



**SA CHEF
CONFERENCE
& EXPO 2024**

25 - 26 NOVEMBER 2024

CAPE TOWN



SACHEF
The Official Voice of the South African Chefs Association



Welcome to the inaugural SA Chef Conference & Expo! This groundbreaking event is the first of its kind in South Africa dedicated exclusively to sharing best practices for building and growing sustainable businesses in the restaurant industry, driving creativity, innovation, and optimization in South Africa's professional kitchens, and developing a gastronomy tourism plan that benefits both the tourism and culinary sectors.

25 November: Conference & Expo with split streams for restaurateurs and chefs

25 November: Gala Dinner

26 November: Gastronomy Workshop

25 NOVEMBER: CONFERENCE PROGRAMME - BUSINESS STREAM

Time	Session	Content	Details
08:00			Registration
09:00	Plenary	Opening Plenary	<p>Opening of the conference</p> <p>Alderman James Vos to discuss the economic value of the restaurant industry and its potential growth as the city initiates various marketing and regulatory platforms to support and grow the sector.</p> <p>Deputy Minister Sotyru to reflect on importance of Gastronomy Tourism and value to culinary and tourism industry and all stakeholders across the value chain</p>
09:45			Tea
Parallel Sessions: Business Stream			
10:00	Business Session	Panel: Strategies to Beat Seasonal and Economic Slumps Maintaining Profitability amid Rising Costs	<p>How do you recession-proof a restaurant business?</p> <p>What sales strategies can restaurants implement to offset seasonal declines in business?</p>
10:45	Business Session	Adopting Technological Solutions to Streamline Operations and Improve Competitiveness	<p>What are some technology tools you are using to streamline operations, improve customer experience, and gain data-driven insights to make better business decisions?</p> <p>What are some of the pain points you wish there was a solution for?</p>
11:30	Business Session	Panel: Accessing Financing and Support	<p>What are the offerings from banks, government entities and sector associations to help the restaurant industry establish and grow sustainable businesses?</p>





25 NOVEMBER: CONFERENCE PROGRAMME - BUSINESS STREAM CONTINUED

Time	Session	Content	Details
12:30	Networking Lunch		
13:30	Business Session	Panel: Enhancing Value in the Supply Chain	<p>What new systems are available to optimise procurement processes to ensure consistent availability and reduce costs?</p> <p>How are you leveraging data and trends for better planning and optimisation?</p> <p>How are suppliers enhancing their value chain to help restaurants?</p>
14:15	Business Session	Promotional Strategies and Upselling	<p>How are you attracting local vs international diners?</p> <p>How are you leveraging customer data or insights to foster loyalty, increase number of visits and upselling?</p>
15:00	Business Session	Panel: Navigating Regulatory and Compliance Challenges	<p>What are the latest updates?</p> <p>What support systems are available to ensure ongoing compliance with ever-evolving legislation?</p> <p>How can industry associations improve their lobbying and representation of the industry?</p>
15:45	Panel session	Crafting an Exceptional Wine List Strategy to Elevate Your Business	<p>What constitutes a good wine list?</p> <p>How do restaurateurs and chefs select their wine offerings? In what ways can a wine list draw in customers?</p> <p>How are we experimenting with wine and local dishes to enrich South Africa's gastronomic identity?</p> <p>Are wine lists created with the patron in mind, or is it influenced by those who pay to be included?</p> <p>What are the ethical considerations surrounding this?</p>
16:30	End		
19:00	<p>Gala Dinner</p> <p>Celebrating 50yrs of SA Chefs Association</p> <p>Best in Gastronomy Tourism Awards</p>		



25 NOVEMBER - CONFERENCE PROGRAMME: CHEF STREAM

Time	Session	Content	Details
08:00			Registration
09:00	Plenary	Opening Plenary	<p>Opening of the conference</p> <p>Alderman James Vos to discuss the economic value of the restaurant industry and its potential growth as the city initiates various marketing and regulatory platforms to support and grow the sector.</p> <p>Deputy Minister Sotyu to reflect on importance of Gastronomy Tourism and value to culinary and tourism industry and all stakeholders across the value chain</p>
09:45			Tea
Parallel Sessions: Chef Stream			
10:00	Chef Sessions	Drawing Inspiration from Regional and Global Flavour Trends, Emerging Cooking Techniques and Ingredient Innovations	<p>What innovative cooking methods are you integrating into your kitchen?</p> <p>How do you as an exec chef cultivate a culture of research and development and experimentation, not only with regards to food prep but also regarding equipment and technology?</p> <p>What new and exotic ingredients local or global have you recently incorporated into dishes or have inspired new menu ideas?</p> <p>What flavour combinations and pairings have you been experimenting with that have led to surprising success? What do you think are the best ways of staying informed about regional and global culinary influences?</p> <p>How is your testing process for new menu ideas before it reaches the diner?</p>
11:30	Chef session	Navigating the Rise of Plant-Based and Specialty Diets: Balancing Sustainability with Menu Innovation	<p>How are you accommodating the growing demand for plant-based, vegan, and specialty diets?</p> <p>Diners are more conscious of sustainable eating and the use of locally sourced, organic, and seasonal ingredients. Is this a help or a hindrance? How does this inform your procurement process and your menu development?</p>



25 NOVEMBER - CONFERENCE PROGRAMME: CHEF STREAM

Time	Session	Content	Details
12:30			Lunch
13:30	Chef Session	Panel: Minimising Environmental Impact of the Food Supply Through Sustainability and Localism	<p>How will the new food waste by-law affect the operations and costs for SA's hospitality industry?</p> <p>How do restaurants comply with the organic waste by-law?</p> <p>What practices have you implemented to be low-waste and/or to reduce the environmental impact of your food supply chain?</p> <p>What is food localism and why does it matter?</p>
14:15	Chef Sessions	The Value of Culinary R&D and Professional Development	<p>How big is the skills gap in SA's professional kitchens and how do we bridge that gap?</p> <p>How do we improve the quality of training and how do we train young chefs to deal with huge numbers?</p> <p>What are the pros and cons of apprenticeships vs vocational training? How do we upskill to executive chef level and develop innovative, entrepreneurial thinking?</p>
15:00	Chef Session	Updating the Dining Experience through Innovation	<p>Where is SA in terms of incorporating interactive and immersive elements into the dining experience?</p> <p>What role does decor play in the dining experience?</p> <p>How are you leveraging the use of digital platforms and social media to engage customers, promote the restaurant's brand, and share innovative culinary creations?</p>
15:45	Closing Plenary	Creating a Brand Identity out of cheffing and building a career path	<p>How do you build an individual brand as a chef?</p> <p>How can chefs ensure their brand identity remains authentic to their values and culinary philosophy?</p>
16:30			End
19:00			<p>Gala Dinner</p> <p>Celebrating 50yrs of SA Chefs Association</p> <p>Best in Gastronomy Tourism Awards</p>



GASTRONOMY TOURISM WORKSHOP- 26 NOVEMBER

Time	Session	Content	Details
09:00	Opening session	Welcome Opening remarks	The Minister will highlight the significance of Gastronomy Tourism, establishing a foundation for the workshop's strategy development and outcomes.
09:30	Presentation	Global Gastronomy Tourism: Economic Impact and Future Potential	KPMG presentation on global gastronomy tourism, the economic value and future potential The leading countries who are getting it right Case studies: Marketing strategies of leading gastronomy tourism destinations
10:00	Panel Discussion	Current state of Gastronomy Tourism in South Africa	What is South Africa's gastronomy tourism market share right now? What do people perceive SA gastronomy to be internationally? What unique assets: are attracting culinary tourists eg. wine, fine dining, diversity, innovation in sustainability and foraging.
10:45	Tea Break		
11:00	Presentation	Gastronomy Tourism in South Africa: What the research shows	What gastronomy tourism assets and products exist in South Africa? How best do you package diverse culture, products, and services in order to market SA gastronomy tourism internationally?
11:40	Presentations	Who are the role players and how do we create a national awareness around SA gastronomy?	Hear from each association on what they are doing to market and promote gastronomy tourism,



GASTRONOMY TOURISM WORKSHOP- 26 NOVEMBER

Time	Session	Content	Details
12:30		Networking Lunch & Gatsby Competition	
13:20			Gatsby Competition Awards
13:30	Panel Discussion	Restaurants role in attracting gastronomy tourists	Can marketing indigenous products on your menu or producing local dishes enhance a tourist's experience of the destination? How does a local audience appreciate local fine-dining options?
14:10		Tea	
14:30	Workshop	Leveraging Gastronomy Tourism to grow SA culinary and tourism industries	Exploring the intersection of gastronomy and tourism Identifying South Africa's culinary identity Strategies to package and promote SA to the global food tourism market Leveraging gastronomy to enhance the SA tourism experience
15:30	Closing	Findings, wrap-up and close	Thanks, vote results, takeaways, action points, thank sponsors
Ends			