

2011

THE F&B FORUM @ WINE FOR ASIA 2011

The Changing F&B Landscape in Southeast Asia
Trend, People, and Wine



Organised by:

The Food & Beverage Managers' Association of Singapore

Managed by:

MP Wine Resources Pte Ltd

Date: Friday, 28 October 2011
2:00 – 4:00 PM

Venue: Wine For Asia, Suntec Singapore

Fee: S\$50.00 nett



THE FOOD & BEVERAGE MANAGERS' ASSOCIATION OF SINGAPORE



www.wineforasia.com

Welcome Message



Greetings from the Food & Beverage Managers' Association!

With the fast changing F&B landscape in Southeast Asia, particularly in Singapore, it is important for F&B managers to constantly keep themselves abreast with the latest trends and developments in the industry. For example, in Singapore, we will likely see more fine dining restaurants and high concept rooftop bars coming into the scene. The two casinos opened just last year are drawing more visitors to the city state with positive spillover effects on hotel, food and beverage businesses. So, how should we prepare ourselves to embrace these changes? How could we stay relevant and competitive in this evolving F&B landscape where the only constant is "change"?

We are glad to partner with MP Wine Resources Pte Ltd to organise the 2nd F&B Forum @ Wine For Asia 2011. The Forum's topic is "The Changing F & B Landscape in Southeast Asia: Trend, People, and Wine." This forum will bring together experts from different backgrounds to discuss the relevant issues that an F&B manager will face in this changing environment. The focus will be on wine, people, and innovation; and the role that they play in F&B. It will also be interesting to learn and share more about the new trends that are coming into the industry.

With this, I would like to thank you in advance for your support and see you soon at the F&B Forum @ Wine For Asia 2011.

Cheong Hai Poh
President
The Food & Beverage Managers' Association

The F&B Forum @ Wine For Asia 2011

The Changing F&B Landscape in Southeast Asia – Trend, People, and Wine

Date: Friday, 28 October 2011

Time: 2:00 – 4:00 PM

Venue: The Wine Village at Wine For Asia 2011
Suntec Singapore, Level 4, Hall 401

Forum Synopsis

In 2010, Asia registered an average economic growth rate of 7% - South and Southeast Asia with 8% and North Asia with 5.7%. Singapore and China took the lead with 14.6% and 10.1% respectively. The F&B industry in Southeast Asia has seen many positive developments over the past 3 years. For example, the increase in tourist arrival due to the addition of iconic attractions such as the 2 integrated resorts and the Formula 1 has a huge impact on the Singapore's F&B industry. Similar developments are experienced in other Southeast Asian countries where influx of foreign investments is at unprecedented level.

How has the F&B landscape changed in the recent 2 to 3 years? What are the new trends that are emerging here? With competition heating up, what are challenges that F&B managers are facing in managing their resources?

This forum brings together experts from the different backgrounds to discuss the changing landscape of the F&B industry in the region both from the demand and supply perspectives. It focuses on three main aspects: wine, people and innovation and the important roles that they play in this growth dynamics in F&B. An important question that we would like to ask ourselves in this discussion is – Are the trends in SEA F&B landscape global or unique Asian phenomena?

PROGRAMME

2:00 PM – 4:00 PM

Moderator

Mr Sean Boyle
General Manager
The British Club

Welcome Address

Mr Cheong Hai Poh
President
Food and Beverage Managers' Association

Singapore's F&B Landscape:
Trends & Developments in the Last 5 years

Mr Cheong Hai Poh
President
Food and Beverage Managers' Association

Traditional Values in F&B
A Developing Country's Perspective

Mr Sanjog Modgil
President
Food & Beverage Association of Thailand

New Boundaries for Customer Experience
A Chef's Perspective

Chef Eric Teo
Culinary Consultant and President
Singapore Chefs' Association

Striking a Chord with Customers
A Customer's Perspective

Dr Jen Shek Wei
Past President, Singapore International
Wine & Food Society

**Managing a Complex Wine Portfolio and
Upping the Ante in Wine Programmes**
An Integrated Resorts' Perspective

Mr Tamir Shanel
Vice President, Food and Beverage
Marina Bay Sands Pte Ltd

Leveraging on F&B Technologies
A Large F & B set up's perspective

Mr David Hamano
Vice President of F&B Operations
Resorts World Sentosa

E N D

The Changing F&B Landscape in Southeast Asia: Trend, People, and Wine

Panelist	Coverage
<p>Mr Sean Boyle (Moderator) General Manager The British Club</p>	<p>Introduction of the panel and the scope of the Business Forum. The moderator will seek consensus on the following:</p> <ul style="list-style-type: none"> - Clear trends in Southeast Asia F&B landscape - How people and wine can shape the competitive edge of F&B organisations. - Expectations of the 'New Consumer'
<p>Mr Cheong Hai Poh President Food and Beverage Managers' Association</p>	<p>Topic: "Redefining Fine Dining for Today's Customers"</p> <p>Fine Dining in the past has always been a special occasion for indulgence. Today, with growing affluence and limited disposal time, the new consumers are redefining the concepts of fine dining. What are these new concepts and how F&B outlets could boost bottom line from them?</p>
<p>Mr Sanjog Modgil President Food & Beverage Association of Thailand</p>	<p>Topic: "Traditional Values in F&B" - A Developing Country's Perspective</p> <p>A newly developing country may not be at the same stage of development as the more advanced countries. However, the F&B is definitely no less important when it comes to shaping the country's competitive business edge. Let's learn how we could capture customers with traditional touches and tweaks.</p>
<p>Chef Eric Teo Culinary Consultant and President Singapore Chefs' Association</p>	<p>Topic: "New Boundaries for Customer Experience" – A Chef's Perspective</p> <p>In today's competitive F&B landscape with a well informed and demanding clientele, it is important that we keep pushing back the boundaries for customer experience and redefining its parameters. How we listen to the customer and building experiences around them may well be your success factor. Give the people what they want, and they will be your repeat customers.</p>
<p>Dr Jen Shek Wei Past President Singapore International Wine & Food Society</p>	<p>Topic: "Striking a Chord with Customers" – A Customer's Perspective</p> <p>To design menus and programmes that can strike a chord with the customers, it is important that we are giving what is most important to them. Getting the right feedback is very important. Are the changes in F&B offerings exactly what the consumers want?</p>
<p>Mr Tamir Shanel Vice President, Food & Beverage Marina Bay Sand Pte Ltd</p>	<p>Topic: "Managing a Complex Wine Portfolio and Upping the Ante in Wine Programmes" – An Integrated Resort's Perspective</p> <p>Managing a portfolio of wines is no easy task, especially in a complex environment of an integrated resort where one has to cater to a very diversified group of customers. Often there are no existing case studies for reference. Let's understand how an integrated resort has overcome the challenges of managing a complex portfolio of wines and rolled out impactful wine programmes that not only leave lasting impression but also raise bottom line.</p>
<p>Mr David Hamano Vice President of F&B Operations Resorts World Singapore</p>	<p>Topic: "Leveraging on F&B technologies" – A Large F&B set up's Perspective</p> <p>Many of us are aware that technology plays a very important role in augmenting efficiency and effectiveness of an F&B set up, especially in the areas of training and resource management. Can we be more innovative in exploiting technologies in creating a better customer experience?</p>

Enquiry and Booking
(Managed on behalf of FBMA)

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For bookings, please address all cheque payments to:

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