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Hospitality sector in Asia to recalibrate for recovery phase

July edition of Food & Hotel Digital Week will explore the challenges, new norms, technologies and practices for the industry post-pandemic

Singapore, Hong Kong, 2 July 2020 – In the wake of recovery from the pandemic, businesses especially those in the hospitality sector will have to grapple with stricter health and safety measures implemented by governments. Many establishments such as hotels and restaurants will have to rethink business strategies and redefine their value propositions. How will business models change for these hospitality players? What will new norms be?

The second edition of [Food & Hotel Digital Week](#), returning 13 – 17 July 2020, will explore the challenges, new norms, technologies and practices for the industry post-pandemic. Themed **"Hospitality's New Normal – Restoring HoReCa in Asia"**, this three-day industry webinar series will feature more than 45 industry thought leaders from around the world, and will start on 15 July till 17 July.

Webinar highlights:

- An ASEAN Hotel Association roundtable session jointly organised with the Singapore Hotel Association will feature speakers from the hotel associations in Indonesia, Cambodia, Malaysia, Philippines, Singapore and Thailand. Titled **"The Now and Next for Tourism, Operations and Hospitality"**, the roundtable will discuss the future forward for the hotel and tourism industry in the region.
- The **"Future of Work in Hospitality: Do Skills still Matter?"** webinar will offer different perspectives from international guilds, hospitality establishments and associations such as Jumeirah Hospitality, Hosco and the Worldchefs, on the impact on skills, jobs and staff development from the pandemic.
- Specialty coffee is an important crop for ASEAN countries such as Indonesia and Vietnam. Members from the ASEAN Coffee Federation including the Malaysia Specialty Coffee Association, Myanmar Coffee Association, Philippine Coffee Board and IWCA Vietnam will be looking into trends and challenges in Asian markets post COVID-19 in the **'Café, Coffee, Covid – Roasting Ideas for a New Normal'** webinar.

Key speakers include:

- **Alexis de Suremain**, Board of Director, **Cambodian Hotel Association (CHA)**
- **Andy Cuthbert**, GM Jumeirah Creekside Hotel, Madinat Jumeirah C&I, **Jumeirah Hospitality**, Chairman, **Emirates Culinary Guild**
- **Emmanuel U Torrejon**, Board of Director, **Philippine Coffee Board (PCB)**; Honorary Secretary, **ASEAN Coffee Federation**; & Director, **UCC Ueshima Coffee Philippines, Inc.**
- **Eugene T. Yap**, President, **Hotel and Restaurant Association of the Philippines**
- **Fabrice Tessier**, VP School Relations & Partnerships, **Accor Hotels**
- **Hariyadi Sukamdani**, Chairman, **Indonesia Hotel and Restaurant Association (IH&RA)**
- **Jesper Palmqvist**, Area Director Asia Pacific, **STR**
- **John Lohr**, Director of Development School Relations, **Hosco**
- **Lip Seng Yap**, CEO, **Malaysian Association of Hotels (MAH)**
- **Margaret Heng**, Executive Director, **Singapore Hotel Association**
- **Ngoo Anh Dao**, President, **IWCA Vietnam**; Chairwoman, **Detech Coffee**
- **Ragnar Fridriksson**, Managing Director, **Worldchefs**
- **Tim Hill**, Key Accounts Director, **GlobalData**
- **U Min Hlaing**, Vice Chairman, **Myanmar Coffee Association**; Managing Director, **Sithar Coffee Company**
- **Ms Yip Leong Sum**, President, **Malaysia Specialty Coffee Association (MSCA)**; Board Member, **ASEAN Coffee Federation**; Managing Director, **Beans Depot Sdn. Bhd.**

[Registration](#) for this industry webinar series is free.

“We received tremendous support and interest from the F&B community for the first edition of the Food & Hotel Digital Week. For the upcoming edition in July the spotlight will be on the Hospitality sector, through the showcases and webinar sessions we hope that the hospitality community will gain insights and contacts, to help them with the knowledge needed to navigate these difficult times,” said **Mr Ian Roberts, Managing Director - Hospitality, Food & Beverage, Informa Markets.**

Mr Dave Chan, Founder – Saladplate.com, Vice President – Digital Business & Advanced Analytics, Informa Markets said, “We successfully launched Saladplate.com during the debut Food & Hotel Digital Week in May, an event that proved to be a highly efficient solution for globally minded brands in food, beverages and hospitality to connect with markets across Asia. I very much look forward to the upcoming July edition where we will feature exciting new contents, new products and new ways to connect, all designed to suit our professional community as we enter the new normal.”

FHA Congress

Co-locating with Food & Hotel Digital Week, the inaugural FHA Congress, a two-day virtual conference running from 13-14 July, is aimed at addressing the emerging and likely permanent shifts in hospitality

and food industries. Across 10 tracks on simultaneous livestream, more than 45 global experts will engage audiences with their discourse on immediate COVID-related solutions and their views on the longer term industry outlook.

Key speakers include:

- **Anatole Rousseau**, Head of E-commerce – Asia, Africa, Middle East and ANZ, **Barilla Group**, Singapore
- **Arrif Ziaudeen**, Chief Executive Officer, **The Chope Group**, Singapore
- **Becky Cheung**, Chairwoman, **International Food Safety Association**, Hong Kong
- **His Excellency Mr Douglas Foo**, Singapore High Commissioner (Non Resident) to Tanzania, President of **Singapore Manufacturing Federation**, Singapore
- **Megan Willis**, Sustainability Director, Cocoa and Chocolate APAC, **Cargill**, Singapore
- **Pedram Assadi**, Chief Operating Officer, APAC, **foodpanda**, Singapore
- **Phi Van Nguyen**, Chairwoman, **Vietnam Business Angel Network**, **Open Innovation Vietnam**, and **Saigon Innovation Hub**, Vietnam
- **Ruth McLennan**, South East Asia Commercial Director Fresh Produce and Bakery, **Dairy Farm Group**, Singapore
- **Sireethorn Satchatippavarn**, Head of Strategy and Innovation, **Central Food Retail Group**, Thailand
- **Toine Hoeksel**, Culinary Director, Asia Pacific, **Marriott International**, Hong Kong
- **Wouter Vos**, Chairman, **Urban Farming Partners**, Netherlands

“COVID is pioneering a new paradigm in the food and hospitality business. Part of the Food & Hotel Digital Week, the FHA Congress brings you premium content, and is your platform to hear from the industry’s best, and shape your longer term commercial & compliance strategy,” said **Mr Sukumar Verma**, **Managing Director, Informa Connect Singapore**.

Apply [here](#) for the SME rate of S\$495 for a two-day conference pass. Group and discounted rates are also available. Click [here](#) for more information.

#fhdigitalweek #FHACongress #saladplate

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Photos can be downloaded [here](#).

Event at a Glance

Food & Hotel Digital Week Schedule	
13 July 2020	FHA Congress
14 July 2020	FHA Congress
15 July 2020	Country & Exhibitor Highlights
16 July 2020	Full Day Industry Webinar
17 July 2020	Country & Exhibitor Highlights
Website	https://www.saladplate.com/digital-week-july
FHA Congress Registration	https://www.informaconnect.com.sg/registration/fha-congress/
Food & Hotel Digital Week Registration	https://www.saladplate.com/digital-week-july-reg

About Food & Hotel Digital Week

Organised by Informa Markets, the Food & Hotel Digital Week series is a first-of-its-kind collaboration between Informa Markets' Hospitality, Food & Beverage portfolio in Asia and Saladplate, an online marketplace founded by Informa Markets to serve the food and hospitality sectors exclusively. The Food & Hotel Digital Week series will offer a platform for players operating in Asia's food and hospitality professionals to trade, find new partners and stay connected with the community through online content, matchmaking, product showcases and live webinars. For more information, please visit <https://www.saladplate.com/digital-week-july>.

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

About Informa Connect Singapore

Informa Connect develops high level and pioneering industry conferences that inspire, educate and drive business strategy, and provide targeted networking and business matching to create new partnership opportunities. In addition, our corporate training division is a key contributor to the learning and development goals of industry executives. We are part of the Informa Group, a leading business intelligence, academic publishing, knowledge and events business, operating in the Knowledge and Information Economy. Informa is listed on the London Stock Exchange and a member of the FTSE 100. Informa Connect is a trading name of IBC Asia (S) Pte Ltd. For more information, please visit <https://www.informaconnect.com.sg/>.

About Saladplate

Saladplate is the premier international wholesale marketplace for sourcing food, beverages and hospitality products globally. Our 365-day online platform provides the one-stop solution for globally minded brands in food, beverages and hospitality to connect with professional markets across Asia. Through our extensive network of physical tradeshows and deep industry connections in major Asian markets, we provide suppliers highly cost-effective means to reach the right buyers; and for professional buyers to source efficiently with our unique 3-step qualification process. We make sourcing new food and hospitality products simple for the new normal. For more information, please visit www.saladplate.com/.

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