

# HOSPITALITY OPERATIONS & DESIGN CONFERENCE

21-22 April 2010 | Singapore Expo  
[www.foodnhotelasia.com](http://www.foodnhotelasia.com)



Enhancing  
Aesthetics &  
Functionality



Improving Kitchen  
Layout



Improving  
Rooms &  
Guest Services



Managing Resources  
in the Kitchen

## Key Topics Covered:

- Transforming the Face of Affordable Hospitality and Excellent Guest Experience
- Bringing Modern Luxury Practices to Hospitality Food & Beverage Services
- Trends in Food Service, Design and Innovation
- Responsible Design and Energy Management in Hospitality
- Kitchen Design and Space Planning for Maximised Operational Efficiency & Functionality

## PLUS!

A 1-Day Interactive Workshop  
on 23 April 2010:

**"The Inside-Out Kitchen"**  
– Understanding the Core  
of Kitchen Design

Gold Sponsor:

**Halton**

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# What are the measures to adopt in hospitality operations & design to create a great experience for your customers?

The hospitality industry has undergone major changes in the last decade. Hotels have moved beyond basic functionalities as rest & relax destinations to evolve into mediums for which designers, developers, owners and managers can now make a statement in aesthetics and ambience.

Kitchens, which play an integral part in hotels and restaurants, are seeing the development of new layout and dining concepts to address practicality and productivity issues.

At the same time, environmental issues and copious wastage by patrons and guests are also forcing management to re-look energy management strategies and implement retrofits

in the pursuit of green hospitality practices and corporate responsibility.

The **Hospitality Operations & Design Conference** comprises two parallel tracks – **Hotel Operations & Design** and **Kitchen Operations & Design** address hotel design trends and developments, as well as operational challenges in kitchens and the solutions available today.

Featuring **more than 20 international speakers** from established and growing hospitality chains, this is a conference you cannot miss.

## Our International Panel of High-Level Speakers includes:

- **Amadeo Zarzosa**, *General Manager, St Regis Singapore*
- **Michael Lee**, *Chief Information Officer, Banyan Tree Hotels & Resorts*
- **Jean-Luc Fourrier**, *Vice President, Restaurant Concepts, Luxury Brands & Full Service, Asia-Pacific, Middle-East and Africa, Hilton Worldwide*
- **Viri Kaur**, *Director of Rooms, Shangri-La Hotel, Singapore*
- **Frederic Flageat-Simon**, *Managing Director & COO, Alila Hotels & Resorts*
- **Aman Sharma**, *Manager, Corporate F&B at IHCL, Taj Hotels*
- **Gouse Am**, *Director of Engineering – Macau SAR (China), Four Seasons Hotels & Resorts*
- **Hoyce Ho**, *Director of Engineering and Energy Management, InterContinental Hotels Group Asia*
- **Roger MacFarlane**, *Vice President, Middle East & Asia, Mövenpick Hotels & Resorts*
- **Arnfinn Oines**, *Responsible Conscience, Six Senses Resorts & Spas*
- **Federico Masin**, *F&B Design Director, Hirsch Bedner Associates*
- **Rudolf Kitzbichler**, *Managing Director, Halton Manufacturing*
- **Fazal Bahardeen**, *Chief Executive Officer, Crescentrating*
- **Album William**, *Managing Director, Creative Kitchen Planners International*

## Who Should Attend:

Hotel and Restaurant Owners, Operators, Developers, CEOs/COOs/CIOs, General Managers, Directors of Guest Services & Rooms, Sales & Marketing, Kitchen Operations, Development & Design, F&B, IT, and Design Consultants.

## Event-At-A-Glance:

HOSPITALITY OPERATIONS & DESIGN CONFERENCE				
Wednesday, 21 April 2010		Thursday, 22 April 2010		Friday, 23 April 2010
Morning Plenary		Morning Plenary		Workshop
Track 1: Hotel Operations & Design (Day 1)	Track 2: Kitchen Operations & Design (Day 1)	Track 1: Hotel Operations & Design (Day 2)	Track 2: Kitchen Operations & Design (Day 2)	"The Inside-Out Kitchen" – Understanding the Core of Kitchen Design
Enhancing Aesthetics & Functionality	Improving Kitchen Layout	Improving Rooms & Guest Services	Managing Resources in the Kitchen	

**REGISTER BEFORE 31ST MARCH TO ENJOY EARLY-BIRD SAVINGS!**

For more enquiries, please contact Elle Ng at [en@sesallworld.com](mailto:en@sesallworld.com)

## PLENARY

- 9.30 **Opening by Chairperson**  
**Moaiyad Hoosenally, Industry Principal, Frost & Sullivan**
- 9.40 **Defining the New "Luxury" Experience in Hospitality**
- What makes a great hotel? Who defines "great"?
  - Who are the new contenders transforming the face of affordable hospitality and excellent guest experience? What makes them work in the current economy?
- Amadeo Zarzosa, General Manager, St Regis Singapore**
- 10.10 **Developing a Customer-Centred Innovation and Management Programme**
- User-centred design in hospitality
  - Translating methodology findings into actionable design and engineering requirements
- Moderator: **Moaiyad Hoosenally, Industry Principal, Frost & Sullivan**  
 Panellists: **Gouse Am, Director of Engineering – Macau SAR (China), Four Seasons Hotels & Resorts**  
**Simon Faure-Field, Chief Executive Officer, Equal Strategy**
- VIP Panel**
- 11.00 **Morning Break**
- 11.30 **Development and Design for Luxury & Mass Market Hotels**  
*Speaker to be advised*
- 12.00 **Bringing Modern Luxury Practices to Hospitality Food & Beverage Services**
- A current overview of F&B in the hospitality industry
  - Creating a distinct F&B branding niche for long-term success
  - How does luxury fit in today's hospitality industry?
- Jean-Luc Fourrier, Vice President, Restaurant Concepts, Luxury Brands & Full Service, Asia Pacific, Middle-East and Africa, Hilton Worldwide**
- 12.30 **Lunch Break & Exhibition Viewing**

### Track 1: Hotel Operations & Design ~Enhancing Aesthetics & Functionality~

Many hotels, restaurants and healthcare resorts are evolving into locations meant to inspire, rejuvenate and recreate atmospheric getaways for the demanding, environment-conscious consumer. How can hospitality operators look into designing spaces to cater to these needs?

Chairperson: **Moaiyad Hoosenally, Industry Principal, Frost & Sullivan**

- 1.45 **Avant-garde Hospitality: Breaking New Barriers (Topic TBC)**
- How have experimental/experiential boundaries been pushed in architecture and interior design in recent years?
  - How successful are hotels in attracting the discerning customer?
  - How important is design to the fundamental guest experience?
- Rajiv Puri, Senior Director, Design Management, Marriott International**
- 2.15 **Case Study from Alila: The Role of Ambient Elements, Colours and Fragrance**
- Examining the impact on customer perceptions and a hotel's identity
- Frederic Flageat-Simon, Managing Director & COO, Alila Hotels & Resorts**
- 2.45 **Finding the Right Mix in Sensory Branding: How Does it Play a Role in Enhancing Aesthetics and Functionality?**
- What defines the "soul" of a hotel?
  - Taking into consideration the various customer checkpoints and the role of sensory branding in each aspect
  - Case studies from a mix of different hotels employing sensory branding
- Simon Faure-Field, Chief Executive Officer, Equal Strategy**
- 3.15 **Strategic Integration and Application of Facilities Division in Mixed Used Buildings (Hotel+Residences+ Shopping Mall) to Achieve Optimum Performance (Bottom-Line)**
- The role and responsibilities of facilities management to create lavish services that are economically and environmentally friendly
  - Strategising on trends and initiatives of energy conservation to ensure optimum performance
  - Strengthening emergency response and recovery plans to alleviate the potential life safety risks in your building
- Gouse Am, Director of Engineering - Macau SAR (China), Four Seasons Hotels & Resorts**
- 3.45 **Employing Green Initiatives to Reduce Environmental Impact: An InterContinental Hotels Case Study**
- Key objectives for carbon footprint reduction
  - Measuring, managing and reporting usage and actual results from initiatives
- Hoyce Ho, Director of Engineering and Energy Management, InterContinental Hotels Group Asia Australasia**
- 4.15 **End of Day 1**

### Track 2: Kitchen Operations & Design ~Improving Kitchen Layout~

At the heart of every hospitality organisation is its kitchen. How can the kitchen be optimally laid out to ensure efficiency, cleanliness, minimal resource wastage, as well as happy and productive staff, which will lead to customer satisfaction? What are the concepts driving new dining trends?

Chairperson: **Tim Smallwood, FCSI Principal, Foodservice Consultants Australia**

- 1.45 **Kitchen Design and Space Planning for Maximized Operational Efficiency & Functionality, Optimum Equipment Performance & Ergonomics**
- What are the key elements for a functional kitchen?
  - What are the trends and perceptions driving kitchen design needs?
- Ram Vittal Rao, Consultant, Vital Concept Design**
- 2.15 **Open Kitchen Concepts in Restaurants and Hotels: Bringing the Kitchen to the Customer**
- Making customers a part of the sensory experience on food preparation
  - How can functionality be built in open kitchens?
  - Coordinating interior design with kitchen design and back of the house kitchens
- Federico Masin, F&B Design Director, Hirsch Bedner Associates**
- 2.45 **Examining Kitchen Ventilation Systems**
- What are the features of an effective kitchen ventilation system?
  - How can kitchens be optimally designed to improve discharge?
- Rudolf Kitzbichler, Managing Director, Halton Manufacturing**
- 3.15 **Trends in Foodservice, Equipment & Innovation**
- Equipment trends & innovation
  - Foodservice trends
  - Green Spirit : Energy & Environment
  - Other emerging issues
- Album William, President, Creative Kitchen Planners International Sdn Bhd**
- 3.45 **Safety in Kitchen Management**
- Where are the key risk factors?
  - How adequate are sprinkler and emergency systems in mitigating potential hazards?
- David Kidney, Managing Director, Romano Gatland Asia Pacific**
- 4.15 **End of Day 1**

## PLENARY

### 9.30 Opening by Chairperson

**Arnfinn Oines**, *Responsible Conscience*, **Six Senses Resorts & Spas**

### 9.40 Value Engineering for Hotels: An Overview

- How can "value" be incorporated back into cost-cutting measures for hotels and resorts?
- Where are the untapped areas for cost reduction?

*Speaker to be advised*

### 10.10 Building and Investing in Green Chains

- How is the shift in resort/hotel development changing the face of the hospitality industry?
- How are certifications such as LEED/CASBEE paving the way for energy and environmental design?

Panelists: **Arnfinn Oines**, *Responsible Conscience*, **Six Senses Resorts & Spas**

**Roger MacFarlane**, *Vice President, Middle East & Asia*, **Mövenpick Hotels & Resorts**

**Hoyce Ho**, *Director of Engineering and Energy Management*, **InterContinental Hotels Group Asia Australasia**

### 11.00 Morning Break

### 11.30 The Rise of Halal Conscious Travelers and its Impact on the Global Hospitality Industry

- Why should the hospitality industry take a serious look at this market segment?
- How can the industry accommodate to their unique requirements?

**Fazal Bahardeen**, *Chief Executive Officer*, **Crescentrating**

### 12.00 Deploying an Effective CRM Programme – at the Property-level and Chain-level

- How can your staff be motivated to harness the latest that technology can offer?

**Michael Lee**, *Chief Information Officer*, **Banyan Tree Hotels & Resorts**

### 12.30 Lunch Break & Exhibition Viewing

## Track 1: Hotel Operations & Design Improving Rooms & Guest Services

With the advent of wireless technologies and spotlight on green alternatives, how can hotels employ measures to improve convenience and customer goodwill, and hence their overall guest experience? How can hotel GMs assess if the measures are beneficial and profitable in the long-run?

Chairperson: To be advised

### 1.45 Digital Profiling: Addressing Guest Preferences by Changing the Physical Attributes of a Hotel/Hotel room for Individual Guest Needs

- Intelligent Wiring and In-Room Management Systems connecting to 'Middleware'
- Adjusting in-room lighting, room temperature and curtains, digital content and language settings to accommodate guest needs
- Key challenges faced

**Roger MacFarlane**, *Vice President, Middle East & Asia*, **Mövenpick Hotels & Resorts**

### 2.15 Building a Clean Future for Resorts and Improving Carbon Footprint for Sustainability: A Case Study from Six Senses

- Responsible design in hospitality: What are the key considerations and what goes into developing a strategic direction for sustainability?
- Improving energy, water & waste management: Key challenges

**Arnfinn Oines**, *Responsible Conscience*, **Six Senses Resorts & Spas**

### 2.45 Looking at key KPIs to Measure Effectiveness in Room and Guest Services

- What are the key factors?

**Viri Kaur**, *Director of Rooms*, **Shangri-La Hotel, Singapore**

### 3.15 Energy & Operational Efficiency in Hotels: Where are the Key Areas for Improvement

- Key concerns for 24/7 areas, heavy incandescent applications
- Heat and implications on A/C loads
- Maintenance – what could be done better

**Zubair Ahmed Siddiqui**, *Marketing Manager*, **Philips Lighting**

### 3.45 Sustainable Water Solutions for Guest Room Drinking Water

- 87% of guests feel that having unlimited filtered tap water is important
- New in-room filtration technologies ensure that every tap delivers the safest water possible
- Reduce the waste, expense and the environmental impact associated with plastic water bottles in your facility

**Eleni Yianas**, *Director of Marketing*, **Pentair Foodservice and Hospitality**

### 4.15 End of Conference

## Track 2: Kitchen Operations & Design ~Managing Resources in the Kitchen~

It has been estimated that about 30% of energy is wasted as a result of inappropriate use of equipment and ineffective kitchen processes. How can kitchens be operated efficiently and cost-effectively at the same time? How can cooking methods and processes be improved to achieve lower levels of energy expenditure?

Chairperson: **Toni Clarke**, *Director*, **RT Hospitality Solutions**

### 1.45 Asset Management for Kitchen Facilities

- Where are the key investment and maintenance issues?
- What are the challenges in prolonging durability of equipment to lower life-cycle cost?

**Aman Sharma**, *Manager, Corporate F&B at IHCL*, **Taj Hotels**

### 2.15 Energy efficiency in Refrigerators and Ovens

- How can these be better achieved without compromising on food safety?

**Tim Smallwood**, *FCSI Principal*, **Foodservice Consultant Australia**

### 2.45 Reduced Water and Waste Consumption

- How can these be properly managed to save resources and still adhere to proper hygiene standards?

*Speaker to be advised*

### 3.15 Cost and Energy Savings Through Effective Planning

- How to efficiently manage energy costs that are utilized to heat and cool?

**Rajat Rialch**, *Principal*, **HPG Consulting**

### 3.45 Feasibility Studies for Hospitality Projects

- What makes up a feasibility study?
- Where should you start with a feasibility study and how to you define the outcome?

**Chris Arrell**, *Managing Director*, **Hospitality Total Services Australia**

### 4.15 End of Conference

# Featured Speakers:



**Rudolf Kitzbichler**  
*Managing Director*  
**Halton Foodservice Asia-Pacific**

Rudolf Kitzbichler is Managing Director of Halton Foodservice Asia and has more than 13 years of experience in HVAC, especially in the field of kitchen ventilation systems. He graduated with majors in HVAC in 1995 and joined "Wimböck".

"Wimböck" specialised in kitchen ventilation ceilings and Rudolf worked there as project manager, export manager, purchasing manager and technical manager. He was directly involved in projects like Beijing Air Catering, Shanghai Eastern Air Catering, Korean & Asiana Catering, Bangkok Airways Catering, Changi Prison Singapore, Disneyland Paris, Hospitals in Asia and Africa, besides other upscale commercial kitchen ventilation projects in various types, sizes and countries.

In 2006 Wimböck was acquired by Halton group, the global value, market and technology leader in the field of kitchen ventilation systems. Halton is involved from target setting to facility use and focuses on creating positive indoor environment experiences for people.

Since April 2007, Rudolf has been based in Malaysia, managing the regional manufacturing plant with additional responsibilities for the various countries and markets in Asia-Pacific.



**Roger MacFarlane**  
*Vice President, Middle East & Asia*  
**Mövenpick Hotels & Resorts**

Roger Macfarlane has been an IT professional for nearly 30 years with experience ranging from computer operations, development and systems management. Working in many countries across the world, Roger had held regional positions with Marriott Hotels & Resorts and Intercontinental Hotels & Resorts.

As an IT professional Roger is conversant and 'leads the pack' with today's technologies and trends and their best fit approach to any organisation, especially the hospitality industry.

Roger develops the regional IT strategy for the Middle East and Asia, including the implementation of MIS/IT area strategic plans for existing and upcoming hotels. He leads the development and deployment of network convergence and cabling architecture in MH&R, as well as its "in-room technology" concept, with 23 IT managers reporting to him.



**Hoyce Ho**  
*Director of Engineering and Energy Management*  
**InterContinental Hotels Group Asia Australasia**

Hoyce is the Director of Engineering and Energy Management Asia Australasia for InterContinental Hotels Group.

In his role Hoyce provides direction and advice on all energy management initiatives across the Asia Australasia region. He is responsible to actively seek out new technologies geared to reducing energy consumption in IHG's existing hotels and analysing new hotel developments for energy saving opportunities, efficiencies and design enhancements to achieve efficient design.

Hoyce is also responsible for engineering design on new hotel developments across the Asia region. Hoyce is a Chartered Engineer, a Chartered Environmentalist and a Certified Energy Manager.



**Arnfinn Oines**  
*Responsible Conscience*  
**Six Senses Resorts & Spas**

Arnfinn Oines oversees responsible business practices for Six Senses Resorts & Spa, which have received numerous environmental awards including the prestigious World Travel & Tourism Council's Tourism for Tomorrow Award 2008. He supports new projects which are being developed in line with the company value known as SLOW LIFETM (Sustainable-Local-Organic-Wholesome Learning-Inspiring-Fun- Experiences).

Arnfinn joined Six Senses in 2005 and set up an Environmental Management System, which led Evason Phuket to become the first resort in South East Asia to achieve the world-wide recognised ecolabel's highest level – Green Globe Certified.

Arnfinn has also been heavily involved in the development of the Sector Benchmark Indicators for Spa Operations, which is the world's first ecolabel for spas, which Green Globe and Six Senses Spa have been collaborating on.

Arnfinn did an MBA in Hospitality and Tourism at Prince of Songkla University, Phuket Campus. As part of his studies, he published a research paper on Competitive Strategy for Upscale/Luxury Hotels and Resorts: Gaining Competitive Advantage Through Environmentally Friendly Development.



**Jean-Luc Fourrier**  
*Vice President, Restaurant Concepts, Luxury Brands & Full Service*  
**Hilton Worldwide Middle East, Asia Pacific & Africa**

As Vice President Restaurant Concepts, Luxury Brands & Full Service for Middle East, Asia Pacific & Africa, Jean-Luc is tasked with redefining Hilton's Food & Beverage offerings and reigniting Hilton's reputation for innovation and passion across its restaurants in the region.

He oversees the development of Food & Beverage for the Hilton Family of Brands, creating dining concepts for new properties such as the Hilton Beijing Wangfujing, Hilton Melbourne South Wharf, Hilton Sydney, Conrad Koh Samui or new projects such as Waldorf Astoria Shanghai / Conrad Beijing. He is also responsible for customising F&B offerings for hotel products from the US, under the upscale brand,

Doubletree by Hilton, the mid-market Hilton Garden Inn and the economy brand, Hampton Inn by Hilton.

Jean-Luc hails from a family of restaurateurs, and has an illustrious 34 year career in hospitality. He has worked all over the world – from Europe (France, Switzerland, Germany, Holland, Belgium); to tropical islands such as Tahiti and Hawaii; to the US (Boston, Massachusetts); and most recently, to Asia Pacific (Japan, Singapore and Hong Kong and Australia).

Prior to his current role, Jean-Luc spent ten years in Australia, where he led the Hilton Sydney, Hilton Sydney Airport and Hilton Adelaide as General Manager. During this time, Jean-Luc pioneered celebrity chef signature restaurants for Hilton in Australasia, with Glass in Sydney and White at the Hilton Auckland featuring Luke Mangan and the Grange at the Hilton Adelaide with Cheong Liew.



**Frederic Flageat-Simon**  
*Managing Director and COO*  
**Alila Hotels & Resorts**

A passion for creating the best guest experiences has taken Frederic on an amazing journey spanning more than 15 years in the hotel and tourism industry in Europe and Asia. A graduate of Centre International de Glion, Switzerland, he was one of the youngest General Managers in a multi-national hospitality group spanning across Asia Pacific.

Frederic spent many years in Asia and joined Alila Hotels and Resorts as Managing Director in August 2001. He is the driving force in the evolution of the group's design concept, F&B artistry and operation excellence. His drive and personal commitment to environmental consciousness have been instrumental in Alila's strong growth in the region, and its leadership in luxury eco-tourism.



**Toni Clarke**  
*Director*  
**RT Hospitality Solutions**

Toni Clark has 35 years' experience in the hospitality industry with extensive management experience. She has sound knowledge of successful hospitality operations, having held positions ranging from Owner/Operator, Chef, F&B Manager, Operations Manager and CEO in a diverse range of hospitality venues.

Toni had spent 4 years with KPMG as Senior Manager, Hospitality Management Services Group. Then, she started RT Hospitality Solutions in 2002 as partner with a KPMG associate, specialising in financial performance improvement in the Hospitality Industry.

Toni is a frequent speaker at industry forums, and her specialty areas are in conference and banqueting operations, as well as concept development, implementation and management of catering projects from conception to completion – she has managed projects ranging from \$1.6m to \$45m.

## Gold Sponsor



Halton was founded in 1969 and operates today in 23 countries around the world, with annual sales of US\$210 million. Halton specialises in indoor climate solutions that create excellent, safe and energy efficient conditions. The application areas are commercial and public buildings, kitchens and restaurants, industry, marine and offshore installations. Halton's mission: We enable well-being in indoor environments!

## Branding Opportunities Are Still Available.

This conference provides the perfect platform for your company to showcase your solutions to potential clients in the hospitality sector. To learn how you can be involved as a sponsor and/or speaker, please contact Lilia Loy at [lil@sesallworld.com](mailto:lil@sesallworld.com) today.

## The “Inside-Out Kitchen” Workshop (23 April)

### *Understanding the Core of Kitchen Design*

Commercial kitchens are the lifeline of every hospitality group, and to improve these kitchens’ functionality and usability, there are endless details which have to be taken care of to ensure that the kitchens are equipped with the right tools and layout.

If you are a chef or you are managing kitchen operations in a hospitality organisation, this is a must-attend workshop for you to gain insights on kitchen design trends and concepts, as well as ideas on how to improve your kitchen processes practically.

### Workshop Objectives:

- Be able to understand the basics of functions and flow in relation to space in a kitchen or restaurant
- Have a new understanding of the science behind kitchen design
- Be able to identify new foodservice technology and apply it in your kitchens and restaurants
- Be able to apply this knowledge to creating new foodservice concepts

### Workshop Agenda:

10.00am	Introduction to the Agenda & Participants
10.15am	Where have kitchens gone wrong in the past and where are we going?
11.15am	Discussion & case studies
12.00pm	Lunch
1.15pm	The basic science of the kitchen and how it is applied in design (Simple experiments)
2.15pm	The role of technology in the “Next Kitchen”
3.15pm	Tea break
3.45pm	Designing the “Next Kitchen” for food-delivery services (Participant’s activity)
5.00pm	Discussion and Q&A



### Workshop Leader:

**Paul Barnard**, *Food Service Consultant, Creative Kitchen Planners International*

Paul has a bachelor’s degree in “International Hotel Management” and comes from a colourful culinary background, having worked for top hotel chains in the world like the Four Seasons, Intercontinental, and Hyatt. He also took on stagier (worked for free) positions in some of the world’s top restaurants like The Fat Duck in UK, and many others all over Europe. Paul has implemented and completed many concept and design projects while working internationally as a chef.

CKP is an international design firm that focuses on the foodservice industry, to build modern, ergonomic, and efficient kitchens for restaurants and large hotels and convention centers.

## REGISTER TODAY to Enjoy Early-Bird Savings!

REGISTRATION FEES Fees entitle you to the registered session(s), refreshments, lunch and conference proceedings	EARLY BIRD RATE (Up until 31 Mar 2010)		REGULAR RATE (From 1 to 15 Apr 2010)		ON-SITE RATE (From 16 to 23 Apr 2010)	
	Overseas Delegate	Local Delegate (with 7% GST)	Overseas Delegate	Local Delegate (with 7% GST)	Overseas Delegate	Local Delegate (with 7% GST)
Track 1: Hotel Operations & Design	SGD 625.00	SGD 668.75	SGD 695.00	SGD 743.65	SGD 720.00	SGD 770.40
Track 2: Kitchen Operations & Design	SGD 625.00	SGD 668.75	SGD 695.00	SGD 743.65	SGD 720.00	SGD 770.40
Passport to attend both Tracks	SGD 825.00	SGD 882.75	SGD 895.00	SGD 957.65	SGD 920.00	SGD 984.40
Workshop: The Inside Out Kitchen	SGD 450.00	SGD 481.50	SGD 520.00	SGD 556.40	SGD 550.00	SGD 588.50

### CLOSING DATE FOR PRE-REGISTRATION

15 April 2010. After this date, please register personally on-site at Singapore Expo from 20 April 2010. Onsite registration is subject to space availability.

### CANCELLATIONS/TRANSFERS

Substitutions or requests for registration fee refunds should be made in writing before 20 March 2010. Refunds will be subjected to an administrative charge to be borne by the registrant. Bank charges that occur will also have to be borne by the registrant. No refunds will be provided for cancellation or no show after this date.

### IMPORTANT NOTE

- Attendance will only be allowed upon full receipt of payment. Please indicate clearly on your cheque/bank draft/telegraphic transfer what your payment is for.
- The organiser reserves the right to refuse entry to any delegate as it deems fit.
- Should there be a need to cancel the event, the organiser will refund delegates for registration fees paid, and will not be held responsible for any travel and/or accommodation costs incurred.
- All delegates must be in proper attire. Those in shorts, bermudas, singlet, slippers or sports sandals will not be allowed entry. The organiser reserves the right to refuse entry to delegates who are not appropriately dressed.