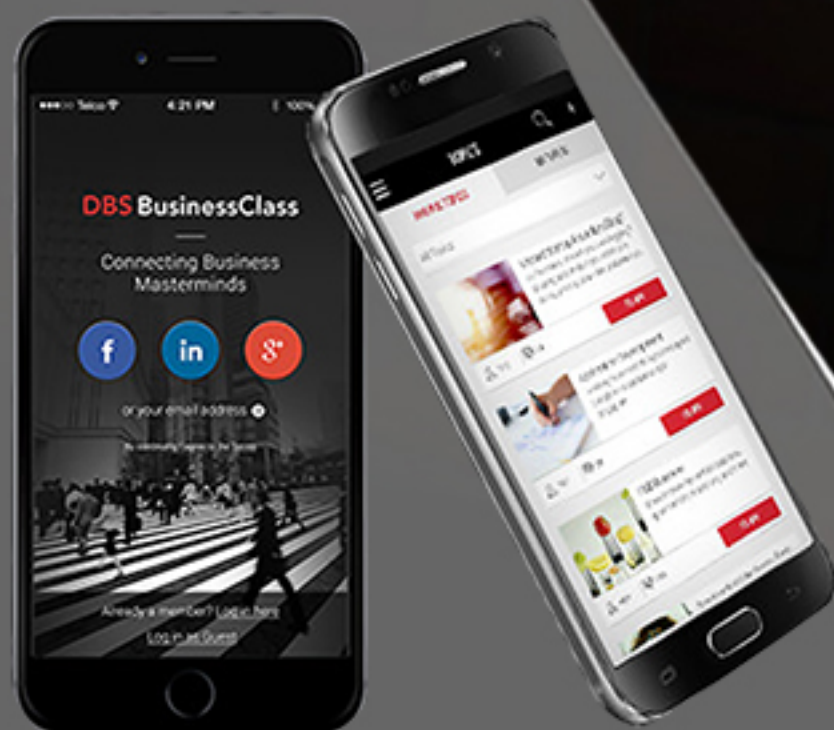


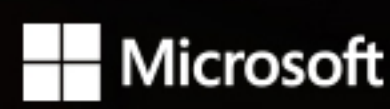
## F&B Disrupt

Hunger for more



More about DBS BusinessClass  
[go.dbs.com/bizclasshk](http://go.dbs.com/bizclasshk)

Working Partners:



DBS SME BANKING  
星展中小企業銀行



## Industry Overview

Hong Kong is one of the world's leading gourmet dining centers. With its blended culture of East and West, the city offers a wide range of world cuisine. As an undisputed leader in the international culinary landscape, Hong Kong is the perfect location for the F&B business as well as to access important market trends.

## Pain Points of Food and Beverage Industry

1

### **Lacking automation in supply chain process and sales management**

The current ordering system and supply chain management of many restaurants are managed manually in a disorganised way. The lack of best practice of POS and supply chain management greatly affects the operational efficiency of the restaurant.

2

### **Difficult to integrate Innovative Payment Channels to adopt the changing consumer behaviors**

Consumer behaviors change with the introduction of e-payment facilities. To provide a better customer experience and increase operation efficiency, it has become essential for restaurant owners to adapt to using new payment channels.

3

### **Insufficient Digital Marketing tactics for restaurant promotion**

In the last few years Social Media has become one of the most important marketing channels. The lack of knowledge of digital marketing tactics has become one of the major problems faced by these restaurant owners.





## Event Mission

This Disrupt Event aims to offer an interactive platform to connect and link up industry players from different streams in F&B supply chain. We hope to provide a holistic review of the F&B industry and provide innovative solutions for that break free of conventional modes of thinking, raising the competitiveness of local companies and growing our business eventually.

## Keynote Speakers



Tommy  
Cheung Yu-yan,  
GBS, SBS, J.P.  
Member of the  
Legislative Council of  
Hong Kong

Tommy CHEUNG Yu-yan, is a member of the Executive Council of Hong Kong, a member of the Legislative Council of Hong Kong, a Council Member of the Chinese University of Hong Kong and the Chairman of the Liberal Party. He won the seat of the catering constituency in the 2000 Legislative Council Election and has been successfully re-elected up to the present time. He has been serving the public since 1997 and was a member of the Liquor Licensing Board, the Business Facilitation Advisory Committee and the Advisory Committee on Admission of Quality Migrants and Professionals.

As the Chairman of the Hong Kong Catering Industry Association and the Founding President of the Association of Restaurant Managers, he continues working closely with the industry.

### Topic

### **Restaurant business challenges and opportunities in Hong Kong**



Ravel Lai  
Regional IT & Digital  
Director, Jardine  
Restaurant Group

Ravel Lai is an IT and digital veteran with more than 25 years' experience in the retail industry, including in fashion, FMCG, food & beverage and shopping malls. He rejoined Jardine Group four years ago as Regional IT & Digital Director, managing teams for Pizza Hut and sister brand KFC in Hong Kong, Macau, Vietnam and Myanmar.

Pizza Hut & KFC has earned widespread respect for its cutting-edge ordering app, customer-loyalty program and fast-food marketing. Lai led the team which landed Pizza Hut & KFC several awards for digital and social media execution and marketing, and in 2016 was named China's top CIO.

Lai has a unique role in running two teams – one focused on technology, the other on digital marketing, giving him invaluable insight into the execution of strategies and allowing rapid design and implementation campaigns across any media. He understands the customer journey, marketing and the technology that drives it.

Ravel Lai was named one of the Top 50 Innovative Retail Leaders in Hong Kong by Inside Retail in 2017.

### Topic

### **Hunger for digital innovation**





## Consulting Partners



### SME Financial consulting

DBS delivers fresh thinking with its unique expertise of Asian Markets, providing innovative solutions for its clients to stay ahead of the competition in the rapidly changing environment.



### Digital marketing solution consulting

Guru Online is award-winning 4As member who thrives as a forerunning idea powerhouse with collective wisdoms from 200+ insightful artists, strategists and digital natives.



### Technology infrastructure consulting

HKT is Hong Kong's premier telecommunications service provider and leading operator in fixed-line, broadband and mobile communication services. It provides a wide range of services including local telephony, local data and broadband and international telecommunications.



### Technology consulting

Microsoft is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. The company offers a wide range of products and services designed to empower people through great software – any time, any place and on any device.



### Restaurant audit consulting

SGS is the world's leading inspection, verification, testing and certification company. SGS is recognized as the global benchmark for quality and integrity. SGS also provide one-stop professional food services including food testing, audit and certification services.



### Payment technology solution consulting

Visa is a global payments technology company that connects consumers, businesses, financial institutions, and governments to fast, secure and reliable electronic payments.





## Exhibition Partners



### Kingdee International Software Group Company Limited

was established in 1993. Its Cloud ERP Solution ranks the No.1 market share of Cloud ERP in China, supporting by its strategic partner - Amazon to achieve the highest level of data security.



### Aigniter Technologies (Aigniter)

is an award-winning data technology company which develops and operates data management and analytics platform for different industries like the service industry. The company is well-known for our robustness, intelligence and reliability.



### QUICKER

understands the pain point for F&B of hiring people. It turns customers' phones into cashiers, customers can use their own phones to ORDER and PAY. Save labor cost on taking order and doing cashier! No more wrong orders nor handling changes, and QUICKER is completely FREE!



### Achiever Big Data

provides traffic analytics to help restaurants make business decisions that drive performance and increase customer service success.



### One2Paid

provides mobile payment solution to SME in HK, by providing an integrated payment gateway to help SME to meet the changing need of the market.



### Samsung Pay

is a secure and easy-to-use mobile payment service which can be used for customers to make purchases conveniently. Samsung Pay supports both Near Field Communication (NFC) and Magnetic Secure Transmission (MST) technologies.



### Alipay Payment Services (HK) Limited (APSHK)

is a joint venture established and managed by the CK Hutchison Holdings Limited, a multinational conglomerate spanning over 50 countries and Ant Financial Services Group, a leading global technology and financial services company and parent company of "Alipay".



### Tap & Go

is a modern prepaid mobile wallet for customers of 11 years old or older. Users can make payment virtually anywhere in the world via a QR code or Apple Pay and Google Pay\*. Simply download and pay your way through every day.



### OpenVR.shop

is the award-winning VR platform which enable SME F&B / retail outlets to create their own VR shop experience, triggering new customer's buying impulse.



### Vfluencer

provides F&B businesses with a self-service online platform to execute a micro-influencer campaign at ease.



### Food Channels

is a professional F&B consulting company found in 2009. It provides all-rounded support for F&B company and entrepreneur, including online/offline promotion.



## Event Rundown

Date : 26 April 2018 (Thursday)  
Time : 2:00 pm – 5:00 pm  
Venue : hmv kafé, 4/F, Pearl City, 22-36 Paterson Street, Causeway Bay  
Language : Cantonese (Presentation material by partial speakers will be supplemented in English)

Time	Agenda
2:00 – 2:30 pm	Event Registration & Solution partners' exhibition
2:30 – 2:40 pm	Welcome speech by <b>Mr. Alex Cheung</b> , Managing Director, Head of Institutional Banking Group, Hong Kong DBS Bank Ltd, Hong Kong Branch DBS Bank (Hong Kong) Limited
2:40 – 3:00 pm	1 <sup>st</sup> Keynote Speech by <b>Mr. Tommy Cheung</b> , GBS, SBS, J.P., Member of Legislative Council of Hong Kong  <b>Topic : Restaurant business challenges and opportunities in Hong Kong</b>
3:00 – 3:20 pm	2 <sup>nd</sup> Keynote Speech by <b>Mr. Ravel Lai</b> , Regional IT & Digital Director, Jardine Restaurant Group  <b>Topic : Hunger for digital innovation</b>
3:20 – 3:50 pm	Panel Discussion with DBS BusinessClass consulting partners  <b>Topic: How do the restaurant owners benefit from F&amp;B ecosystem?</b>
3:50 – 4:00 pm	Exhibition partner highlights
4:00 – 5:00 pm	Exhibition, Consultation and networking sessions

\*Agenda is subject to actual rundown arrangement without any prior notice.

