

ENTERPRISE TAKEAWAY

31 JULY 2015 | FRIDAY | 9.00AM - 5.00PM | CONNEXION@NEXUS

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BFM ENTERPRISE TAKEAWAY

*Learn all about BFM's brand new
business conference.*

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BFM ENTERPRISE TAKEAWAY AGENDA

*We have an incredible line-up of
speakers and topics.*

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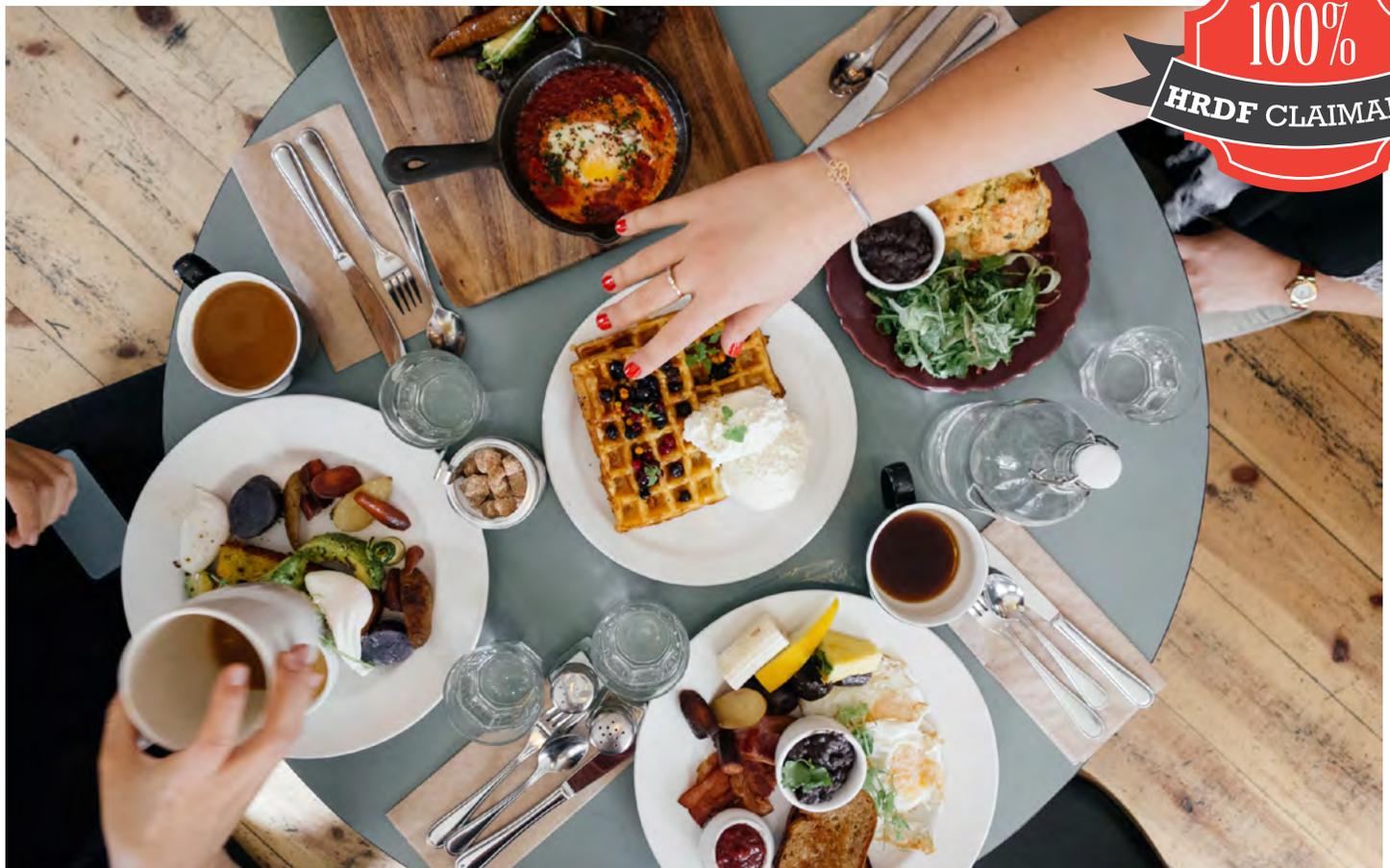
PARTNERSHIP & EXHIBITION

*Find out how you can be part of
our inaugural F&B conference.*

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REGISTRATION FORM

*Excited to join?!
Sign up today!!*



BFM ENTERPRISE TAKEAWAY

The Enterprise Takeaway is BFM's first conference solely focused on the food and beverage (F&B) industry. With F&B entrepreneurs and restaurateurs in mind, this one day conference and exhibition will equip you with the knowledge on how to start and manage a food business. You will also get to connect to the right suppliers and have the opportunity to hear from the biggest names in the F&B industry.

KNOWLEDGE TO-GO



The F&B industry often comes to mind when one thinks about starting a business. However, the industry has its own unique set of challenges. Barriers to entry are low, which allows new competitors to appear everyday and the loyalty of patrons can be elusive. But to those who succeed, the rewards are lucrative and worthwhile.

At the BFM Enterprise Takeaway 2015, you will be exposed to strategies, operational disciplines, and people management skills of successful F&B entrepreneurs that will help maximised your chances of success.

WHO SHOULD BE THERE?

Knowing where to start is always the hardest part for any business. Some initial vexing questions for any new F&B entrepreneur - How much capital do I need? How do I structure a deal between financial investors and the founders? Do I go for a good location with high rentals or start at a less choice location where costs are lower? How do I manage the creative staff (especially the chef)? Where do I source for equipment and supplies? How do I negotiate prices and other terms with food and beverage suppliers?

Tapping into our passion for entrepreneurship, the BFM Enterprise Takeaway was created to provide F&B entrepreneurs and businesses answers to these questions. You will learn how to start, manage and grow your F&B business and observe current trends in food services. You will also have the opportunity to network with successful industry players, to glean insights and learnings from the greatest movers and shakers in this business. Join us if you are a:

- Current and Aspiring Restaurateurs
- F&B Entrepreneurs
- Investors
- Senior Management of Food Service Providers
- Potential Franchisors and Franchisees
- Food Equipment Suppliers
- Restaurant/Retail Technology Suppliers
- Loyalty Programme Suppliers
- Merchant-Side Financial Services
- Regulators Involved in SME development
- Trade Development Organizations
- F&B Trade Associations
- Chambers of Commerce
- Vendors, Consultants, Specialists and Service Providers



WHAT'S IN IT FOR YOU?

TAKE THE FIRST STEP AND REGISTER YOUR COMPANY DURING THE CONFERENCE.

For one day only, the Companies Commission of Malaysia will be setting up a booth and will be exclusively available to all Takeaway attendees. Ask them questions; get your documents in order and by the end of the day leave as a proud company owner!



TAKEAWAY OUR CUSTOMISED START-UP KIT.

Every topic is crafted to help you design a solid, step-by-step business plan. In addition to that, we've conducted research on vendors and suppliers in Malaysia and invited them to exhibit. You will be walking away with a detailed, concrete F&B start-up kit and a head start on who to call for supplies.

RUB SHOULDERS WITH THE BIGGEST NAMES IN THE F&B INDUSTRY.

Hear from the roughest and toughest as they give you real life advice on what it takes to survive the cut throat world of F&B. At the end of the conference, get up close and personal with the speakers and make invaluable business connections with fellow delegates.



AGENDA

9.00am - 9.05am	<p>WELCOME ADDRESS <i>Malek Ali, Managing Director/Founder, BFM Media</i></p>
9.05am - 10.00am	<p>RESTAURANT FAQs - UNDERSTANDING THE MARKET <i>Emmanuel Stroobant, Founder, Emmanuel Stroobant Group</i></p> <p>The food and beverage sector in Malaysia has always been a booming industry for one simple reason - Malaysians love to eat. Perfect for food enthusiasts who are thinking of turning their passion for food into a business. In this session, we'll lay the foundation for you and help you make the most important step in starting a business - market research. We will equip you with:</p> <ul style="list-style-type: none"> • A thorough analysis on Malaysia's F&B industry - consumer spending trends, market demand, government policies • Assess the political and cultural issues affecting the industry • General codes in the restaurant business: health and hygiene, halal certification • Expose you to the rough side of the industry and prepare you to handle it - licensing issues, agreement negotiation <p>OPEN FLOOR DISCUSSION <i>Moderated by Fay Khoo, Presenter, BFM Facilitated by Freda Liu, Presenter, BFM</i></p>
10.00am - 10.30am	<p>COFFEE BREAK</p>
10.30am - 11.30am	<p>TETE -A-TETE WITH EMMANUEL STROOBANT <i>Emmanuel Stroobant, Founder, Emmanuel Stroobant Group</i></p> <p>This is a no-holds-barred, all-access session to Emmanuel Stroobant. Take advantage of this exclusive opportunity, only for attendees of this conference to find out the secrets that made him depart his ambitions in the legal profession to become a Grand Chef who has written books and has his own TV show. Gain insight on how to excel in the delectable world of F&B. He frequently consults on:</p> <ul style="list-style-type: none"> • How to layout a menu to ensure guests always leave satisfied • Planning restaurant layouts: for guests and kitchen to ensure a comfortable dining experience & efficient service • What to do to get staff trained and restaurant-organization structure defined. <p>Don't miss out on a chance to get your questions answered by Emmanuel when he takes questions received via Twitter, text and e-mail.</p>
11.30am - 12.30pm	<p>SO YOU WANT TO START A FOOD BUSINESS - PICKING A CONCEPT Proposed panelists: <i>Noreen Ramli, Founder, Curbside Cantina</i> <i>Darren Teoh, Head Chef, Dewakan</i> <i>Anabelle Co-Martinent, Founder, La Juiceria</i></p> <p>Do you remember the doughnut craze? Or when it was all about cupcakes, cupcakes, cupcakes. How about the gourmet burger phase? We've seen culinary trends come and go in a blink of an eye and restaurateurs rush to capitalize on what they think is a golden opportunity only to be left hanging with several outlets caught in a dying phase. So how does one pick a winning F&B concept that is sustainable? What are the factors that should be considered when deciding on one?</p>

AGENDA

<p>11.30am - 12.30pm (Continued)</p>	<p>SO YOU WANT TO START A FOOD BUSINESS - PICKING A CONCEPT (continued)</p> <p>We start off by hearing from food trend setters on how:</p> <ul style="list-style-type: none"> • To pick the right concept for your food business considering factors like location, competition, finances and your expertise • To determine whether a trend is a hit or miss and avoid jumping on the hype band wagon • To maintain sustainability once the fad goes cold <p>OPEN FLOOR DISCUSSION <i>Moderated by Fay Khoo, Presenter, BFM Facilitated by Freda Liu, Presenter, BFM</i></p>
<p>12.30pm - 1.30pm</p>	<p>LUNCH BREAK</p>
<p>1.30pm - 2.30pm</p>	<p>PANEL DISCUSSION: CUSTOMER EXPERIENCE 101 - APPETITE FOR EXCELLENCE</p> <p>Proposed panelists: Andrew Roach Reddy, Managing Director, Chaswood Group Christian Bauer, Chef & Founder, Cantaloupe Michele Kwok, Founder, Souled Out</p> <p>In the cut throat F&B industry, letting the ‘food speak for itself’ will not get your business very far. Your front-of-house employees play an important role in ensuring that your customers have a positive experience each time they dine with you which will keep them coming back for more. This begins with hiring employees with the right attitude and making customer service the core value of your business. In this session, learn how to:</p> <ul style="list-style-type: none"> • Draw out a good customer service plan and ingrain it into your company’s culture • Understand your customers and find ways to enhance their dining experience through customer service • Find the right people for the job and retain them • Train your employees about the importance of ‘Service with a Smile’ <p>OPEN FLOOR DISCUSSION <i>Moderated & Facilitated by Fay Khoo, Presenter, BFM</i></p>
<p>2.30pm - 2.45pm</p>	<p>TECHNOLOGY IN F&B - ENHANCING THE CUSTOMER EXPERIENCE Claire Featherstone, Head of New Business, Maxis Berhad Shanti Jusnita Binti Johari, Head of Enterprise Marketing and Mobility, Maxis Berhad</p> <p>Technology in the age of the world wide web has changed business forever - from how we conduct business to customer expectations of service levels. The F&B industry is no exception and it needs to embrace digitilisation. Digitalising your restaurant infrastructure is essential in enhancing customer engagement for your business. Making back-end processes like accounting, HR management and procurement more efficient will ensure a level of efficiency, so that you can focus on delivering mouth-watering food. Find out from experts on how best to utilise technology in your F&B outlet:</p> <ul style="list-style-type: none"> • Efficiently manage your staff with the latest HR technology; • Keep track of your accounts down the last sen without accountants; • Provide your customers with the fastest service through digitalised order-taking and check-out.

AGENDA

<p>2.45pm - 3.45pm</p>	<p>MARKETING FOR RESTAURATEURS - MOVING BEYOND THE FORK <i>Lionel Lau, Executive Director, Millennium Associates</i></p> <p>You've perfected your menu, geared up your kitchen and dining area, stocked up your inventory and hired enough staff. After investing in all of that you're probably left with a small marketing budget or none at all. Marketing is the most important component of any successful business but is often overlooked in the culinary world. You may have the best kitchen, dining and service in town but it doesn't matter if no one knows. In this session, learn how to:</p> <ul style="list-style-type: none"> • Design a marketing strategy on a budget and get the most out of it • Take advantage of online marketing and social media • Innovate traditional marketing plans and promotions with out-of-the-box ideas <p>PANEL DISCUSSION Proposed panelists: <i>Lionel Lau, Executive Director, Millennium Associates</i> <i>Gaik Wong, Founder, The Chicken Rice Shop</i> <i>Datuk Abdul Malik Abdullah, Founder & Managing Director, D Tandoor Food Industries S/B</i></p> <p><i>Moderated and facilitated by Freda Liu, Presenter, BFM</i></p>
<p>3.45pm - 4.00pm</p>	<p>COFFEE BREAK</p>
<p>4.00pm - 5.00pm</p>	<p>TOP RESTAURATEURS RECIPE FOR SURVIVAL Proposed panellists: <i>Rina Abdullah, Founder, The Serai Group</i> <i>Cameron Cheah, Founder, Sushi Tei (Malaysia)</i> <i>Benjamin Yong, Founder, The Big Group</i></p> <p>It is a well-known fact that 90% of restaurants fail in their first year. A long list of reasons such as the lack of planning, emphasis on interior design and expensive equipment is said to contribute to the familiar nine-out-of-10 figure. Having said that, does this statistic accurately reflect reality or could it just be a myth? Do restaurants fail any more frequently compared to other start-ups from different industries? It is time to paint a more positive perception of the food services industry, hear from these veteran restaurateurs as they:</p> <ul style="list-style-type: none"> • Share their journey, struggles and how they have managed to avoid becoming part of a statistic • Give you a reality check on what it really takes to be in the food business • Share tips and advice for the inspiring restaurateur <p>OPEN FLOOR DISCUSSION <i>Moderated by Fay Khoo, Presenter, BFM Facilitated by Freda Liu, Presenter, BFM</i></p>
<p>5.00pm</p>	<p>END OF CONFERENCE</p>

*Please note that all topics and speakers are subject to change and are strictly for reference only. This draft is not an indication of the final and confirmed agenda, and speakers indicated could strictly be for future invitation purposes.



PARTNERSHIP & EXHIBITION

The BFM Enterprise Takeaway is a must-attend event for all things F&B. A jam packed day of engaging presentations, open floor discussions and networking opportunities, it sees the most influential names in the industry under one roof sharing tricks of the trade, discussing current industry trends and connecting with innovative solution providers.

Exhibition 'Start-Up' Kit

With over 500 attendees expected, the BFM Enterprise Takeaway is the perfect place for vendors and exhibitors to be seen as a leading solution provider and connect with businesses who are ready to do business with you.

Aimed at becoming the most important F&B event in Malaysia, we welcome partners and exhibitors looking to showcase new products and services to businesses looking to venture in the F&B world.

PACKAGES:

OVERALL EVENT SPONSORSHIP

Presenter (maximum 1 only)

Co-Sponsor (maximum 4 only)

Associate Sponsor (maximum 8 only)

NETWORKING SPONSORSHIP

Cocktail Networking Sponsor (maximum 1 only)

BASIC BOOTH

9 square metres bare space for 1 day

Exhibitors need to appoint their own designers/
planners to build the booth



REGISTRATION FORM

Online registration (with payment by credit card) available at www.bfm.my/takeaway.
Alternatively, complete this form and fax to +603-7629 7113 or email to events@bfm.my for manual processing.

REGISTRATION FEES PER DELEGATE (Please tick only one box)

Regular Rate RM **200** per ticket (subject to 6% GST)

Group Rate (3 or more) RM **180** per ticket (subject to 6% GST)

Each delegate must complete a separate registration form (including group registrations).

DELEGATE INFORMATION

(Please type or write in block letters)

MR MRS MS OTHERS

FULL NAME*

IC NUMBER*

EMAIL*

MOBILE* ()

SIGNATURE**

DATE

*Compulsory fields. Must be completed.

** This form is not valid without a signature

METHODS OF PAYMENT

(Please tick only one box)

- Credit card payment NOT available for offline registration.
- Full payment is required prior to the conference.
- We reserve the right to refuse admission if payment is not received on time.

ONLINE

BY CASH ONLY

FULL PAYMENT RECEIVED ON

RECEIPT # ISSUED

REGISTRATION DETAILS

BFM ENTERPRISE TAKEAWAY 2015

DATE: 31 July 2015 (Fri) | VENUE: Connexion @ Nexus, Bangsar South
Fee includes admission to all BFM ET2015 activities, conference materials and meals provided at the event. Fee does not include any travel expenses local or international, accommodation and other incidentals.

HOW TO REGISTER?

Register online at www.bfm.my/takeaway. For manual processing, please complete the registration form for each delegate and send it to us:

By Fax: +603-7629 7113

By Email: events@bfm.my

By Mail: BFM Media Sdn Bhd

5.01 Wisma BU8, 11 Lebuhraya Utama,

47800 Petaling Jaya, Selangor

FOR ENQUIRIES & GROUP REGISTRATION

Please contact Aini Yacob

Tel: +603-2035 5900 ext. 3220 | Fax: +603-7629 7113

Email: events@bfm.my

Delegates may wish to note that all payments received are processed by BFM Media Sdn Bhd.

TERMS AND CONDITIONS

1. Payment Terms: Following completion and return of the registration form, full payment is required within 5 working days from receipt of invoice. PLEASE NOTE: Payment must be received 2 weeks prior to the event. We reserve the right to refuse admission if payment is not received on time. Payment must be made in Malaysian Ringgit.
2. Cancellation/Substitution: Provided the total fee has been paid, substitutions are allowed 10 working days before the BFM Enterprise Takeaway 2015 commences. Otherwise, all bookings carry a 100% cancellation liability immediately after a completed registration form has been received by BFM Media Sdn Bhd. By completing this registration form, the delegate agrees that in case of dispute or cancellation of this contract, BFM Media Sdn Bhd will not be able to mitigate its losses for any less than 100% of the total contract value. If for any reason beyond its control, BFM Media Sdn Bhd decides to cancel or postpone the event, it will not be responsible for covering airfare, hotel or any other travel costs incurred by the Client. The conference fee will not be refunded, but can be credited to other products or services of BFM Media Sdn Bhd.
3. Copyright etc: All intellectual property rights in all materials produced or distributed by BFM Media Sdn Bhd in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
4. Important note: While every reasonable effort will be made to adhere to the advertised package, BFM Media Sdn Bhd reserves the right to change event dates, sites or location or alter the content and timing of the program or the speakers without penalty and in such situations, no refunds shall be made. In the event that BFM Media Sdn Bhd permanently cancels the event for any reason whatsoever (including, but not limited to any force majeure occurrence), the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at other products or services of BFM Media Sdn Bhd.
5. Governing law: This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the Malaysian Courts. However, only BFM Media Sdn Bhd is entitled to waive this right and submit to the jurisdiction of the courts in where the Client's office is located.

CONTACT US!

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BFM is a 24 hour independent radio station focused on business news and current affairs. The station's core programmes span marketing, finance, technology and business productivity to raise the management proficiency of the Malaysian business community. BFM also offers other programmes that are of interest to their working professional audience, including health, culture, arts, music and property. BFM can be heard on frequency FM89.9 in Wilayah Persekutuan, Selangor, Negeri Sembilan and parts of Melaka.