FUTURE F//D

Hospitality • Food • Beverage

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25 SEPTEMBER 2025 • DIAMOND BALLROOM
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FutureFWD – Hospitality, Food & Beverage

The future of food, beverage, and hospitality is here, and it's evolving faster than ever before. At **FutureFWD – Hospitality, Food & Beverage** we gather industry leaders, innovators, and trendsetters to explore how the latest Trends, cutting-edge Technology, and bold Transformations are shaping the world of dining, drinks, and hospitality. This international conference is more than just a conversation; it's a movement.

Over a one-day conference and networking programme, we'll dive deep into the forces driving the industry forward — from sustainability practices and tech-driven solutions to new consumer behaviours, hospitality design, and creative experiences. Prepare to challenge the status quo, discover the future of flavour, service, and sustainability, and connect with visionaries shaping what's next in the food, beverage, and hospitality sectors. The next wave of innovation is just beginning — let's forward it together with **FutureFWD – Hospitality Food & Beverage**.

THEMES & CONTENTS INCLUDE:

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WHO SHOULD ATTEND

- Food, Beverage & Hospitality specialists including sourcing managers, mixologists, sommeliers, hotel managers, tourism marketers, beverage innovators, kitchen coordinators, and sustainable cuisine experts and pioneers
- Culinary leaders, including chefs and speciality cuisine chefs, Innovative culinary artists, including food stylists, gastronomists, culinary R&D, and artisanal food creators
- Hospitality Management professionals, including hospitality service managers, hospitality technology specialists, VIP services, crisis management specialists, customer loyalty managers, and guest experience managers
- Emerging roles specialising in health and wellness, diet consultants, sustainability managers, hospitality designers, consumer behaviour specialists, tourism heads, and retail-restaurant concept developers

WHY ATTEND

- Get ahead of industry trends! Learn from thought-leaders on the latest innovations and emerging trends that will help you stay competitive and adapt to changing marketing conditions and consumer behaviour.
- Gain competitive advantage by learning how new technologies and best practices are shaping industry standards, and how you can stay ahead of the competition.
- Learn from start-ups and branding professionals making a mark in the industry and gain direct access to their stories and journey that can inspire and motivate you.
- Network with like-minded professionals and a panel of international speakers.

AGENDA AND SPEAKERS - AT A GLANCE

Sameer Seth
Founder & CEO, Hunger Inc. Hospitality

Paul Gabie
Founder, ecoSpirits

Petr Raba
Vice President Food & Beverage APEC (Asia Pacific Excluding China), Marriott International

Stefanie Wijono
Deputy Director of Marketing & PR, The Union Group

Nicola Lee
Academy Chair for Southeast Asia (South), The Word's 50 Best Restaurants; and Contributor at Tatler Asia and the Singapore Business Times

Debbie Yong
Founder, Atypical Media

Emma Maxwell
Founder, Emma Maxwell Studio

Kristian Olsen
Founder and Managing Director, Type A

Sarissa Rodriguez-Schwartz
CEO, SJS Hospitality Group

25 SEPTEMBER 2025

10 AM to 11 AM	• **The Great F&B Reset:** F&B Leaders in Asia weigh-in on the challenges that the industry is facing, the opportunities that have arisen, and how F&B businesses can leverage this great reset.
11 AM to 12 PM	• **Market, Menu, and Foodservice Trends in APAC and Beyond**
1 PM to 2 PM	• **The Sustainable Restaurant Association - Panel Discussion**
2 PM to 3 PM	• **X, Y, Z:** Brands all around the world are changing their marketing strategies to capture a new generation of Gen Z consumers. How can F&B businesses shift gears to cater to this rising segment, and is there a way to create an inclusive strategy that speaks across generations?
3 PM to 4 PM	• **Breaking The Mould:** Hotel restaurants and bars are struggling to stay relevant, while independent venues are taking the lead on innovation. What do hoteliers need to do to refresh, reshape and re-energise the perception and positioning of hotel-based F&B outlets?
4 PM to 5 PM	• **Sipping on Sustainability:** A closer look at the world's first closed loop packaging technology for premium spirits and wine. What inspired the journey, the realities of advocating for change and what the future holds
5 PM to 6 PM	• **Networking Session** - Join over 200 buyers, retailers and foodservice operators from the region.

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25 SEPTEMBER 2025

10 AM to 11 AM

The Great F&B Reset: F&B Leaders in Asia weigh-in on the challenges that the industry is facing, the opportunities that have arisen, and how F&B businesses can leverage this great reset.

Category: Hospitality

Speakers:
Sameer Seth,
Founder & CEO, Hunger Inc. Hospitality;
Stefanie Wijono, Deputy Director of Marketing & PR, The Union Group;
Sarissa Rodriguez-Schwartz,
CEO, SJS Hospitality Group

Facilitator:
Nicola Lee,
Academy Chair, Asia's 50 Best Restaurants, Southeast Asia

11 AM to 12 PM

Market, Menu, and Foodservice Trends in APAC and Beyond

Category: Trends

Speaker:
TBC

1 PM to 2 PM

The Sustainable Restaurant Association - Panel Discussion

Category: Sustainability

Speakers:
The Sustainable Restaurant Association

Facilitator:
TBC

2 PM to 3 PM

X, Y, Z: Brands all around the world are changing their marketing strategies to capture a new generation of Gen Z consumers. How can F&B businesses shift gears to cater to this rising segment, and is there a way to create an inclusive strategy that speaks across generations?

Category: Consumer Behaviour

Speakers:
Kristian Olsen,
Founder and Managing Director of Type A

3 PM to 4 PM

Breaking The Mould: Hotel restaurants and bars are struggling to stay relevant, while independent venues are taking the lead on innovation. What do hoteliers need to do to refresh, reshape and re-energise the perception and positioning of hotel-based F&B outlets?

Category: Hospitality

Speakers:
Emma Maxwell,
Founder, Emma Maxwell Studio;
Petr Raba,
VP of F&B Asia Pacific, Marriott International;
Nicola Lee,
Academy Chair, The World's 50 Best Restaurants, Southeast Asia

Facilitator:
Sameer Seth,
Founder & CEO, Hunger Inc. Hospitality

4 PM to 5 PM

Sipping on Sustainability: A closer look at the world's first closed loop packaging technology for premium spirits and wine. What inspired the journey, the realities of advocating for change and what the future holds

Category: Innovation/Sustainability

Speakers:
Paul Gabie,
Founder of ecoSpirits

Facilitator:
Debbie Yong,
Founder of Atypical Media

5 PM to 6 PM

Networking session

MEET OUR SPEAKERS

Debbie Yong
Founder,
Atypical Media

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 & 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.

Emma Maxwell
Founder,
Emma Maxwell Studio

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.

Kristian Olsen
Founder and
Managing Director,
Type A

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.

MEET OUR SPEAKERS

Nicola Lee
Academy Chair for Southeast Asia (South), The Word's 50 Best Restaurants; and Contributor at Tatler Asia and the Singapore Business Times

Nicola holds a degree in Hospitality & 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.

Paul Gabie
Founder, ecoSpirits

Paul is a spirits industry veteran and accomplished entrepreneur. In addition to leading ecoSPIRITS, he is a co-founder and director of Proof & 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.

Petr Raba
Vice President Food & Beverage APEC (Asia Pacific Excluding China), Marriott International

With over 23 years of experience at Marriott International, Petr Raba serves as the Vice President of Food & Beverage for the Asia Pacific excluding China (APEC) region. In his current role, Petr is responsible for overseeing Food & 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 & Beverage strategies, and spearheading culinary and marketing initiatives. Petr's focus is on building Marriott's Food & Beverage reputation, developing talent, growing revenues, and maximising financial performance.

MEET OUR SPEAKERS

Sameer Seth
Founder & CEO,
Hunger Inc. Hospitality

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 & 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.

Sarissa Rodriguez-Schwartz
CEO,
SJS Hospitality Group

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.

Stefanie Wijono
Deputy Director of
Marketing & PR,
The Union Group

A respected figure in Jakarta's F&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&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 & Screw, which received the Best of Award of Excellence by Wine Spectator from 2015 to 2024; and Italian American fine-dining chophouse Bistecca.

DELEGATE PASS

Purchase your delegate pass today to secure your seat at the conference!

Delegate Pass Includes:	Early bird (until 15 July 2025)	Regular (until 18 September 2025)	Last-minute (19 - 24 September 2025)
• Access to all sessions over one-day conference on 25 September 2025 • Networking session in the evening on 25 September 2025 • Access to all presentations and materials post-event • Two coffee breaks • One luncheon • All Access Pass to Food & Hospitality Malaysia (FHM) 2025	USD 200	USD 250	USD 300

To purchase your delegate pass, visit **www.saladplate.com/FutureFWD**

For more information or assistance, contact the Saladplate team at **info@saladplate.com**

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Part of Informa Markets - Saladplate is the official content and engagement hub for the global Hospitality, Food and Beverage portfolio. Saladplate is a dedicated platform for the industry to gain insights into the latest news, innovation, and trends shaping the hospitality, food and beverage industry and the wider business community.

Alongside content which includes weekly news updates, whitepapers, networking events – business breakfast, special country reports, monthly e-newsletter, and a bi-monthly e-magazine, the platform also provides exclusive access to over 10,000 brands, companies and products through its comprehensive supplier directory and access to event registration, and updates from over 35 international trade events.

In addition, Saladplate also presents the opportunity for key decision-makers and buyers to be part of a bespoke buyer programme – Golden Apple Club. The programme facilitates sourcing brands, products, and technology at our trade events through a personalised diary management concierge service– designed exclusively for purchasers representing large corporations with very specific sourcing needs.

Together with all its features, Saladplate reaches over 600,000 qualified audiences representing the global Hospitality, Food & Beverage industry.

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Partners

Food & Hospitality Malaysia (FHM) is a major trade-only exhibition in Malaysia focusing on the food and hospitality industry. It's a biennial event that provides a platform for industry professionals to connect, showcase products, and explore new opportunities. FHM is known for its diverse product displays, conference programs, cooking demonstrations, and other activities. The 2025 edition, the 18th, is expected to feature 1,500 participating companies, 15 international pavilions, and attract 25,000 professionals.

Technomic Inc was founded as a management consulting firm in 1966. Since then, Technomic's services have grown to encompass cloud-based B2B research tools, consumer and menu trend tracking and other leading strategic research and analytic capabilities, to prioritize and size business opportunities.

Since 2010, The Sustainable Restaurant Association (The SRA) has set the Standard for sustainable food and drink businesses, connecting businesses across the globe to accelerate change toward a hospitality sector that is socially progressive and environmentally restorative.

Created by The Sustainable Restaurant Association, the Food Made Good Standard is a global sustainability accreditation for the hospitality industry. The Standard is awarded to restaurants and other F&B businesses around the world that meet a set of rigorous, measurable criteria across three main focus areas: Sourcing, Society and Environment. The accreditation aims to encourage, support and recognise sustainability practices across the F&B industry worldwide.


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