







07 MARCH
THURSDAY

LOCATION

<p>Whole Day</p>	<p> 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.</p>	<p>Between Halls 11 & 12</p>						
<p>9:00 - 13:00</p>	<p> ASEAN Barista Team Championship Preliminary Round 1 of ASEAN Barista Team Championship 2024 <i>Organised by</i> ASEAN Coffee Federation</p>	<p>Back of Hall 9</p>						
<p>10:30 - 10:45</p>	<p> THAIFEX - HOREC Academy (Main Stage) Setting the Stage: Optimising Hotel & Restaurant Profitability <i>Presented by</i> Bousserind Comson Business Development Manager, HotStats</p>	<p>Back of Hall 12</p>						
<p>10:30 - 12:30</p>	<p> Thailand Ultimate Housekeeping Challenge Flower Arrangement for Dining Table and Flower Bouquet Challenge</p>	<p>Front of Hall 12</p>						
<p>10:30 - 11:30</p>	<p> THAIFEX - HOREC Academy (Demo Stage) Discover the Delight: Sesame & Pear Tart by Chef David Bonet Treat yourself to our Sesame and Pear Tart by Chef David Bonet! Enjoy the perfect blend of sweet, crunchy pastry filled with fresh pears, topped with light sesame mousse, and adorned with fresh flowers. Experience culinary excellence in every bite. <i>Presented by</i> Lenôtre School of Culinary Arts by Chef David Bonet</p>	<p>Back of Hall 11</p>						
<p>10:45 - 11:15</p>	<p> THAIFEX - HOREC Academy (Main Stage) The Evolving Guest Journey, Hospitality, and Sustainability (Panel Session) Our panel of hoteliers and industry experts discuss the challenges arising from shifting guest requirements, integrating technology for optimisation, embedding sustainability in their business, and provide their insights and best practices for hotel operations in this region. <i>Presented by</i></p> <table border="0" data-bbox="300 1590 1236 1926"> <tr> <td data-bbox="300 1590 718 1691"> <p>Samantha Lauver-Marion (moderator) Director of Global Partnerships, Minor Education & AIHM</p> </td> <td data-bbox="734 1590 1236 1691"> <p>Arijit Ghosh General Manager, PARKROYAL Suites Bangkok</p> </td> </tr> <tr> <td data-bbox="300 1702 718 1803"> <p>Eric Rimbeuf Cluster General Manager Novotel and Ibis Bangkok IMPACT, Accor</p> </td> <td data-bbox="734 1702 1236 1803"> <p>Matthew Clark Regional Director of Sales - APAC & ME, Shiji Group</p> </td> </tr> <tr> <td data-bbox="300 1814 718 1926"> <p>Ben Montgomery Director of Business Relations Management, Centara Hotels & Resorts</p> </td> <td data-bbox="734 1814 1236 1926"> <p>Bousserind Comson Business Development Manager, HotStats</p> </td> </tr> </table>	<p>Samantha Lauver-Marion (moderator) Director of Global Partnerships, Minor Education & AIHM</p>	<p>Arijit Ghosh General Manager, PARKROYAL Suites Bangkok</p>	<p>Eric Rimbeuf Cluster General Manager Novotel and Ibis Bangkok IMPACT, Accor</p>	<p>Matthew Clark Regional Director of Sales - APAC & ME, Shiji Group</p>	<p>Ben Montgomery Director of Business Relations Management, Centara Hotels & Resorts</p>	<p>Bousserind Comson Business Development Manager, HotStats</p>	<p>Back of Hall 12</p>
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<p>11:00 - 12:00</p>	<p>ASEAN Cupping <i>Presented by</i> ASEAN Coffee Federation</p>	<p>ASEAN Coffee Federation Hall 9-G43</p>						

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11:30 - 13:00	 THAIFEX - HOREC Academy (Main Stage) Hotel Technology Showcase	Back of Hall 12				
	<p>Featuring:</p> <ul style="list-style-type: none"> 11.30-11.50 Elevating the Digital Guest Experience Through Technology 11.50-12.10 Ensuring Effective Procurement Process through Cloud-based Seamless Automation 12.10-12.20 End-to-end Solution for the Optimal Hotel Management Ecosystem 12.20-12.30 QIKRES Web Booking Engine 12.30-12.45 Bringing Global Talent to Local Businesses <p>Followed by networking</p> <p><i>Presented by</i></p> <table border="0"> <tr> <td>Crystal Phuong Senior Marketing Manager - APAC & ME, Shiji Group</td> <td>Andrew Marshall Chief Information Officer, CiMSO</td> </tr> <tr> <td>Nisarar Saikrajang Business Development Manager, FutureLog</td> <td>Kenneth Toh General Manager (Asia), UbiQ Global</td> </tr> </table> <p>Issa Compass</p>	Crystal Phuong Senior Marketing Manager - APAC & ME, Shiji Group	Andrew Marshall Chief Information Officer, CiMSO	Nisarar Saikrajang Business Development Manager, FutureLog	Kenneth Toh General Manager (Asia), UbiQ Global	
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11:30 - 13:00	 Soft Ice Cream Menu Workshop Register THB 1,000 per person 4 Person / Group	i-Cream Solutions Booth Hall 10-N17 Hall 10-M17				
	<p>Free!! Gift voucher THB 1,000 for accessories, tools, ingredients, machines Soft Ice Cream Menu 6-8 cups- / Cool Bag / Recipe</p> <p><i>Presented by</i> i-Cream Solutions</p>					
12:15 - 13:15	 THAIFEX - HOREC Academy (Demo Stage) The Alternative Milk For Alternative Cup Presented By Boncafé Academy (Thai Language)	Back of Hall 11				
	<p><i>Presented by</i> Boncafé Academy</p>					
13:30 - 19:00	 ASEAN Barista Team Championship Preliminary Round 2 of ASEAN Barista Team Championship 2024	Back of Hall 9				
	<p><i>Organised by</i> ASEAN Coffee Federation</p>					
13:30 - 13:45	 THAIFEX - HOREC Academy (Main Stage) Pathway to Net Positive Hospitality	Back of Hall 12				
	<p><i>Presented by</i> Shiksha Khemani Partnerships Manager - Asia Pacific, Sustainable Hospitality Alliance</p>					

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LOCATION

13:30 - 15:00	<p>Ice Cream Workshop Register THB 1,000 per person 4 person / Group</p> <p>Free!! Gift voucher THB 1,000 for accessories, tools, ingredients, machines Ice Cream / Cool Bag / Recipe”</p> <p><i>Presented by</i> i-Cream Solutions</p>	<p>i-Cream Solutions Booth Hall 10-N17 Hall 10-M17</p>						
13:45 - 14:00	<p>THAIFEX - HOREC Academy (Main Stage) Storytelling and Communications: A Critical Aspect to the Success of Your Sustainable Hotel</p> <p><i>Presented by</i> Ailynn Seah HSMAI Commercial Advisory Board</p>	<p>Back of Hall 12</p>						
14:00 - 14:10	<p>THAIFEX - HOREC Academy (Main Stage) Towards a Greener Future with Mattresses</p> <p><i>Presented by</i> Nophol Techaphangam Founder & CEO, norrnorn</p>	<p>Back of Hall 12</p>						
14:00 - 15:00	<p>THAIFEX - HOREC Academy (Demo Stage) Combining The Best Of Both Worlds - Local Flavour And Vegan Gelato Trend by Carpigiani</p> <p><i>Presented by</i> Chef Chronos Chan Carpigiani</p>	<p>Back of Hall 11</p>						
14:10 - 14:45	<p>THAIFEX - HOREC Academy (Main Stage) Fireside Chat: Strategies and Best Practices for Hotel Environmental Sustainability</p> <p>Crafting effective strategies and best practices for hotel environmental sustainability requires a multifaceted approach. Our experts in sustainability will discuss which aspects from energy efficiency, waste reduction, guest engagement, community partnerships, through to transparent reporting, can create the maximum impact for hotels to play a pivotal role in fostering a sustainable and responsible future for the hospitality industry.</p> <p><i>Presented by</i></p> <table border="0"> <tr> <td>James Thurlby President, SKÅL International Thailand</td> <td>Ailynn Seah HSMAI Commercial Advisory Board</td> </tr> <tr> <td>Shiksha Khemani Partnerships Manager – Asia Pacific, Sustainable Hospitality Alliance</td> <td>Nophol Techaphangam Founder & CEO, norrnorn</td> </tr> <tr> <td></td> <td>Emmanuel Tay Founder, Circular Unite</td> </tr> </table>	James Thurlby President, SKÅL International Thailand	Ailynn Seah HSMAI Commercial Advisory Board	Shiksha Khemani Partnerships Manager – Asia Pacific, Sustainable Hospitality Alliance	Nophol Techaphangam Founder & CEO, norrnorn		Emmanuel Tay Founder, Circular Unite	<p>Back of Hall 12</p>
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Shiksha Khemani Partnerships Manager – Asia Pacific, Sustainable Hospitality Alliance	Nophol Techaphangam Founder & CEO, norrnorn							
	Emmanuel Tay Founder, Circular Unite							
14:30 - 15:30	<p>Thailand Ultimate Housekeeping Challenge Towel Cloth Folding Challenge</p>	<p>Front of Hall 12</p>						

07 MARCH
WEDNESDAY

LOCATION

15:00 - 16:30	 THAIFEX - HOREC Academy (Main Stage) Experiential Workshop: Bridging the Gap between Generations & Industries How does your organization plan to grow and lead in the travel industry in the next 20 years? The leaders of tomorrow are looking for personalization, both in their careers in hospitality and as guests traveling around the world. Organisations that adopt this approach will be able to recruit qualified junior leaders with passion and drive to bring your teams to the next level. Learn how to connect effectively and inspire through conversation in this collaborative workshop experience by AIHM. <i>Presented by</i> Chris Meylan COO, Minor Education & AIHM Samantha Lauver-Marion Director of Global Partnerships, Minor Education & AIHM	Back of Hall 12
15:00 - 16:00	ASEAN Cupping <i>Presented by ASEAN Coffee Federation</i>	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 Presented by i-Cream Solutions	i-Cream Solutions Booth Hall 10-N17 Hall 10-M17
15:45 - 16:45	 THAIFEX - HOREC Academy (Demo Stage) What Is The Most Suited Glassware For Sparkling Wine? (Limited Slots Available) <i>Presented by</i> Walter Giomi BB&B/Riedel	Back of Hall 11
16:30 - 17:30	 Thailand Ultimate Housekeeping Challenge Award Ceremony	Front of Hall 12
16:40 - 17:00	 THAIFEX - HOREC Academy (Main Stage) Wellness Tourism: New Wave of Tourism in Thailand <i>Presented by</i> Sunai Wachirawakarn President, Thai Spa Association	Back of Hall 12
17:00 - 17:20	 THAIFEX - HOREC Academy (Main Stage) Convergence of Beauty, Wellness & Technology <i>Presented by</i> Sladan Mujdzic General Manager, Foreo	Back of Hall 12
19:00	 ASEAN Barista Team Championship End of Preliminary Round and Announcement <i>Organised by ASEAN Coffee Federation</i>	Back of Hall 9