





## Annexe A: FutureFWD 2025 Session Overview


Time	10am to 11.10am	
Topic	<p><b>The Great F&amp;B Reset</b></p> <p>The F&amp;B industry in leading culinary cities such as Singapore, Bangkok and Hong Kong are undergoing a reset. Ever-evolving consumer preferences, a saturated market place and global inflation are forcing F&amp;B operators to re-evaluate their way of business. On the other hand, exciting opportunities are arising in emerging destinations that have a lower barrier of entry, rising affluent classes, and modest cost of operations. These locations are becoming hotbeds for new F&amp;B innovations and openings.</p> <p>This session aims to uncover insights on how F&amp;B operators can turn current and upcoming market challenges into business opportunities. Panelists include Sameer Seth, Founder &amp; CEO of Hunger Inc. Hospitality (India); Stefanie Wijono, Deputy Marketing &amp; PR Director at The Union Group (Indonesia); and Sarissa Rodriguez-Schwartz, CEO of SJS Hospitality Group. The panelists will be joining moderator Nicola Lee, Academy Chair of the The World's 50 Best Restaurants, Southeast Asia (South) in discussing the following:</p> <ol style="list-style-type: none"> <li>1. What are the key factors and invisible forces that are contributing to this F&amp;B reset, and how do they impact our industry?</li> <li>2. On the flipside, what are the opportunities that have emerged as a result, and how can F&amp;B operators leverage on them?</li> <li>3. What can emerging gastronomic destinations like India and Indonesia learn from leading cities like Hong Kong and Singapore, and vice versa?</li> <li>4. What does the future hold for the F&amp;B industry in Asia, and what do operators have to do to keep ahead of the curve?</li> </ol>	
Panelists	 <p>Sameer Seth</p> <p><i>Founder &amp; CEO of Hunger Inc. Hospitality</i></p>	<p>With 15 years in the restaurant industry across India and the USA, Sameer blends business insight with a deep passion for hospitality. He is the Founder &amp; CEO of Hunger Inc. Hospitality, an Indian hospitality group creating fresh, exciting dining experiences through The Bombay Canteen, O Pedro, Bombay Sweet Shop, Veronica's and Papa's. With a focus on reinterpreting tradition in fun and unexpected ways, they bring regional Indian flavours and experiences to life while pushing creative boundaries. Committed to new-age Indian hospitality and creative storytelling, Hunger Inc. is all about celebrating India's rich food culture while shaping what's next.</p>


	 <p>Stefanie Wijono</p> <p><i>Deputy Director of Marketing &amp; PR, The Union Group</i></p>	<p>A respected figure in Jakarta's F&amp;B scene, Stefanie graduated from Switzerland's Ecole Hoteliere de Lausanne. She started her hospitality journey more than a decade ago in Singapore, working on brands such as Jamie's Italian, TWG Tea and JAAN. In 2015, she returned to Jakarta to join The Union Group, a leading F&amp;B group which owns and operates 14 brands and 28 outlets to date. Highlights on the group's portfolio include The Cocktail Club, ranked No.12 on the Asia's 50 Best Bars 2024; Cork &amp; Screw, which received the Best of Award of Excellence by Wine Spectator from 2015 to 2024; and Italian American fine-dining chophouse Bistecca.</p>
	 <p>Sarissa Rodriguez-Schwartz</p> <p><i>CEO, SJS Hospitality Group</i></p>	<p>Sarissa is a powerhouse hospitality entrepreneur and the co-founder of SJS Group, an experience-driven hospitality group known for creating some of Singapore's most iconic dining and nightlife destinations. With a standout portfolio including LuLu's Lounge, Papi's Tacos, Pasta Bar, and the newly launched C.O.T.U, SJS Group is celebrated for its bold concepts, immersive storytelling, and unwavering commitment to quality. As an independent organisation, they have built one of the most diverse hospitality portfolios in Singapore, reshaping the scene through innovation and vision.</p>
Moderator	 <p>Nicola Lee</p> <p><i>Academy Chair for Southeast Asia (South), The Word's 50 Best Restaurants; and Contributor at Tatler Asia and the Singapore Business Times</i></p>	<p>Nicola holds a degree in Hospitality &amp; Tourism Management and currently serves as the Academy Chair for South East Asia (South) for the World's 50 Best Restaurants. With a background in luxury hotels, she has extensive experience in food and beverage operations, as well as training and development. In addition to her industry expertise, Nicola has lectured in Hospitality and Tourism and is a contributing writer on wine and travel for Singapore Business Times and Tatler Asia. She was a panel member for the Singapore Tatler Best Restaurant Guide.</p>

Time	11.20am to 12pm	
Topic		
Speaker	TBC Technomic	



Time	1pm to 2pm
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Topic	<b>The Sustainable Restaurant Association</b>	
Panelists	<i>TBC</i>	
Moderator	TBD The Sustainable Restaurant Association	

Time	2.05pm to 2.35pm	
Topic	<p><b>X, Y, Z</b></p> <p>Brands all around the world are changing their marketing strategies to capture a new generation of Gen Z consumers. Media consumption patterns and preferences are shifting, and social media and other online marketing channels continue to flood the digital space, sending hospitality and F&amp;B operators into perpetual marketing dilemma.</p> <p>This keynote session features Kristian Olsen, the founder of Atypical, an award-winning social media content marketing agency with clients such as LG, World Wrestling Entertainment and Jeep. With social media and content marketing at the forefront of brand strategies for global marketers, Kristian's expert insights will bring a spotlight to the following:</p> <ol style="list-style-type: none"> <li>1. What defines gen X, Y and Z, what do we know about their media consumption behaviour and patterns?</li> <li>2. What should be the top considerations in terms of social media marketing for these segments, and are there inclusive strategies that speak across generations?</li> <li>3. What is content marketing, how is it different and why is it important?</li> <li>4. How can businesses best leverage content marketing to resonate with their target audience, and what are some of the most common missed opportunities?</li> </ol>	
Speaker	 <p>Kristian Olsen</p> <p><i>Founder and Managing Director of Type A</i></p>	<p>Kristian is the founder and Managing Director of Type A, a Singapore-based social media consultancy helping brands lead with clarity and impact in a digital-first world. A pioneer of Southeast Asia's early social media movement, he guided brands through the shift from broadcast to conversation long before it became mainstream. With roots in legacy networks like Publicis Groupe, Group M, and Batey Ads, Kristian has spent the past decade crafting bold, independent strategies for global brands, public institutions, and ambitious challengers. Known for his strategic clarity and creative edge, he brings a rare blend of traditional brand thinking and modern digital expertise to help organisations thrive in today's evolving marketing landscape.</p>

Time	2.40pm to 3.50pm	
Topic	<p><b>Breaking The Mould</b></p> <p>Independent venues are taking the lead on innovation, while many hotel restaurants and bars are lagging behind and struggling to stay relevant. At the same time, consumer expectations of hotel F&amp;B has shifted from being a secondary amenity to a significant factor influencing overall hotel satisfaction and brand image. Guests now expect high-quality food and beverage offerings, including diverse menus, culinary innovation, and attentive service, impacting their willingness to return and recommend the hotel.</p> <p>This session aims to challenge hoteliers to rethink the possibilities, and evaluate what they need to do to refresh, reshape and re-energise the perception and positioning of hotel-based F&amp;B outlets. Panelists include Emma Watson, Founder of Emma Watson Studio; Petr Raba, Vice President Food &amp; Beverage Asia Pacific excluding China; and Nicola Lee, Academy Chair of the The World's 50 Best Restaurants, Southeast Asia (South). The panelists will be joining moderator Sameer Seth, Founder &amp; CEO of Hunger Inc. Hospitality in discussing the following:</p> <ol style="list-style-type: none"> <li>1. How can hoteliers leverage F&amp;B to elevate hotel reputation and drive guests preference.</li> <li>2. What do independent venues do well, and what can hoteliers learn from the way they operate?</li> <li>3. How can hotels create a more inspiring and innovative environment for F&amp;B teams, while respecting corporate redtapes?</li> <li>4. Are there competitive advantages that hoteliers are overlooking or can leverage on, for a positive edge in an overcrowded F&amp;B space?</li> </ol>	
Panelists	 <p>Petr Raba</p> <p><i>Vice President Food &amp; Beverage APEC (Asia Pacific Excluding China) of Marriott International</i></p>	<p>With over 23 years of experience at Marriott International, Petr Raba serves as the Vice President of Food &amp; Beverage for the Asia Pacific excluding China (APEC) region. In his current role, Petr is responsible for overseeing Food &amp; Beverage and culinary operations across restaurants and bars in more than 570 hotels. His responsibilities include ensuring Quality Assurance for all hotel's brands, developing and implementing continent-wide Food &amp; Beverage strategies, and spearheading culinary and marketing initiatives. Petr's focus is on building Marriott's Food &amp; Beverage reputation, developing talent, growing revenues, and maximising financial performance.</p>

	 <p>Emma Maxwell</p> <p><i>Founder of Emma Maxwell Studio</i></p>	<p>Emma Maxwell is the Founder of Emma Maxwell Studio, with locations in Singapore, Bangkok, and London. Bringing a global perspective to every project, the studio specialises in crafting immersive interiors for luxury hotels, Michelin-starred, and World's 50 Best restaurants, including Burnt Ends and Araya. With a deep understanding of the needs of chefs, guests, and operators, the studio designs spaces that are both highly functional and emotionally resonant—transforming dining into a theatrical and unforgettable experience through thoughtful interior design, storytelling, and meticulous attention to detail.</p>
	 <p>Nicola Lee</p> <p><i>Academy Chair for Southeast Asia (South), The World's 50 Best Restaurants; and Contributor at Tatler Asia and the Singapore Business Times</i></p>	<p>Nicola holds a degree in Hospitality &amp; Tourism Management and currently serves as the Academy Chair for South East Asia (South) for the World's 50 Best Restaurants. With a background in luxury hotels, she has extensive experience in food and beverage operations, as well as training and development. In addition to her industry expertise, Nicola has lectured in Hospitality and Tourism and is a contributing writer on wine and travel for Singapore Business Times and Tatler Asia. She was a panel member for the Singapore Tatler Best Restaurant Guide.</p>
Moderator	 <p>Sameer Seth</p> <p><i>Founder &amp; CEO of Hunger Inc. Hospitality</i></p>	<p>With 15 years in the restaurant industry across India and the USA, Sameer blends business insight with a deep passion for hospitality. He is the Founder &amp; CEO of Hunger Inc. Hospitality, an Indian hospitality group creating fresh, exciting dining experiences through The Bombay Canteen, O Pedro, Bombay Sweet Shop, Veronica's and Papa's. With a focus on reinterpreting tradition in fun and unexpected ways, they bring regional Indian flavours and experiences to life while pushing creative boundaries. Committed to new-age Indian hospitality and creative storytelling, Hunger Inc. is all about celebrating India's rich food culture while shaping what's next.</p>

Time	4.00pm to 4.30pm	
Topic	<p><b>Sipping on Sustainability</b></p> <p>ecoSPIRITS is a circular economy technology company that has developed the world's first low carbon, low waste packaging technology for premium spirits and wine. The company's patent-pending closed loop system nearly eliminates all packaging waste in the supply chain. By dramatically reducing packaging and transport, ecoSPIRITS provides both a powerful cost advantage and a transformative carbon footprint reduction.</p> <p>Get inspired by Paul Gabie, CEO of ecoSPIRITS in this fireside chat, and find out more about the innovation and purpose behind the company. What fueled the journey, the realities of advocating for change, how the industry can be a part of this mission, and what the future holds.</p>	
Speaker	 <p>Paul Gabie <i>CEO of ecoSPIRITS</i></p>	<p>Paul is a spirits industry veteran and accomplished entrepreneur. In addition to leading ecoSPIRITS, he is a co-founder and director of Proof &amp; Company, one of Asia Pacific's leading independent spirits companies. Paul has been named on the Bar 100 list of the industry's most influential figures (Drinks International), one of the industry's 100 most influential (Drinks Retailing), and one of Asia's Most Influential figures (Tatler Magazine Asia). He is a founding board member of the Singapore Cocktail Bar Association.</p>
Moderator	 <p>Debbie Yong <i>Founder of Atypical Media</i></p>	<p>Debbie Yong is a journalist turned brand strategist with more than 15 years of experience at the intersection of business, culture, and communications. She led editorial for the Michelin Guide in Asia and the Middle East, and now runs Atypical Media, an executive branding agency helping founders and changemakers craft impactful narratives.</p>