

SA CHEF CONFERENCE & EXPO: 25 NOVEMBER

PROTEA HOTEL CAPE TOWN WATERFRONT BREAKWATER LODGE

TIME	SESSION	SPEAKERS	DETAILS
8:00 <b>Registration</b>			
9:00	Opening Plenary	MCs Pete Goffe Wood and Katlego Mlambo	Opening of the conference
9:10	Welcome	Lance Gibbons, SA Chef Media CEO	SA Chef Media CEO Lance Gibbons shares his vision and objectives for the inaugural SA Chef Conference & Expo
9:20	Welcome Address	Alderman James Vos, City of Cape Town	Alderman James Vos will explore the economic value of the restaurant industry and its potential for growth as the city launches various marketing and regulatory initiatives aimed at supporting and expanding the sector.
9:30	Keynote Address	Deputy Minister of Tourism Maggie Sotyu	Deputy Minister Maggie Sotyu will emphasise the significance of Gastronomy Tourism and its impact on the culinary and tourism industries, highlighting its value for all stakeholders throughout the value chain.
9:45 <b>Tea</b>			
<b>Parallel Session</b>	<b>Business Stream</b>	<b>Plenary</b>	<b>MC: Pete Goffe Wood</b>
10:00	<b>Panel Discussion:</b> Strategies for Building a Successful Restaurant Business in South Africa	<b>Moderator:</b> Pete Goffe Wood  Liam Tomlin Luke Dale-Roberts	How do you build a thriving restaurant business in South Africa? Find out from the best in the business.
10:45	<b>Panel Discussion:</b> Unlocking Financing and Support Resources	<b>Moderator:</b> Pete Goffe-Wood  Miguel Da Silva, Tyme Bank Alex Thandikhaya Qunta, SEDA Liam Tomlin Lee-Anne Singer, FEDHASA	What financial support and resources are available for food industry start-ups, SMMEs, and other businesses? Learn how Tyme Bank, SEDA, and FEDHASA can assist you.
11:30	<b>Presentation:</b> Adopting Technological Solutions to Streamline Operations and Improve Competitiveness	<b>Moderator:</b> Pete Goffe-Wood  GAAP Panel: Sean Candy Riana Schenck Claudia Marx	Discover how GAAP's advanced technology can streamline your operations, enhance service quality, and ultimately boost your profitability.
12:00	An Overview of Latest Technology in the Restaurant Industry	Shawn Godfrey	Shawn Godfrey provides an overview of the latest tech advances in the restaurant industry and what the future holds.

25 NOVEMBER: CONFERENCE PROGRAMME - BUSINESS STREAM

TIME	SESSION	SPEAKERS	DETAILS
12:30 <b>Networking Lunch</b>			
13:30	<b>Panel Discussion:</b> Effective Promotional Strategies and Upselling Techniques	<b>Moderator:</b> Pete Goffe-Wood  Liam Tomlin Tamzyn Ehlers Gregory Henderson Kerry Kilpin	Social media, upselling, loyalty programs, and more—learn how to attract new customers, enhance customer loyalty, and increase their spending per visit.
14:15	<b>Panel Discussion:</b> Maximising Value and Efficiency in the Supply Chain	<b>Moderator:</b> Pete Goffe-Wood  Liam Tomlin Richard Kershaw, Kerston Foods Chris Erasmus Coo Pillay	We bring together restaurant owners, executive chefs and suppliers to share best practices aimed at enhancing supply chain efficiency and maximising value.
15:00 <b>Tea</b>			
15:15	<b>Panel Discussion:</b> Navigating Regulatory Compliance in the Industry	<b>Moderator:</b> Riana Andrews  Jackie Hintenaus, City of Cape Town Deon Visagie, Webber Wentzel Thandeka Feliti, SA Chefs Association Adolf Fourie, The Restaurant Collective Lee-Anne Singer, FEDHASA	Gain insights about the latest legal and regulatory updates in the culinary sector, along with available support resources and lobbying efforts.
16:00	<b>Panel Discussion:</b> Crafting an Exceptional Wine List Strategy to Elevate Your Business	<b>Moderator:</b> Gregory Henderson  Luvo Ntezo Tamzyn Ehlers Chris Erasmus	Can a thoughtfully curated wine list elevate the overall dining experience for customers? Join our panellists as they share their insights and success stories.
16:45	<b>Closing Address</b>	Nombulelo Guliwe, CEO, South African Tourism	Closing Remarks and scene-setting for Gastronomy Tourism Workshop on Day 2
18:30	<b>Gala Dinner and Awards</b>	<b>Makers Landing, V&amp;A Waterfront</b>	18:30

25 NOVEMBER: CONFERENCE PROGRAMME - CHEF STREAM

TIME	SESSION	SPEAKERS	DETAILS
10:00	<b>Panel Discussion:</b> Drawing Inspiration from Regional and Global Flavour Trends, Emerging Cooking Techniques and Ingredient Innovations	<b>Moderator:</b> Katlego Mlambo  Gregory Henderson Chris Erasmus Vusi Ndlovu Tamzyn Ehlers	Explore how innovation, creativity, and sustainability are flourishing in South Africa's professional kitchens.
10:45	<b>Panel Discussion:</b> The Value of Culinary R&D and Professional Development	<b>Moderator:</b> Tommie Hurter, SA Chefs  Luke Dale Roberts Peter Ayub Kerry Kilpin Carl van Rooyen	This discussion will delve into the significant skills gap present in South Africa's culinary sector and explore effective strategies to bridge this gap. We will examine how to enhance the quality of training for young chefs and empower them to manage high-volume operations, advance to executive chef roles, and cultivate innovative, entrepreneurial thinking
11:30	<b>Panel Discussion:</b> Foraging: How chefs are connecting their customers with nature and unique dishes	<b>Moderator:</b> Katlego Mlambo  Chris Erasmus Gregory Henderson	This discussion will take participants on a captivating journey through the art of foraging, exploring how ingredients sourced from forests and beaches can be transformed into exquisite dishes.
12:30	<b>Lunch</b>		
13:30	<b>Fireside Chat:</b> Katlego Mlambo & Johannes Richter	Johannes Richter Katlego Mlambo	Join us for a conversation featuring the Best Chef Awards 2024 honourees Johannes Richter and Katlego Mlambo as they discuss their distinctive approaches to culinary art in the kitchen.
14:15	<b>Panel Discussion:</b> Updating the Dining Experience through Innovation	<b>Moderator:</b> Katlego Mlambo  Peter Ayub Vusi Ndlovu Tamzyn Ehlers	We explore how South Africa is integrating interactive and immersive elements into the dining experience. We will examine innovative approaches that enhance customer engagement and create memorable culinary adventures.
15:00	<b>Tea</b>		
15:15	<b>Panel discussion:</b> Minimising Environmental Impact of the Food Supply Through Sustainability and Localism	<b>Moderator:</b> Gregory Henderson  Kerry Kilpin Chris Erasmus Johannes Richter	This panel discussion will focus on the practices chefs have adopted to minimise waste and reduce the environmental impact of their food supply chains. We will also explore the concept of food localism, its significance, and how it shapes sustainable culinary practices.
16:00	<b>Panel Discussion:</b> Creating a Brand Identity out of cheffing and building a career path	<b>Moderator:</b> Cindy Jarvis  Luke Dale-Roberts Katlego Mlambo Pete Goffe-Wood	What are the essential elements of building a personal brand as a chef? Our celebrity chefs share strategies for creating a brand identity that authentically reflects individual values and culinary philosophies.
16:45	<b>Closing Address</b>	Nombulelo Guliwe, CEO, South African Tourism	Closing Remarks and scene-setting for Gastronomy Tourism Workshop on Day 2

18:30

Gala Dinner and Awards

Makers Landing, V&A Waterfront

18:30



26 NOVEMBER: GASTRONOMY TOURISM WORKSHOP

TIME	SESSION	SPEAKERS	DETAILS
9:00 <b>Registration</b>			
10:00	Welcome	Lance Gibbons	
10:10	Opening Keynote	Minister Patricia de Lille	Minister De Lille highlights the significance of Gastronomy Tourism, establishing a foundation for the workshop's strategy development and outcomes.
10:30	<b>Panel Discussion:</b> Current state of Gastronomy Tourism in South Africa	<b>Moderator:</b> Amanda Kotze-Nhlapo  David Frost, SATSA Glenton de Kock, SAACI Briony Brookes, Cape Town Tourism Lee-Anne Singer, FEDHASA David Ryan, Rhino Africa David Zimmerman, Glue Up	What is South Africa's gastronomy tourism market share right now and how do we move it forward?
11:00 <b>Tea</b>			
11:15	<b>Presentation:</b> Gastronomy Tourism in South Africa	South African Tourism	SAT presents its research on the Gastronomy Tourism Market
11:30	<b>Presentations:</b> Who are the role players and how do we create a national awareness around SA gastronomy?	David Frost, SATSA Glenton de Kock, SAACI Lee-Anne Singer, FEDHASA Briony Brookes, Cape Town Tourism Coo Pillay, SA Chefs	Key associations outline the initiatives being undertaken to market and promote gastronomy tourism.
12:15 <b>Networking Lunch &amp; Gatsby Competition</b>			
13:15	Gatsby Awards	Alderman JP Smith	We announce the winner of the Gatsby competition
13:30	<b>Panel Discussion:</b> Restaurants role in attracting gastronomy tourists	<b>Moderator:</b> Amanda Kotze-Nhlapo  Pete Goffe-Wood Kerry Kilpin Gregory Henderson Chris Erasmus Peter Ayub Vusi Ndlovu	This panel discussion will focus on actionable strategies that restaurants can implement to market SA as a culinary hotspot and create memorable connections to the local culture and environment.
14:15	<b>Workshop:</b> Developing a concrete plan to leverage Gastronomy Tourism to grow SA's culinary and tourism industries	<b>Moderator:</b> Amanda Kotze-Nhlapo	Join us for an engaging discussion on how to effectively market our unique culinary heritage to the world to attract more visitors.
15:15	<b>Closing remarks:</b> Findings, wrap-up and close	Lance Gibbons	We conclude the day with a summary of key outcomes and essential takeaways.