

BFM | TAKEAWAY

BRAINSTORMING F&B MATTERS

Monday, 4 November 2019

9.00am - 5.00pm

Connexion@The Vertical, Bangsar South

bfm.my/takeaway

#BFMTakeaway



Brought to you by :

BFM 89.9
The Business Station



BRAINSTORMING F&B MATTERS

BFM Takeaway 2019 is for the dreamers and doers of the food business. Let us be your one-stop source of what you need to know about how you can start your own business, and the strategies for growth. We have a wide variety of guests on our menu, from cafe owners to fine dining chefs; where we dish out topics from making it big on social media to licensing and franchising. All this served directly to you.

WHY ATTEND?

- To find out all you need to know before starting on your F&B journey - from cafes to full service restaurants and more
- To learn how to brand your business, especially in the highly competitive online space
- To hear from the brightest business minds about franchising and expanding your food business
- To find out more from the thinkers and innovators making a name for Malaysia in the international food scene

WHO SHOULD ATTEND?

- Current and Aspiring Restaurateurs
- F&B Entrepreneurs
- Senior Management of Food Service Providers
- Potential Franchisors and Franchisees
- Food Equipment Suppliers
- Restaurant/Retail Technology Suppliers
- Foodies!

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AGENDA

8.00AM

Registration & Morning Refreshments

9.00AM

Welcome Address by Malek Ali, Founder, BFM89.9

9.15AM

Panel 1: What's On The Menu? A Taste of Tomorrow

Novelty flavours. Sustainable ingredients. Cozy, plant filled spaces... Free deliveries? Whether it's in tech, food prep or interior design, what are the trends that are driving the growth of the food industry? As consumers continue to seek out new ways to enhance their dining experience, our panel sets the table for food entrepreneurs to navigate the ever evolving palate of the culinary scene.

Guests:

Qua Mei Rei, Senior Editor, Good Foodie Media

Kyle Yon E, Branding Expert, POW Ideas

Moderator:

Lee Chwi Lynn, Presenter Producer, The Evening Edition



10.15AM

Coffee Break

10.45AM

Panel 2: Refining Your Edge in Your Cafe Business

With an already bustling scene of cafes and restaurants, what will give you the edge? Find out with our panelists who will take you through the key elements of building your niche and sustaining interest, down to the nitty gritty like balancing between food and drinks on your coffee bar menu. If you're planning to start a cafe or to grow your standalone restaurant, this session is for you.



Guests:

Jack Lua, Co-founder, Foo Foo Fine Desserts

Michael Bovell, Retail General Manager, Common Man Coffee Roasters

Andrew Lee, Founder, VCR

Moderator:

Sharmilla Ganesan, Presenter Producer, The Bigger Picture

11.45AM

Panel 3: Full Service Restaurants

- Casual Dining, Serious Learning

You won't get yelled at by Gordon Ramsay in this session but our panelists will take you through the realities of running a restaurant. Get an overview on how you can stand out in a sea of options, how to stay in business for a long time, and how you can branch out to other ventures. Our panelists will address quality and consistency of food & service, franchising, liquor license, and most importantly their failures and the lessons learned.

Guests:

Chin Ren Yi, Co-founder, myBurgerLab, myBobaLab, myPizzaLab

Elyn Pow, Founder, Rawsome

Tiffany Ho, Manager, The Butcher's Table

Moderator:

Loh Yi Jun, Presenter, Breaking Bread



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AGENDA

12.45PM

Lunch & Networking

2.15PM

Panel 4: License to Feed

Maybe you've perfected a family recipe, innovated your very own signature snack or you're running a restaurant and it's thriving. Now it's time to share your business with the rest of Malaysia, perhaps even the world! In this session, we'll hear from entrepreneurs who have successfully transformed humble home-grown businesses into internationally recognised brands that have put Malaysia on the map. You'll gain insights into how to master a method of doing business that can be scaled for success and we'll explore the advantages to licensing your brand or product. We'll even have a licensing lawyer on board to help you through the nuances of expanding your business.



Guests:

Foong Cheng Leong, Licensing Lawyer, Foong Cheng Leong & Co
Derek Cheong, Managing Director, Xing Fu Tang
Catherine Coh, General Manager, Santan and T&Co

Moderator:

Wong Shou Ning, Presenter Producer, The Morning Run

3.15PM

Tea Break

3.45PM

Panel 5: In Search of Malaysia's first Michelin Star

There's no denying that Malaysia is a nation of foodies - but what does our fine dining scene look like? We delve behind the scenes with chefs from some of Malaysia's best restaurants, and try to understand what defines the fine dining experience. Is it all about what's on your plate, or everything else besides? And why does it cost what it does? We'll also get into how our panelists are synthesising our local identity, style, and ingredients onto their meticulously plated meals.

Guests:

Darren Teoh, Founder, Dewakan
Darren Chin, Founder, DC and Bref
Sricharan Venkatesh, Chef de Cuisine, Nadodi



Moderator:

Lee Chwi Lynn, Presenter Producer, The Evening Edition

5.00PM

End

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SPEAKERS



QUA MEI REI

Senior Editor, Good Foodie Media

Qua Mei Rei is the Senior Editor of Good Foodie Media. She oversees content creation process for Penang Foodie, KL Foodie, Johor Foodie, and Singapore Foodie. Collectively, these pages have more than 3 million page views monthly.



KYLE YONE

Branding Expert, POW Ideas

Having aspired to be an architect from the young age of 11, Kyle E has always been interested in the fields of arts and design. In 2015, Kyle founded POW Ideas with Jun Ong, which has since designed the likes of Merchant's Lane, The Swimming Club at the KL Journal and an experiential art installation called Gerai Tai Tai. With over 100 projects under their belt, the creative design agency continues to experiment and push boundaries with each new project given to them.



JACK LUA

Co-founder, Foo Foo Fine Desserts

Jack Lua, born and raised in Kota Bharu, practised as an architect before he ventured into the F&B scene along with his business partner, Foo. Together, they founded Foo Foo in 2016 - a café specialised in traditional plated desserts, located in Taman Tun Dr Ismail.

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SPEAKERS



MICHAEL BOVELL

**Retail General Manager,
Common Man Coffee Roasters**

Michael Bovell has led some of Australia's most popular Food & Beverage brands in his 19 year career, such as Dome Café Group with 65 cafes and the Little Creatures Brewery serving 1 million customers per year. This experience has enabled him to learn how to create memorable hospitality experiences. Michael recently completed a Master of Business Degree and has been leading Common Man Coffee Roasters & 40 Hands Coffee for the past year.



ANDREW LEE

Founder, VCR

Andrew Lee, founder of VCR. A proponent of design thinking applied to F&B. Andrew believes in consistency of quality and customer service, and focuses tirelessly in upholding his beliefs. VCR is currently known as one of the best coffee and brunch spots in the greater city of Kuala Lumpur.



CHIN REN YI

**Co-founder, myBurgerLab, myBobaLab,
myPizzaLab**

Ren Yi, a mechanical engineering graduate from Nottingham University, set out on his Burger Journey after being inspired by the greats in the U.S. such as In-N-Out Burgers and ShakeShack. With his friends, Teoh Wee Kiat and Cheah Chang Ming joining him in this journey, myBurgerLab was born.

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SPEAKERS



ELYN POW

Founder, Rawsome

Elyn Pow, born in KL is a 42 year old mother of two kids who started Rawsome in 2015. Before venturing into F&B, her first job was as an account executive at Leo Burnett servicing clients such as McDonalds. To date she has created awesome fitness festivals bringing international talents to Malaysia as well as running seven of her little Rawsome outlets throughout KL and the greater Klang Valley.



TIFFANY HO

Manager, The Butcher's Table

I grew up watching my parents establish a brand of their own in the F&B industry. Being a Public Relations and Marketing graduate, I've never imagined myself being in the same business. But over the past two years, I've picked up the passion for serving up good food that hits the spot.



FOONG CHENG LEONG

Licensing Lawyer, Foong Cheng Leong & Co

Cheng Leong is a lawyer focusing in the areas of intellectual property, information technology, privacy and franchise laws. Cheng Leong currently serves the Malaysian Bar as the Co-Chairperson of the Bar Council Intellectual Property Committee, and is the author of two books on intellectual property cases.

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SPEAKERS



DEREK CHEONG

Managing Director, Xing Fu Tang

Derek Cheong was raised in Subang Jaya which contributed to the location of the first store of Xing Fu Tang. As Managing Director of Collab Working Lifestyle Sdn Bhd, which is Xing Fu Tang's master Franchisee in Peninsular Malaysia and East Malaysia, he has opened 20 stores in the span of 4.5 months and is slated to open 50 more by the end of the year.



CATHERINE GOH

General Manager of Santan and T&Co

Catherine spearheads Santan and T&Co transformation from an AirAsia inflight brand in the sky to Asean's first fast food restaurant franchise. Her appointment will see the governance and modernisation of the businesses through data-driven digital transformation. Using artificial intelligence and machine learning, consumers will enjoy a seamless and convenient experience from ordering to receiving personalised promotions and making a payment via facial recognition.



DARREN TEOH

Founder, Dewakan

At Dewakan, Darren sets the stage for imaginative, inventive servings of modern Malaysian cuisine. His building blocks are indigenous ingredients, that lend his cuisine an unmistakable Malaysian terroir. As a child, Darren grew up in a family of good cooks and his grandmothers', mother's, and aunts' reverence for ingredients form the framework of what he believes food should be.

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SPEAKERS



DARREN CHIN

Founder, DC and Bref

Darren's culinary journey began at his family run business Dave's Deli, which eventually led him across the continents to Le Cordon Bleu Paris. Having immersed in the techniques and ideologies of French gastronomy, Darren opened his flagship DC Restaurant in 2014, manifesting his celebration of modern French cuisine. In 2018 he established Bref, a more casual hub for seasonal specialities.



SRICHARAN VENKATESH

Chef de Cuisine, Nadodi

Chef Srisharan Venkatesh is the youngest member of Nadodi's founding team. Having cut his teeth in the kitchens of Gaggan in Bangkok and Indigo Restaurant in New Delhi prior to Nadodi, Chef Srisharan wants to utilise the skills he has amassed to infuse the cuisine of Nadodi with distinct South Indian flavours of this region. His culinary philosophy showcases a daring display of flavours, ingredients and spices not commonly used together. The result: Punchy, one-of-a-kind dishes that not only resonate with the global diner, but also pay homage to his South Indian heritage.

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MODERATORS



LEE CHWI LYNN

Presenter Producer, *The Evening Edition*

Lee Chwi Lynn is a presenter and producer for *The Evening Edition*, *Skip Intro*, and *By The Book*. Previously, she also presented BFM89.9's *The Bigger Picture* and produced *Health & Living* for four years. She has also contributed to other programmes on BFM89.9 including *Style File*, *Ringgit & Sense* and *A Bit of Culture*.



SHARMILLA GANESAN

Presenter Producer, *The Bigger Picture*

Sharmilla Ganesan is with BFM89.9's *The Bigger Picture*, where she produces and presents *Front Row*, *By the Book*, and *The Daily Digest*. She is also a writer and culture critic, with over a decade of experience as a features journalist with a national daily newspaper.



LOH YI JUN

Presenter, *Breaking Bread*

Jun is an engineer-turned-cook-turned-food writer. He produces and hosts BFM's *Breaking Bread*, and is a regular contributor to food sites like *Food52* and *Taste*, but is perhaps best known for his kooky, culture-blending, Saveur Award-nominated food blog—*Jun & Tonic*.

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MODERATORS



WONG SHOU NING

Presenter Producer, *The Morning Run*

Wong Shou Ning is a presenter and producer with *The Morning Run* on BFM89.9. With decades of fund management experience under her belt, Shou Ning brings life to what most would regard as just numbers and charts. In her free time, she loves to experiment in the kitchen and traveling to far flung places.

EMCEE



EZRA ZAID

Emcee, Head of Digital and New Media, BFM89.9

After spending 7 years as a presenter/producer on *The Evening Edition*, Ezra currently heads the Digital and New Media division at BFM. As a host, his repertoire of work has extended to hosting television documentaries featured on the likes of *Channel News Asia* and the *History Channel*.

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ADMISSION

Please complete this form and email to events@bfm.my or fax to +603-7733 2100 for manual processing.

REGISTRATION FEES PER DELEGATE (Please tick only one box)

REGULAR TICKET: RM 200 / TICKET

GROUP TICKET: RM 160 / TICKET
(4 pax & more)

Ticket prices are EXCLUSIVE of 6% SST | Each delegate must complete a separate registration form | Tickets are NON-REFUNDABLE | HRDF Claimable

DELEGATE INFORMATION (Please type or write in block letters)

FULL NAME: * _____ MOBILE: * _____

IC NUMBER: * _____ EMAIL: * _____

COMPANY: * _____ DESIGNATION: _____

SIGNATURE: ** _____ DATE: _____

*Compulsory fields. Must be completed. | ** This form is NOT valid without a signature.

METHODS OF PAYMENT (Please tick only one box)

BANK TRANSFER

CHEQUE

- * Full payment is required prior to the event. * Confirmation of participation will only be made AFTER full payment is made prior to the event.
- * We reserve the right to refuse admission if payment is not received on time.

ADMISSION DETAILS

BFM TAKEAWAY 2019
4 November 2019 (Monday)
9.00 am – 5.00 pm
(Registration starts at 8.00 am)

Venue: [Connexion@The Vertical](mailto:Connexion@TheVertical.com),
Bangsar South, No. 8, Jalan Kerinchi,
59200 Kuala Lumpur.

*Fee includes admission to the BFM Takeaway 2019 event, access to materials and meals provided at the event. Fee does not include any travel expenses local or international, accommodation and other incidentals.

FOR ENQUIRIES & GROUP REGISTRATION
Please contact Claire Goh at
Tel: +6017-2016 018 | Fax: +603-7733 2100
Email: events@bfm.my

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

TERMS & CONDITIONS

- Payment Terms: Following completion and return of the registration form, full payment is required within 30 working days from receipt of invoice.**
We reserve the right to refuse admission if payment is not received on time.
Payment must be made in Malaysian Ringgit.
- Cancellation / Substitution:** Provided the total fee has been paid, substitutions are allowed 10 working days before BFM Takeaway 2019 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 delegate.
- 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.
- 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 programme 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 delegate shall receive a credit note for the amount that the delegate 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.
- 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 delegate's office is located.