

Futureproof F&B: THE NEXT LAP

Marina Bay Sands
Expo & Convention Center
Halls B & C
21 – 22 March 2019

Future ready your business.

Are you ready to grow your business?

Are you still trying to figure out what your customers want?

Do you know the latest industry trends?

Are you still resisting technology adoption?

Enough of buzzwords and craving actionable takeaways?



Productivity



Capability Development



Technology

Take charge of your business growth, forge ahead with the latest trends and actionable takeaways in the inaugural edition of Restaurant Asia Symposium 2019.

Join our speakers from esteemed organisations such as Euromonitor, Google, Microsoft, HanYuan Oriental Group, and Ganko Food Services and more!

***Complimentary access to RAS Members**

***\$100 per participant for non-RAS members**

*first-come-first-served as seats are limited

REGISTER NOW!

SPEAKERS



Service Science for the Food Service Industry

Dr. Takeshi Shimmura
Executive Vice President, Ganko Food Service co., Ltd.

Learn about the evolution of business environment, operations and business models since the 70s. With a case study on how Restaurants can utilise technologies such as RFID device, sensors and 3D-CG for service engineering, to improve front of house efficiency and reduce work hours in kitchens.



Menu Re-engineering for Profit Maximisation (一本万利)

陈新时 老师
董事长, 汉源东方集团

Learn actionable steps to enhance customer satisfaction and maximise your unrealised profits through strategic menu design and mixed management with Mr. Chen.



Creating a Productive and Effective Kitchen (清凉厨房)

谭淑玲 老师
副董事长, 汉源东方集团

Ms. Tam will share secrets in advanced environmental planning and safety management techniques that will achieve highest standard of cleanliness and safety, while reducing operating costs through optimised efficiency and space utilization.



Consumer Preferences Insights Study for the Foodservice Industry

Mr. Andre Kamarudin
Consultant, Euromonitor International

RAS has engaged Euromonitor to run a consumer survey in 2018 to study consumers' preferences in dining-out in Singapore. Learn about how your customers preferences are influenced by technology and how their consumption patterns has changed in this presentation.



How to Get Found on Google Search and Maps

Mr. Jerald Lee
Head of Client Management, Google Customer Solutions Southeast Asia
Google

Explore Google My Business, a free tool for local businesses who want to connect with customers on Google Search and Maps, and take advantage of a free website. Learn how to promote your online presence using search engine marketing (SEM) and online advertising. Jerald will introduce tools that will help you run your business online.



From Atoms to Bits:
Why your restaurant may no longer need to serve customers.

Mr. Warren Tseng
Regional General Manager, Cloudkitchens

Online food delivery is the most recent disruption to retailers globally. As consumption habits change, so must businesses. Warren will share tips and tricks on how you can position your restaurants for success in this rapidly evolving world.

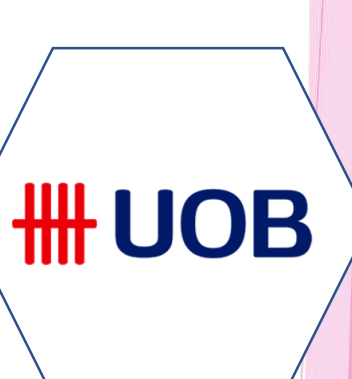
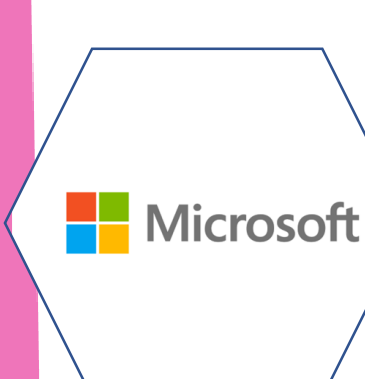


***Design Kitchen Workshop:
Transform your Business and Brand through Design Thinking.**

Design Business Chamber Singapore

Everyday your customers embark on a journey with your brand and services. It can be a positive or negative experience. The best way to learn about your customers' journey is to see things through their lens. DBCS' signature programme is a workshop that offers business owners an immersive introduction to the concept of Design Thinking and Customer Journey Mapping, and how it can be applied to create a better customer service experience.

*min. number of participants required for workshop to carry on. Additional cost of \$50 per pax applies. Registration at DBCS website.



And more...

Limited Complimentary access for RAS members

\$100 for non-members

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PROGRAMME

21 March

0830	Registration
0915	Welcome remarks by Mr Edward Liu, Group Managing Director, CEMS
0920	Welcome remarks by Mr Victor Mah, President of ASEAN Coffee Federation and Singapore Coffee Association
0925	Welcome remarks by Mr Vincent Tan, President of Restaurant Association of Singapore
0930	Opening Speech by Guest of Honour, Mr Chee Hong Tat, Senior Minister of State, Ministry of Trade and Industry & Ministry of Education
0940	Launch of Restaurant Asia and Café Asia
0945	ASEAN Restaurant Associations Alliance MOU signing Ceremony
0955	Break
1030	Service Science for the Food Service Industry by Dr. Takeshi Shimmura, Executive Vice President, Ganko Food Service co., Ltd.
1110	Menu Re-engineering for Profit Maximisation by Mr Chen Xin Shi, Managing Director HanYuan Oriental Group
1200	Creating a Productive and Effective Kitchen by Ms Iris Tam, Deputy Managing Director HanYuan Oriental Group
1250	Break
1400	Consumer Preferences Insights Study for the Foodservice Industry by Andre Kamarudin, Consultant, Euromonitor International
1430	Food Services Sector Benchmarking Shareback by Singapore Productivity Centre

22 March

	Program
0930	Registration
1000	Leveraging technology to be future proof in the food services industry by Microsoft
1100	How to Get Found on Google Search and Maps by Google
1145	From Atoms to Bits: Why your restaurant may no longer need to serve customers by Warren Tseng, Regional General Manager, Cloudkitchens
1245	Break
1400	*Design Kitchen Workshop: Transform your Business and Brand through Design Thinking by Design Business Chamber Singapore
1700	End of Symposium

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