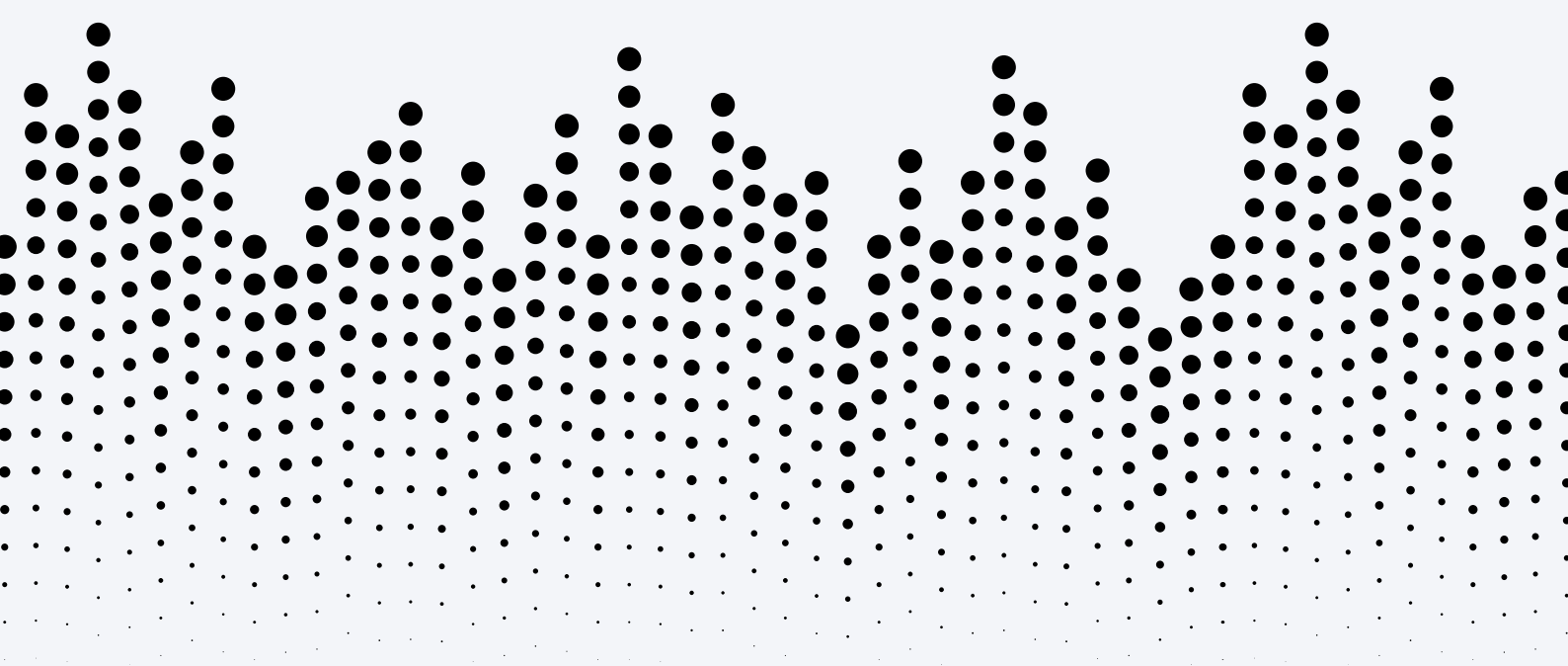




IFBA SANDS EXPO
SINGAPORE
R O U N D T A B L E .
27 JUNE 2024



IFBA **SIGEP**
ROUND ASIA
TABLE, SANDS EXPO
SINGAPORE
27TH JUNE 2024



UNLOCK THE FUTURE OF HOSPITALITY AT IFBA ROUNDTABLE TALK SHOW DURING SIGEP ASIA 2024!




Welcome to a pioneering event tailored for hospitality professionals poised to lead and transform their industries. The **IFBA Roundtable Talk Show**, held as a standout feature of **SIGEP Asia 2024**, is gearing up to be an unmissable event for those dedicated to shaping the future of hospitality.



Event Highlights



Located at the illustrious **Marina Bay Sands Expo & Convention Centre** in Singapore on **June 27th, 2024**, this exclusive gathering is designed for industry leaders ranging from innovative entrepreneurs to senior executives operating at the global forefront. This event presents a unique opportunity to engage with trailblazing ideas, explore transformative insights, and network with peers from all corners of the hospitality sector.



In a world where the pace of change is constantly accelerating, the hospitality industry faces numerous challenges and opportunities. From evolving consumer preferences and technological advancements to sustainability and new competitive landscapes, the need for ongoing dialogue and adaptation is clear. The **IFBA Roundtable Talk Show** serves as the perfect platform to encounter these themes head-on, facilitated by the voices of those who lead the way in our industry.



Why Attend?

The IFBA Roundtable Talk Show transcends the traditional conference format, emerging as a pivotal confluence of inspiration and practical innovation for those at the helm of Food & Beverage and Hospitality. Attendees will be afforded an array of transformative benefits:



ENGAGE WITH VISIONARIES:

Immerse yourself in the wisdom of industry's leading professionals and disruptive thinkers, unveil groundbreaking perspectives on topics that define today's landscape and pave the path for tomorrow's progress.



EXPLORE KEY TRENDS:

Navigate a comprehensive array of subjects, from the intricacies of sustainability and cutting-edge technology to shifts in consumer preferences and the forces shaping global markets.



EXPAND PROFESSIONAL NETWORKS:

Seize this chance to build invaluable connections with a diverse cohort of peers, explore synergies with potential partners, and establish relationships that can spark significant advancements in your professional journey.



EMPOWER YOUR STRATEGY:

Depart with actionable insights and a suite of tactical resources discussed at the Roundtable. Whether refining your business model, updating your curriculum, or advancing your management tactics, you'll be equipped to excel in an ever-changing industry.



For Whom?

This event is crucial for anyone connected to the pulse of the hospitality industry—from the entrepreneurs igniting new ventures to the executives steering global brands, from educational leaders shaping the next generation to the innovators crafting tomorrow's solutions, including but not limited to:



- **Hoteliers and Resort Managers:** Enhance your understanding of guest expectations and operational efficiency.
- **Restaurateurs and Food Service Managers:** Discover the latest trends that are captivating customer interest.
- **Startup Entrepreneurs:** Find your footing with insights into market dynamics and innovation pathways.
- **Chefs and Culinary Innovators:** Stay ahead of culinary trends, sustainability practices, and technology in the kitchen, contributing to an exceptional dining experience.
- **Corporate Executives:** Explore strategic responses to the industry's most pressing challenges.
- **Educational Leaders and Workforce Institutes:** Equip yourself with industry-specific knowledge to train aspiring hospitality professionals.
- **Industry Consultants:** Equip yourself with the latest insights and international perspectives on hospitality to provide your clients with cutting-edge advice and solutions.



IFBA ROUNDTABLE AGENDA

- **14:00 - 14:10 - Keynote Welcome Remarks**
by Mr Cheong Hai Poh and Mrs Ilaria Cicero
- **14:10 - 14:20 - Technology Innovation in Hospitality**
by Mr Maxim Thaw Tint, Founder and CEO Gtriip
- **14:20 - 14:30 - Regional Education Initiatives for the Hospitality Industry**
by Ms Jennifer Ong, Founder & CEO of HAPA® Group
- **14:30 - 14:40 - Sustainable Practices and Corporate Social Responsibility**
by Dr Han Bin, Chairman Asia Pacific Hotel Alliance
- **14:40 - 14:50 - Customer Experience and Service Excellence**
by Mr Lens Gwee, President Food and Beverage Management Association, Singapore
- **14:50 - 15:00 - Collaboration and Innovation Ecosystems**
by Mr Will Yeo, COO YY Group Holding
- **15:00 - 15:30 - Emerging Markets and Growth Opportunities**
by Mr Wu Honghua, Ms Jennifer Ong, Dr Han Bin, Mr Raymond Ang, Jocelyn Chng and Mr Cheong Hai Poh
- **15.30 - 16:00 – Networking Break and Media Interview Sessions**





MEET OUR SPEAKER

MAXIM TINT

Founder & CEO of GTRIIP

> **Technology**
Innovation in
Hospitality

> Discuss the latest technological trends shaping the hospitality industry, including AI, IoT, blockchain, and virtual reality. Explore how these innovations are enhancing guest experiences, streamlining operations, and driving revenue growth.

> **TIME**
14:30 - 16:00 PM



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MEET OUR SPEAKER

JENNIFER ONG

Founder & CEO of HAPA® Group

> Regional Education Initiatives for the Hospitality Industry

> Explore the role of education in preparing the next generation of hospitality professionals. Discuss regional initiatives, partnerships, and programs aimed at providing quality education and training opportunities for aspiring hospitality leaders.

> **TIME**
14:30 - 16:00 PM



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MEET OUR SPEAKER

DR HAN BIN

Chairman of Asia Pacific Hotel Alliance

> Sustainable Practices and Corporate Social Responsibility

> Delve into the growing importance of sustainability and corporate social responsibility in the hospitality sector. Discuss initiatives, policies, and practices aimed at reducing environmental impact, promoting social equity, and enhancing community engagement.

> **TIME**
14:30 - 16:00 PM



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MEET OUR SPEAKER

LENS GWEE

*President of Food and Beverage
Management Association, Singapore*

➤ Customer Experience and Service Excellence

➤ Highlight the importance of delivering exceptional customer experiences in the hospitality sector. Discuss strategies for personalising guest interactions, anticipating needs, and exceeding expectations to foster loyalty and advocacy.

➤ **TIME**
14:30 - 16:00 PM



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MEET OUR SPEAKER

WILL YEO

Chief Operating Officer, YY Group Holding

> Collaboration and Innovation Ecosystems

> Explore the role of collaboration and innovation ecosystems in driving progress and competitiveness in the hospitality industry. Discuss the importance of industry collaboration, cross-sector partnerships, and innovation hubs in fostering creativity, knowledge sharing, and collective problem-solving.

> **TIME**
14:30 - 16:00 PM



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MEET OUR SPEAKER

JOCELYN CHNG

Chairman and Group CEO, JR Group Holdings

> Emerging Markets and Growth Opportunities

> Identify emerging markets and growth opportunities within the hospitality industry. Discuss strategies for market expansion, diversification, and strategic partnerships to capitalize on evolving consumer preferences and market dynamics.

> **TIME**
14:30 - 16:00 PM



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MEET OUR SPEAKER

WU HONGHUA

Director of Cultural and Tourism Working Committee of the China Association for promotion of Ethnic Trade

> Emerging Markets and Growth Opportunities

> Identify emerging markets and growth opportunities within the hospitality industry. Discuss strategies for market expansion, diversification, and strategic partnerships to capitalize on evolving consumer preferences and market dynamics.

> **TIME**
14:30 - 16:00 PM



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MEET OUR SPEAKER

RAYMOND ANG

General Manager North & South East Asia, Virtuoso

➤ Emerging Markets and Growth Opportunities

➤ Identify emerging markets and growth opportunities within the hospitality industry. Discuss strategies for market expansion, diversification, and strategic partnerships to capitalize on evolving consumer preferences and market dynamics.

➤ **TIME**
14:30 - 16:00 PM



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MEET OUR SPEAKER

HAI POH CHEONG

President and Founder International Food & Beverage Association

➤ Emerging Markets and Growth Opportunities

➤ Identify emerging markets and growth opportunities within the hospitality industry. Discuss strategies for market expansion, diversification, and strategic partnerships to capitalize on evolving consumer preferences and market dynamics.

➤ **TIME**
14:30 - 16:00 PM



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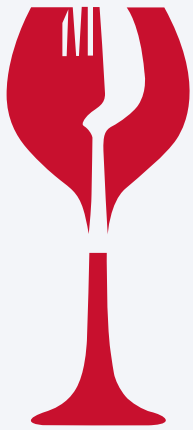
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