









**08 MARCH**  
FRIDAY

LOCATION

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<b>Whole Day</b>	 <b>THAIFEX - HOREC Xperiential Zone</b> 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
9:00 - 11:00	 <b>ASEAN Barista Team Championship</b> Quarter Final Round of ASEAN Barista Team Championship 2024  <i>Organised by</i> <b>ASEAN Coffee Federation</b>	Back of Hall 9
10:30 - 10:45	 <b>Thailand Ultimate Housekeeping Challenge</b> Speed Professional Housekeeping Cleaning Challenge: Round 1	Front of Hall 12
10:30 - 11:00	 <b>THAIFEX - HOREC Academy (Main Stage)</b> The Future of Dining 2025: Evolving Consumer Trends  <i>Presented by</i> <b>Rachel Tan</b> Food & Drink Trend Strategist, WGSN	Back of Hall 12
10:30 - 11:30	 <b>THAIFEX - HOREC Academy (Demo Stage)</b> World Latte Art Stage Showcase by Shao Sing Lin, Championship 2022-2023, 2nd Runner Up  <i>Presented by</i> <b>Lin Shao Sing</b> UCC K2 Barista	Back of Hall 11
11:00 - 11:15	 <b>THAIFEX - HOREC Academy (Main Stage)</b> Essential Tips On Integrating Tech Into Your Restaurant  <i>Presented by</i> <b>Puneet Mahindroo</b> Founder and CEO, Rev-Mantra	Back of Hall 12
11:00 - 15:00	<b>ASEAN Coffee Tasting</b>  <i>Presented by</i> <b>ASEAN Coffee Federation</b>	ASEAN Coffee Federation Hall 9-G43
11:15 - 11:30	 <b>THAIFEX - HOREC Academy (Main Stage)</b> How to Attract, Train, and Retrain Top Culinary Talents  <i>Presented by</i> <b>John Lohr</b> Executive Director External Affairs, Dusit Thani College	Back of Hall 12
11:15 - 11:30	 <b>Thailand Ultimate Housekeeping Challenge</b> Speed Professional Housekeeping Cleaning Challenge: Round 2	Front of Hall 12








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11:30 - 12:00	 <b>THAIFEX - HOREC Academy (Main Stage)</b> Lightning Talks: What Do Modern Restaurants Really Need?  Sustainable and innovative ingredients and menu, the engaging and well-trained staff, are only the tip of the iceberg when creating the best customer experience. Our expert restaurateurs and chefs discuss the challenges of the current dining landscape and the critical elements of success for a modern-day restaurant."  <i>Presented by</i> <b>John Lohr (moderator)</b> Executive Director External Affairs, Dusit Thani College  <b>Prim Jitcharoongphorn</b> Chairman of the Executive Board, Allied Metals (Thailand) Co., Ltd.  <b>Puneet Mahindroo</b> Founder and CEO, Rev-Mantra  <b>Nattinee Plodthong</b> Senior Manager, Makro Horeca Academy  <b>Simon Lloyd</b> Executive Dean - Hospitality Management, Dusit Thani College  <b>Surasit Sachdev</b> CEO & Co-Founder, Hungry Hub  <b>Roger Solé Masoliver</b> Head Chef, Fuego	Back of Hall 12
11:30 - 13:00	 <b>ASEAN Barista Team Championship</b> Semi Final Round of ASEAN Barista Team Championship 2024  <i>Organised by ASEAN Coffee Federation</i>	Back of Hall 9
11:30 - 13:00	 <b>Soft Ice Cream Menu Workshop</b> Register THB 1,000 per person 4 Person / Group  <b>Free!!</b> Gift voucher THB 1,000 for accessories, tools, ingredients, machines Soft Ice Cream Menu 6-8 cups- / Cool Bag / Recipe  <i>Presented by</i> <b>i-Cream Solutions</b>	i-Cream Solutions Booth Hall 10-N17 Hall 10-M17
12:00 - 12:15	 <b>Thailand Ultimate Housekeeping Challenge</b> Speed Professional Housekeeping Cleaning Challenge: Round 3	Front of Hall 12
12:10 - 13:00	 <b>THAIFEX - HOREC Academy (Main Stage)</b> Restaurant and Kitchen Technology Showcase  Featuring: 12.10-12.20 Wongnai LINE Man 12.20-12.30 Boxs Limited 12.30-12.40 Panda Robot Thailand 12.40-12.50 Squizify  Followed by networking  <i>Presented by</i> <b>Wongnai LINE Man</b>  <b>Boxs Limited</b>  <b>Panda Robot Thailand</b>  <b>Squizify</b>	Back of Hall 12








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12:15 - 13:15	 <b>THAIFEX - HOREC Academy (Demo Stage)</b> Learning the Art of Making Chikuzenni  <i>Presented by</i> <b>Chef Takuya Watanuki</b> The Food School	Back of Hall 11
13:00 - 13:50	 <b>ASEAN Barista Team Championship</b> Final Round of ASEAN Barista Team Championship 2024 (Runner-up set)  <i>Organised by</i> <b>ASEAN Coffee Federation</b>	Back of Hall 9
13:15 - 14:15	 <b>THAIFEX - HOREC Academy (Main Stage)</b> Follow the Cafe Trends in 2024 by Friends of Boncafé Explore the 2024 trends in coffee bar design, tailored to meet convenience and usability needs.  <i>Presented by</i> <b>Khun Apinai Wannapairote</b> Owner, Hey! Coffee  <b>Khun Suveeraya Ansavananda</b> Assistant to Managing Director, TAC Consumer PCL  <b>Khun Nuttasak Sopajaroen</b> Senior Strategic Marketing Manager, Boncafe Thailand	Back of Hall 12
13:30 - 15:00	 <b>Ice Cream Workshop</b> Register THB 1,000 per person 4 person / Group  <b>Free!!</b> Gift voucher THB 1,000 for accessories, tools, ingredients, machines Soft Ice Cream Menu 6-8 cups- / Cool Bag / Recipe"  <i>Presented by</i> <b>i-Cream Solutions</b>	i-Cream Solutions Booth Hall 10-N17 Hall 10-M17
13:50 - 15:00	 <b>ASEAN Barista Team Championship</b> Final Round of ASEAN Barista Team Championship 2024 (Champion set)  <i>Organised by</i> <b>ASEAN Coffee Federation</b>	Back of Hall 9
14:00 - 15:00	 <b>THAIFEX - HOREC Academy (Demo Stage)</b> Adapting to Thai's Palate - Low-Sweetness Gelato  <i>Presented by</i> <b>Chef Chronos Chan</b> Carpigiani	Back of Hall 11
14:30 - 15:30	 <b>THAIFEX - HOREC Academy (Main Stage)</b> Smart/Right Kitchen Equipment vs Time & Labour (workshop conducted in Thai language)  <i>Presented by</i> <b>Chef Willment Leong</b> Continental Director for Asia, WorldChefs	Back of Hall 12

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14:30 - 17:00	 <b>Thailand Ultimate Housekeeping Challenge</b> Cocktail Reception Party Award Ceremony & Closing Ceremony	Front of Hall 12
15:00 - 16:30	 <b>ASEAN Barista Team Championship</b> Prize Giving Ceremony  <i>Organised by ASEAN Coffee Federation</i>	Back of Hall 9
15:30 - 15:50	 <b>THAIFEX - HOREC Academy (Main Stage)</b> Trends and Effective Processes in Ingredients Procurement for Restaurant and Kitchens  <i>Presented by</i> <b>Nattinee Plodthong</b> Senior Manager, Makro Horeca Academy	Back of Hall 12
15:30 - 17:00	 <b>Soft Ice Cream Menu Workshop</b> Register THB 1,000 per person 4 Person / Group  <b>Free!!</b> Gift voucher THB 1,000 for accessories, tools, ingredients, machines Soft Ice Cream Menu 6-8 cups- / Cool Bag / Recipe  <i>Presented by</i> <b>i-Cream Solutions</b>	i-Cream Solutions Booth Hall 10-N17 Hall 10-M17
15:45 - 16:45	 <b>THAIFEX - HOREC Academy (Demo Stage)</b> "The Value of Duck Wing"  <i>Presented by</i> <b>Chef Aek Charttrakul</b> Bangkok Ranch Public Co., Ltd	Back of Hall 11
15:50 - 16:10	 <b>THAIFEX - HOREC Academy (Main Stage)</b> Navigating Procurement through Collaboration: AEC Wholesale Center  <i>Presented by</i> <b>Wanchai Wiriyawattana</b> Group Head of Sales and Leasing, Asset World Corporation	Back of Hall 12
16:10 - 16:40	 <b>THAIFEX - HOREC Academy (Main Stage)</b> Kitchen Technology Part 2: Managing and Minimising Food Waste from Farm to Table  <i>Presented by</i> <b>Sentinel Solution</b> <b>Oklin</b> <b>Endofwaste</b>	Back of Hall 12