b>Afternoon - Coffee/Tea break</b>                             |  |   |                     |                     |
| 05  | <p><b>Successful Women Restaurateurs and F&amp;B Business Owners</b></p> <p><i>Purpose, grit and a refusal to fail are just some of the qualities shared by our panel of inspirational leaders. Discover their journeys to the top, their personal visions for growth and hear the advice they wish to impart on those who aspire to follow in their footsteps.</i></p>  | <p><b>Melissa Murray – Moderator</b><br/>Partner,<br/>Bird &amp; Bird Middle East</p> <p><b>Reema Shetty</b><br/>CEO, The Foodsters, UAE</p> <p><b>Elena Weber,</b><br/>Founder and MD, ICONS Coffee<br/>Couture</p> <p><b>Emma Banks</b><br/>Managing Director,<br/>Jumeriah Restaurant Group Dubai</p> <p><b>Irina Sharma</b><br/>Co-Founder, Sesame Restaurant</p>   | Panel Discussion    | 03.25 - 04.00<br>pm |
| 05  | <p><b>Talking Sustainability &amp; Addressing Food Waste</b></p> <p><i>Going cost effective, efficient and sustainable</i></p> <p><i>Learn to remove waste from your bottom line</i></p>   | <p><b>Moderator – Annika Panikker,</b><br/>ICCA Dubai</p> <p><b>Michael Chabowski</b><br/>Managing Director , MCTS</p> <p><b>Chef Ragnar Fridriksson,</b><br/>Managing Director,<br/>WORLDCHefs</p> <p><b>Mohamad Karam</b><br/>Senior Business Development<br/>Manager, Emerson Company</p> <p><b>Emma Banks</b><br/>Managing Director,<br/>Jumeriah Restaurant Group<br/>Dubai</p>  | Panel Discussion    | 04.05 - 04.40<br>pm |

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| Day 3 - Thursday, November 01 <sup>st</sup> , 2018                   |  |  |                  |                  |
|--|--|--|------------------|------------------|
| <i>Meet &amp; greet, registration &amp; networking over High Tea</i> |  |  |                  |                  |
| S No   | Description of Themes  | Speakers   | Format Type      | Time             |
| <b>MC for the day (Morning) : Ms. Annika Panikker, ICCA Dubai</b>    |  |  |                  |                  |
| 01   | <p><b>Building Successful Destinations – Role of Leisure, Entertainment and F&amp;B</b></p> <p><i>As consumer spending continues to shift from transactional to experiential, the amount of destination retail space being dedicated to F&amp;B is forecast to increase. Get an inside take on what is driving shopper traffic, dwell time, spend and understand how the issue of oversupply is being addressed within the region.</i></p> | <p><b>David Macadam - Moderator</b><br/><i>CEO, Middle East Council for Shopping Centers</i></p> <p><b>Alex Andarkis</b><br/><i>Founder &amp; MD, Andarkis Advisory Services</i></p> <p><b>Mohammad I. B. Alawi,</b><br/><i>Chairman Of The Board, Saudi Sand Souvenir Co</i></p> <p><b>Sajith Ansar</b><br/><i>Founder &amp; CEO, Idea Spice</i></p> <p><b>Alexis Marcoux-Varvatsoulis</b><br/><i>Consultant – F&amp;B &amp; Hotels Specialist, JLL</i></p>   | Panel Discussion | 11.00 - 11.40 am |
| <b>Morning – Coffee/Tea break</b>                                    |  |  |                  |                  |
| 02   | <p><b>Top Emerging Trends in the UAE F&amp;B for 2019</b></p> <p><i>Vegetarianism, flexitarianism, and organic formats are no longer news. This session puts the spotlight on newer, more radical and lesser known food trends that are coming to a table near you.</i></p>  | <p><b>Vishal Pandey</b><br/><i>Director, Data On-A-Plate</i></p>   | Keynote          | 11.45 - 12.05 pm |
| 03   | <p><b>Spotlight Emerging Market - KSA &amp; the Region</b></p> <p><i>As one of the strongest consumer foodservice markets in the GCC region, Saudi Arabia has a wealth of insight to share. This special Country Focus breaks the Kingdoms topline diversification aims into hotly anticipated topics covering dining habits, the spirit of Saudi entrepreneurship, strategy, VAT implementation and more.</i></p>                         | <p><b>Suneh Raja - Moderator</b><br/><i>Director &amp; CEO, ICCA Dubai</i></p> <p><b>Mohammad I. B. Alawi,</b><br/><i>Chairman Of The Board, Saudi Sand Souvenir Co</i></p> <p><b>Ramzi Solh</b><br/><i>CEO - Commercial Development, King Abdullah Economic City, KSA</i></p> <p><b>Gregory Wright</b><br/><i>Managing Partner, Food People</i></p> <p><b>Mohammed Najib Al Saadawi</b><br/><i>Food Assessment &amp; Researcher in F&amp;B, KSA</i></p> <p><b>Maysaa M. S. Altanna Hamdiya</b><br/><i>Social Media Influencer, Winner of Al Walimah Chef Competition 2017, KSA</i></p> <p><b>Thara Al Kousa</b><br/><i>ICCA Dubai, Translator</i></p> | Panel Discussion | 12.10 - 12.50 pm |
| <b>Lunch-Break</b>   |  |  |                  |                  |

| <b>MC for the day (Afternoon) : Ms. Annika Panikker, ICCA Dubai</b>   |  |  |                                 |                  |
|---|--|--|---------------------------------|------------------|
| 04  | <p><b>Learning and Development in F&amp;B - Emerging &amp; Effective Ways</b></p> <p><i>Experienced Hotel &amp; Restaurant Chefs the World over want to learn more, get to improve and build their repertoire of skills. But lack access to training, remain Isolated and have no time or money...</i></p> <p><i>Discovering newer &amp; smarter techniques of industry learning and development.</i></p> <p><b>UFS Academy - A Case Study</b></p> | <p><b>Sunjeh Raja - Moderator</b><br/><i>Director &amp; CEO, ICCA Dubai</i></p> <p><b>Chef Ragnar Fridriksson,</b><br/><i>Managing Director<br/>WORLDCHIEFS</i></p> <p><b>Tony Degazon</b><br/><i>Regional Head - Middle East &amp; North Africa, City &amp; Guilds</i></p> <p><b>Chef Jean Van Der Westhuizen,</b><br/><i>Executive Chef - Middle East, Pakistan &amp; Sri Lanka<br/>Unilever UFS Academy</i></p> <p><b>Prof Sanjay Nadkarni,</b><br/><i>Director of Research &amp; Innovation<br/>Emirates Academy</i></p> <p><b>Shaguffa Patel,</b><br/><i>ICCA Dubai</i></p> | Panel Discussion                | 02.00 - 02.55 pm |
| 05  | <p><b>Digital Technology that is fast changing the Restaurant Business.</b></p> <p>An insight on cutting edge solutions for tangible customer acquisition on a 360 approach</p>  | <p><b>Ram Subramaniam</b><br/><i>Director, Eywa Media,<br/>Singapore</i></p>   | Technology Feature – Case Study | 03.00 – 03.20 pm |
| <b>Afternoon - Coffee/Tea break</b>   |  |  |                                 |                  |
| 06  | <p><b>Organic Food: A Fashion or Lifestyle? Worth the cost for the tab?</b></p> <p><i>What is organic? The relevance of organic products in the market today. Its impact on the Diet and the Wallet. Just another trend or is it here to stay?</i></p>   | <p><b>Annika Panikker - Moderator</b><br/><i>ICCA Dubai</i></p> <p><b>Andreas L Borgmann</b><br/><i>Founder &amp; Co-CEO Kcal</i></p> <p><b>Manu Mahdi</b><br/><i>Founder &amp; CEO<br/>Organic&amp;Real.com</i></p> <p><b>Chef Bobby Kapoor</b><br/><b>Director, CEO</b><br/><i>Cartarlist Solutions/<br/>London Super Foods</i></p>  | Panel Discussion                | 03.25 - 04.00 pm |
| <p><b>Conference Closing &amp; Vote of Thanks :</b><br/><b>Vishal Pandey, Director, Middle East Food Forum</b><br/><b>&amp; Sunjeh Raja, CEO, International Centre for Culinary Arts - ICCA Dubai</b></p> |  |  |                                 |                  |