









06 MARCH






WEDNESDAY

LOCATION

10:00 - 11:30	 THAIFEX - HOREC Asia 2024 Opening Ceremony and VIP Tour	THAIFEXclusive Club Back of Halls 11 and 12
Whole Day	 ASEAN Barista Team Championship Competitors practice session & judge calibration <i>Organised by ASEAN Coffee Federation</i>	Back of Hall 9
Whole Day	 THAIFEX - HOREC Xperiential Zone A representation of a full HORECA environment, with innovative solutions covering the 9 exhibition segments, coexisting and interconnecting in the same space.	Between Halls 11 & 12
10:30 - 11:00	 Thailand Ultimate Housekeeping Challenge Opening Ceremony (By-invitation only)	Front of Hall 12
10:30 - 11:30	 THAIFEX - HOREC Academy (Demo Stage) Boulangerie Workshop <i>Presented by Le Cordon Bleu Dusit by Chef Aurelien Tougne</i>	Back of Hall 11
11:00 - 12:30	 Thailand Ultimate Housekeeping Challenge Exclusive Housekeeping Seminar 'Take a look and think, redefine mindset for better Housekeeping career in the next future'	Front of Hall 12
11:30 - 13:00	 Soft Ice Cream Menu Workshop Register THB 1,000 per person 4 Person / Group Free!! Gift voucher THB 1,000 for accessories, tools, ingredients, machines Free Soft Ice Cream Menu 6-8 cups- / Free Cool Bag / Free recipe <i>Presented by i-Cream Solutions</i>	i-Cream Solutions Booth Hall 10-N17 Hall 10-M17
12:00 - 13:00	 THAIFEX - HOREC Academy (Main Stage) Setting the Stage: Hospitality Industry Landscape and Forecast Shaping the Future of HORECA through Leadership (Panel Session) One of today's major challenges for hospitality leaders is adapting to the changing landscape from the new generation of employees to digitalisation to consumer needs. Our panel of hoteliers and industry experts tackle the difficult topics on the best human-centric working practices, cross-functional collaboration, relationship management, and how we can balance new technologies and digitalisation, and still maintain a human-centric organisation through effective and inclusive leadership. <i>Presented by</i> Govinda Singh Executive Director, Hotels & Leisure, Real Estate Advisory, Colliers Chris Meylan COO, Asian Institute of Hospitality Management (AIHM) (moderator) Dr Bongkosh N. Rittichainuwat Director, International Program in Hotel and Tourism Management, Siam University Dr Niramol Jindanuwat Chief People Officer, Dusit International Matthew John Knights Chief Hospitality Group Officer, Asset World Corporation	Back of Hall 12










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12:15 - 13:45	 THAIFEX - HOREC Academy (Demo Stage) Experience the Irresistible Chestnut Mont Blanc by Chef David Bonet Indulge in the exquisite flavors of our Chestnut Mont Blanc creation, crafted by Chef David Bonet himself! Experience the perfect blend of soft chestnut sponge, sumptuous blackberry cremeux, and airy chestnut mousse in every delightful bite. Elevate your dessert experience with this decadent treat today! <i>Presented by</i> Lenôtre School of Culinary Arts by Chef David Bonet	Back of Hall 11						
13:30 - 13:40	 Thailand Ultimate Housekeeping Challenge Professional Duvet Bed-Making Challenge: Round 1	Front of Hall 12						
13:30 - 15:00	 Ice Cream Workshop Register THB 1,000 per person 4 person / Group Free!! Gift voucher THB 1,000 for accessories, tools, ingredients, machines Ice Cream / Cool Bag / Recipe <i>Presented by</i> i-Cream Solutions	i-Cream Solutions Booth Hall 10-N17 Hall 10-M17						
14:00 - 14:10	 Thailand Ultimate Housekeeping Challenge Professional Duvet Bed-Making Challenge: Round 2	Front of Hall 12						
14:00 - 16:00	 THAIFEX - HOREC Academy (Main Stage) Future Proofing Your Hospitality Business with HSMIAI Covering: - Welcome to Future-Proofing Your Hospitality Business - How to Increase Revenue & Profit from your Restaurant - Software is Eating the Hospitality Operation - Commercial Education for Hotels and Restaurants - Top 10 Reasons Why Your Restaurant Marketing Strategy Isn't Working <i>Presented by</i> Glen Grosic Managing Director, Hospitality Sales and Marketing Association International (HSMIAI) Southeast Asia <table border="0" data-bbox="300 1680 1085 1998"> <tr> <td data-bbox="300 1680 574 1780"> Alexander Eaton Co-Founder & Director, Resolute Hotels & Resorts </td> <td data-bbox="606 1680 1085 1780"> Dr Sungsoo Kim Associate Professor, Singapore Institute of Technology </td> </tr> <tr> <td data-bbox="300 1792 574 1915"> Sunny Yu President, HSMIAI Thailand & DOSM Andaz Pattaya Jontien Beach </td> <td data-bbox="606 1792 1085 1915"> Jackie Douglas President, HSMIAI Asia Pacific; Global Chair, HSMIAI Academy </td> </tr> <tr> <td colspan="2" data-bbox="300 1926 1085 1998"> Nick Day Hospitality Brand & Marketing Consultant </td> </tr> </table>	Alexander Eaton Co-Founder & Director, Resolute Hotels & Resorts	Dr Sungsoo Kim Associate Professor, Singapore Institute of Technology	Sunny Yu President, HSMIAI Thailand & DOSM Andaz Pattaya Jontien Beach	Jackie Douglas President, HSMIAI Asia Pacific; Global Chair, HSMIAI Academy	Nick Day Hospitality Brand & Marketing Consultant		Back of Hall 12
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14:30 - 14:40	 Thailand Ultimate Housekeeping Challenge Professional Duvet Bed-Making Challenge: Round 3	Front of Hall 12
14:30 - 15:30	 THAIFEX - HOREC Academy (Demo Stage) Three innovative chefs unite for a cooking session focused on "Zero Food Waste." Their goal: create a dish using every ingredient, minimizing waste, while discussing the importance of sustainable cooking. Get ready for an eco-conscious culinary journey!" <i>Presented by</i> Chef Pa Sirorat, Chef Black, Chef Num by Tatler	Back of Hall 11
15:00 - 15:10	 Thailand Ultimate Housekeeping Challenge Professional Duvet Bed-Making Challenge: Round 4	Front of Hall 12
15:00 - 16:00	 Brewing and Sharing by Elysia Tan <i>Presented by</i> Elysia Tan Co-founder @homeground.coffee, World Brewers 2022, Second Runner-Up	ASEAN Coffee Federation Hall 9-G43
15:30 - 17:00	 Soft Ice Cream Menu Workshop Register THB 1,000 per person 4 Person / Group Free!! Gift voucher THB 1,000 for accessories, tools, ingredients, machines Soft Ice Cream Menu 6-8 cups / Cool Bag / Recipe <i>Presented by</i> i-Cream Solutions	i-Cream Solutions Booth Hall 10-N17 Hall 10-M17
16:00 - 17:00	 THAIFEX - HOREC Academy (Demo Stage) Elmeco Matrix: Let me think about the future <i>Presented by</i> Umberto Cortese, CEO Orlando Tessitore, Asia-Pacific Sales Manager	Back of Hall 11
16:30 - 17:30	 Brewing and Sharing by Elysia Tan <i>Presented by</i> Elysia Tan Co-founder @homeground.coffee, World Brewers 2022, Second Runner-Up	ASEAN Coffee Federation Hall 9-G43
16:30 - 17:30	 Thailand Ultimate Housekeeping Challenge Award Ceremony	Front of Hall 12
17:15 - 19:30	 THAIFEX - HOREC Asia 2024 Networking Cocktail Reception THAIFEX - HOREC Innovation Awards Ceremony (By-invitation only)	THAIFEX - HOREC Academy (Main Stage) Back of Hall 12