

RESTAURANTS & QSR AFRICA CONFERENCE

28 & 29 March 2019

Birchwood Hotel & OR Tambo Conference Centre

Prof. Adre Schreuder
CEO
Consumer Satisfaction Index-
SA | Consulta



Wendy Alberts
CEO
Restaurant Association of
South Africa (RASA)



Salim Shermohammed
CEO
Mike's Kitchen



Akhona Qengge
Chairperson | Director:
Transformation & Diversity
Franchise Association of
South Africa | KFC



Henk Botha
Business Development Manager:
Restaurants & Quick Service
Restaurants (QSR)
ABSA (Bank) Africa



Moulana Mahmood Yacoob
General Manager
South African National
Halaal Authority



Miles Kubheka
CEO
Vuyo's



Dr Hema Kesa
Snr Lecturer: Hospitality
Management
Director: Food Evolution
Research Laboratory (FERL)
College of Business & Economics
University of Johannesburg



Gail Schimmel
CEO
Advertising Review Board



CONFERENCE OVERVIEW: The Circuit Media Pty Ltd is delighted to announce the dates to the inaugural Restaurants and Quick Service Restaurants (R&QSR) Africa Conference.

This event will bring together, under one roof, all fast food and restaurant franchise groups, operators, franchisees and senior staff, as well as standalone restaurateurs from all across Africa.

The R&QSR Conference is convened for the purposes of networking, idea and knowledge exchanges, promoting business development, growth and expansion strategies, building new business-2-business connections and unpacking the latest industry trends.

This event is driven and led by industry experts and high-level players in R&QSR innovation, business development and day-to-day operations.

Experience powerful presentations, keynote speeches, case studies and industry insights from expert speakers at all levels of the R&QSR value chain, from

the head and regional offices down to the outlet.

Attendees can look forward to fresh insights related to consumer trends, brand strategy, digital, online and social media marketing, product innovation, customer relationship management and service excellence.

Meet a host of service providers and suppliers looking to take business forward.

Connect with industry peers and benefit from progressive thought leadership.

The conference will feature an open access exhibition for franchisors to meet investors and potential franchisees.

Africa is rising and with it are a host of opportunities for restaurateurs, investors, franchisors and franchisees in the R&QSR industry.

Join the biggest event on the continent exclusively for R&QSR by R&QSR experts, professionals and leaders.

Do Not Miss Out!!!

WHO SHOULD ATTEND:

This event is a must attend for **ALL** restaurateurs, franchisors & franchisees, managers & staff working in the restaurant & fast food industry in Africa;

- ✗ Fast Food Outlet & Restaurant Owners
- ✗ Franchise Development Officials
- ✗ Fast Food & Restaurant Managers
- ✗ Franchise Operations Directors
- ✗ Brand Managers & Staff
- ✗ R&QSR Suppliers
- ✗ IT & Innovation Staff
- ✗ Marketing & Sales Personnel
- ✗ Service & Outlet Inspectors
- ✗ The Advertising Team
- ✗ Digital & Social Media Staff
- ✗ Bank Franchise Development

**Presentations
Business Links**

**Panel Discussions
Networking**

Sponsor or Exhibit At This Event: Page 5 | Book To Attend This Event: Page 4.

Some Of Our Featured Speakers



Prof. Adre Schreuder
CEO
Consumer Satisfaction Index-SA | Consulta

Prof Adré Schreuder is an internationally recognised specialist in the field of customer experience measurement and management. His work encompasses the R&QSR sector. Prof Schreuder is the chairperson of the South African Customer Satisfaction Index (SAcsi) under a license agreement with ACSi. He completed his B Com, B Com Hons & M Com all Cum Laude at University of Pretoria. He was also a senior lecturer at the University of Pretoria. Adré holds a PhD from the University of Johannesburg.



Wendy Alberts
CEO
Restaurant Association of South Africa (RSA)

Wendy Alberts is the Chief Executive Officer of the Restaurants Association of South Africa (RSA). RSA is a leading organisation in the food and beverage sector that aims to uplift and self-regulate the restaurant industry in South Africa. Wendy has won the CEO Global Pan African Country and Regional Award as well as Africa's Most Influential Woman in Government & Business Award. RSA is the leading industry association with partnerships across top blue chip companies, suppliers, industry associations and government depts.



Henk Botha
Business Development Manager: Restaurants & Quick Service Restaurants (QSR)
ABSA (Bank) Africa

Henk Botha has 25 years banking experience with 20 years in Business Banking and 15 within the franchise sector. After working across all franchise subsectors for 7 years, he has since 2012 been specialising in the R&QSR franchise subsector, guiding and supporting Absa Business bank with the required thought leadership and developing strategic banking and sector specific finance solutions. He obtained a N:Dip in Marketing from the University of South Africa and also completed a Post Graduate in Management Practice with the University of Cape Town.



Akhona Qengqe
Chairperson | Director Transformation & Diversity
Franchise Association of South Africa | KFC

Akhona Qengqe was elected as chairperson of the Franchise Association of South Africa for 2019. She is the director of transformation at Yum (KFC). Her career in the Franchise Industry spans 12 years, having started off in Petroleum and then later in the Fast Food industry. Akhona has worked in various departments within Franchising from Strategy to Operations, Convenience Retail and Property Development. She holds a Bachelor of Commerce degree from the University of Cape Town and is busy with post graduate Diversity Studies at Wits University.



Salim Shermohammed
CEO
Mike's Kitchen

Salim Shermohammed has a strong global and multi-cultural team leadership experience, and a solid brand development track record in international markets. Salim represents NRD Capital in Sub-Saharan Africa, which is a private equity firm focused in franchising. NRD has a global portfolio of over 1000 franchise units spread across 6 brands in 15 countries. Mike's Kitchen is a portfolio company of NRD Capital, which was acquired in 2017. Salim is known for his out-of-box thinking, which has brought positive net effects to business process improvements and in addressing complex problems for several large multinational companies.



Dr Hema Kesa
Snr Lecturer: Hospitality Management
Director: Food Evolution Research Laboratory (FERL)
College of Business & Economics
University of Johannesburg

Dr Hema Kesa is a senior lecturer in the Department of Management at the College of Business and Economics, University of Johannesburg. She is an Advisory Board Member at the Food Decisions Research Laboratory at Penn State University. Dr Kesa is a key contributor in the Research Collaboration between Penn State University and the City of Johannesburg in food service and nutrition. She has recently been appointed as an area consultant representing the Southern African regions of EuroChrie, the official federation for Europe, the Mediterranean basin and Africa of the International Council for Hotel, Restaurant and Institutional Education. She holds a PhD in Food Service Management.



Miles Kubheka
CEO
Vuyo's

Miles Kubheka is an entrepreneur, keynote speaker and author. He ingeniously created a restaurant chain with the same name and branding as a fictional restaurant portrayed in a famous 'Vuyo is a BIIIIIG dreamer' TV ad campaign. Miles holds a Master's Degree in Business from Wits University and post-graduate Business Diploma from GIBS Business School. He is an accomplished Chef and is host of At The Table TV Show on SABC 3. He is a published author and also writes for Entrepreneur Magazine.



Gail Schimmel
CEO
Advertising Review Board

Gail Schimmel is the CEO of the Advertising Regulatory Board. She is an admitted attorney with a BA (Hon) LLB and LL.M. She has worked as a practicing attorney, a lecturer and held various roles, including CEO, at the Advertising Standards Authority. Gail regards Advertising Law as the least tedious area of law. She is also a published novelist. Gail brings with her an exciting talk and ideas in relation to R/QSR commercials and advertising in general.



Samuel Scott
Marketing Specialist
The Drum-
Tel-Aviv



Hugh McCabe
Digital Innovation
Digital Business AC



Mahmood Yacoob
General Manager
SA National Halaal
Authority



Vivek Wadhwa
JSE-listed COO
Tech Entrepreneur



Josh Grayling
Director: Operations
Casa de Frango-
Angola



Sasha-Lee de Bod
Franchise Consultant
Franchise Plus

OBJECTIVES OF THIS IDEA EXCHANGE & NETWORKING EVENT:

- Provision of a networking platform for ALL players in the R&QSR sector.
- Bringing together restaurateurs, franchisors and franchisees.
- An expo for franchisors to market franchises to franchisees/investors.
- To consolidate R&QSR operations, business development and growth.
- Detail available funding options for expansion, franchisors and franchisees.
- Distribute franchise information via the event expo.
- Rub shoulders with industry leaders, peers and develop business contacts.
- Participate and share knowledge through our panel discussions.
- Demonstrate your business strength, innovation and expertise.
- Develop R&QSR solutions and map out a vision for the future.
- Unpack the latest outlook from forecasting experts in African R&QSR.
- To improve understanding of the evolving nature of the R&QSR industry.
- Promote the restaurant and fast food industry in Africa.
- Offer a step-by-step guide for restaurateurs looking to franchise their business.

Dear Delegate,

We have put together a must-attend two day event dedicated to all stakeholders and players in the R&QSR sector.

We want you to meet new people, make important business connections, share ideas for success and as a collective, discuss all matters R&QSR- the opportunities, challenges and to map out a vision for the future.

We have guest speakers and experts from a mix of backgrounds to ensure a balance of ideas and perspectives. All ideas are welcome.

We look forward to hosting you.

(Event Head Coordinator: IUM).

CONFERENCE DAY ONE: PRESENTATIONS

08:00 Delegates Arrival, Registration and Refreshments.

08:45 Chairperson's Opening Remarks.

09:00 **OPENING ADDRESS: OUR YESTERDAY, TODAY & TOMORROW - THE STATE OF THE R&QSR INDUSTRY IN AFRICA.**

- Tips for success and growth in the African R&QSR sector.
- The unique opportunities and challenges ahead of us.
- Support structures for restaurateurs, franchisors & franchisees.

Opening Speaker: Wendy Alberts, CEO at the Restaurant Association of South Africa.

10:00 Breakfast and Speed Networking.

10:15 **THE BIG QUESTION: ARE YOUR CUSTOMERS HAPPY?**

- Are your customers happy with the food and pricing?
- Are they happy with the service?
- Is your client relationship management strategy up to speed?

Keynote Speaker: Prof Adre Schreuder is the CEO at Consumer Satisfaction Index-SA and Consulta.

11:00 **FASA TALK: R&QSR FRANCHISING OPPORTUNITIES & CHALLENGES- PAST, PRESENT & FUTURE.**

- An A-Z presentation of franchising- with all the trimmings.
- Unpacking R&QSR franchise industry highs and lows.
- Let's have happy franchisors and happy franchisees.

Speaker: Akhona Qengge is chairperson at Franchise Association of SA and Director of Transformation and Diversity at KFC.

11:45 **THE MONEY TALK: FRANCHISE FUNDING FOR THE FAST FOOD & RESTAURANT INDUSTRY.**

- Finance for R&QSR businesses.
- Available funding opportunities.

Speaker: Henk Botha is Business Development Manager: Restaurants & Quick Service Restaurants at Absa Bank Africa.

12:30 **DINING OUT & EATING HEALTHY: UNPACKING THE CASE FOR RESTAURANTS AND FAST FOODS IN AFRICA.**

Living and eating healthy are trends fast gripping the world. What are the facts, opportunities and challenges for the African restaurateur and fast food outlet owner?

Speaker: Dr Hema Kesa is a Director and Lecturer at FERL & UJ.

13:00 Lunch and Networking.

14:00 **CASE STUDY: MIKE'S KITCHEN STORY- HISTORY OF SUCCESSFUL FRANCHISE BUSINESS IN AFRICA.**

Speaker: Salim Shermohammed is CEO of Mike's Kitchen.

15:00 **REMEMBER: "OOOH VUYO, HE IS SUCH A BIG DREAMER?" THE REAL STORY BEHIND THE SUCCESS (CASE STUDY).**

Speaker: Miles Kubheka is CEO at Vuyo's.

16:00 Chairperson's Closing Remarks.

CONFERENCE DAY TWO: PANELS | SESSIONS

08:00 Delegates Arrival, Registration and Refreshments.

08:45 Chairperson's Opening Remarks.

Note: This day is slated for mass participation. Following speeches from industry leaders and executives, delegates will be afforded the opportunity to contribute, ask questions, offer new ideas and posit possible ways for doing business to the benefit of all in the industry. All voices will be accommodated. The Chair facilitates panels.

09:00 **COMMERCIALS & ADVERTISEMENTS- THE BITTER & THE SWEET - THE ADVERTISING REVIEW BOARD TALK.**

For professionals responsible for brand communication and product promos, this is a session not to be missed.

- Advertising innovation, codes and guidelines.
- Advertising "hit" or "miss"- the proof is in the pudding.

Speaker: Gail Schimmel is CEO at the Advertising Review Board.

10:00 Breakfast and Speed Networking.

10:15 **HALAAL EAT OUT TRENDS: GROWTH OPPORTUNITIES AND THE IMPACT ON THE AFRICAN R&QSR INDUSTRY.**

During this session, the speaker will overview and unpack Halaal growth opportunities in Africa.

Speaker: Moulana Mahmood Yacoob is general manager at the SA National Halaal Authority.

11:00 **LET'S TALK ABOUT 12 THINGS, SHALL WE?**

- 12 Mistakes franchisors make.
- 12 Criteria for happy franchisees.
- 12 Franchise trends: What will 2019 hold?
- 12 Ways to create support structures for franchise networks.

Speaker: Sasha-Lee de Brod is a Franchise Consultant at Franchise Plus.

11:45 **CULTURAL DISRUPTION - TRANSFORM YOUR CULTURE TO INNOVATE.**

The theme of this talk is: "Innovate to become a great brand."

Speaker: Vivek Wadhera is a JSE-listed COO and Tech Entrepreneur.

12:30 **PANEL DISCUSSION: R&QSR BRANDING STRATEGY- WHAT'S HOT AND WHAT'S NOT? WHAT'S IN & WHAT'S OUT?**

13:00 Lunch and Networking.

14:00 **R&QSR MARKETING STRATEGIES: STEPS TO ENSURE STABLE, LONG-TERM GROWTH.**

Speaker: Samuel Scott is a Marketing Specialist at The Drum.

15:00 **DIGITAL, ONLINE AND SOCIAL MEDIA MARKETING: A MINI WORKSHOP FOR R&QSR.**

Delivery Format: Mini-Workshop.

Facilitator: Hugh McCabe is a Digital Expert at Digital Business Academy.

15:45 Chairperson's Closing Remarks.

16:00 End of Conference & Departure.

REGISTRATION FORM

RESTAURANTS & QSR

ALL AFRICA CONFERENCE



Dates: 28 and 29 March 2019 | Venue: OR Tambo Conference Centre, Johannesburg, South Africa | Tel: 011 615 2320

1. Authorised by:

| | |
|-----------------|-------------|
| Name | Surname |
| Company | Position |
| Company Address | Postal Code |
| Phone | Email |
| Signature | Date |

2. Delegate Details:

| | Delegate Name & Surname | Job Title | Email |
|---|-------------------------|-----------|-------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
| 6 | | | |

Cost Per Delegate
R7490
 Excluding VAT



Bank: Standard Bank, SA
Branch: Braamfontein
Branch Code: 051001
Account Name: The Circuit Media PTY LTD
Account Number: 000454567
CSD Reg No.: MAAA0132784

The Circuit Media Pty Ltd is registered with the Treasury's Central Supplier Database (CSD) | 100% BBBEE Level 1 Contributor.

3. Terms & Conditions:

Registration Confirmation: A confirmation email and invoice will be sent to delegates within 3 days of receiving the registration form.

Cancellation Policy: A fee of 30% cancellation will apply for cancellations received 7 – 14 days prior to the start date of the training or conference.

Cancellations received less than 7 days prior to the start date of the training/conference/summit are not refundable, but substitutes are welcome.

Refunds: The Circuit Media Pty Ltd has a strict **NO CASH REFUND POLICY** (delegates who miss an event, for whatever reason, will be issued a credit note with which to attend the next event).

Delegate Entitlements: Event items covered by registration fees include the following: access to conference, summit, master-class and/or training sessions on the stipulated dates, course material packs (presentations), daily refreshments and lunch.

Attendance Certificate: All delegates will receive an attendance certificate at close of event.

Delegates: Delegates are expected to have fully registered and remitted payment on or before event commencement.

Speakers: All speakers carried on The Circuit Media Pty Ltd's programs are confirmed in writing. The Circuit Media Pty Ltd reserves the right to contract replacement speakers where the original listing fails to make it to plenary for one reason or the other. Speakers, trainers and program facilitators reserve the right to send equally qualified stand-in's in the event of pressing commitments and out-of-country trips.

Authorising Signature: By signing this registration form, the authorizing signatory accepts The Circuit Media Pty Ltd's terms and conditions as spelled out on this page.

PLEASE NOTE: Delegates remain unregistered until they have completed this form in full and submitted it to The Circuit Media Pty Ltd via email or fax.

4. General Information

HOW TO BOOK:

Email registration form to:
bookings@circuitmedia.co.za or
 Call: 011 615 2320

DATES:

28 & 29 March 2019

VENUE:

Birchwood Hotel & OR Tambo Conference Centre,
 Johannesburg, South Africa.

ACCOMMODATION:

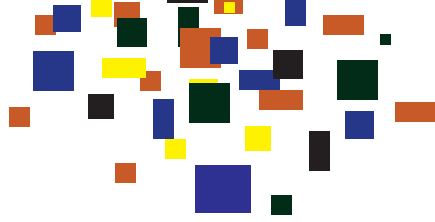
Accommodation & transport are not included in the registration fee.

FOOD AND BEVERAGES:

All lunches, morning and afternoon refreshments are included in the registration fee.

DIETARY REQUIREMENTS:

Delegates with particular dietary requirements e.g halaal, vegetarian etc, are required to inform The Circuit Media beforehand.



Sponsorship & Exhibition: Restaurants & QSR

This event was researched, produced and organised by The Circuit Media Pty Ltd. Our intellectual property is copyright protected. Produced with the Restaurant & QSR industry at heart.

Restaurants & QSR Conference

The Best Marketing & Branding Opportunity By A Long Shot!

Exhibition & Sponsorship Packages:

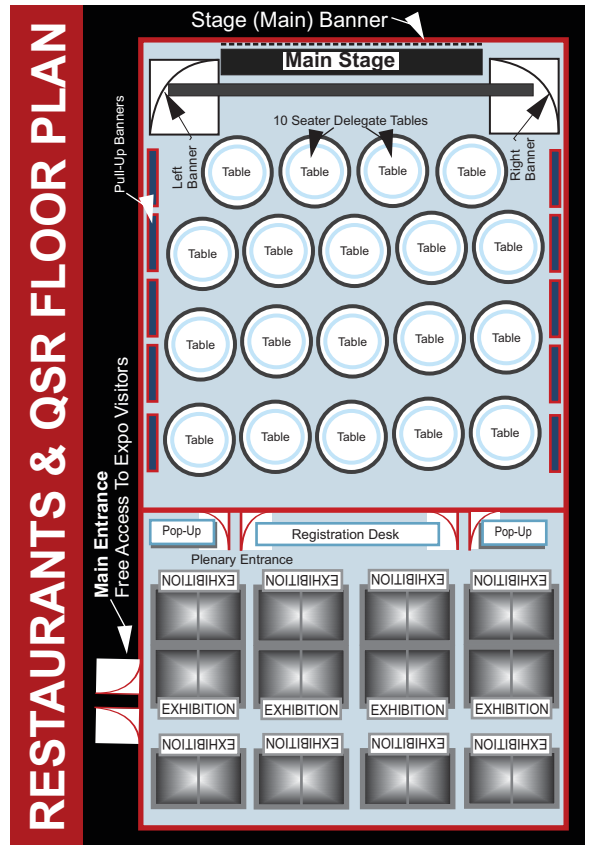
Showcase franchise opportunities. Let your restaurant or fast food chain lead. For companies wishing to have an impactful presence at the inaugural Africa Restaurants & QSR Conference, or wishing to market their products at this one of a kind gathering, a number of exhibition and sponsorship opportunities are available. Pick a package.



EXHIBITION BOOTH PACKAGE COST: R49 950.00
 Exhibition Booth (3X3) – R5 550.00/m².
 Exhibitor logo: brochure X conference banner X materials.
 Display of merchandise, products & marketing material.
 Attendees list and full contact details.
 Exhibition Staff Passes (3).
 Delegate passes x 2.



EXHIBITION POP-UP STAND COST: R27 590.00
 Exhibition Pop-Up Stand.
 Plenary banners X 1.
 Exhibitor logo: brochure X conference banner X materials.
 Distribution of company materials.
 Attendees list and full contact details.
 Exhibition Staff Passes (2).



SPONSORSHIP PACKAGES

| PLATINUM | GOLD | SILVER | BRONZE | |
|----------|----------|----------|---------|-------------------------------------|
| X | X | X | X | CEO/Company Rep Speech |
| X | X | X | X | In-Conference Advertising Slots |
| X | X | X | X | Special Mention As Sponsor |
| X | X | X | X | Sponsor Logo On All Event Materials |
| X | X | X | X | Premium Exhibition Stand/Booth |
| X | X | X | X | Free Delegate Passes |
| X | X | X | X | Company Branding |
| X | X | X | X | Distribution Of Company Materials |
| R500 000 | R250 000 | R125 990 | R64 990 | |

Please Tick (✓) The Package Of Your Choice Above:

We hereby select the _____ package.

Authorised by: _____ Fill In Form And Email To bookings@circuitemedia.co.za or call 011 615 2320.

Name _____ **Surname** _____

Company _____ **Position** _____

Company Address _____ **Postal Code** _____

Phone _____ **Email** _____

Signature _____ **Date** _____

Sponsorship Confirmation: A confirmation email and invoice will be sent to sponsors/exhibitors within 3 days of receiving the booking form.

Refunds: The Circuit Media has a strict **NO CASH REFUND POLICY**.

Payments: Clients shall be required to produce proof of sponsorship/exhibition payment prior to the commencement of event. Clients who have not remitted sponsorship/exhibition payment or intent to pay letters shall not be allowed to exhibit, market, speak or distribute materials.

Event Exclusivity: In the absence of a signed contract guaranteeing exclusivity to one client for a specific event, The Circuit Media shall accommodate ALL sponsors/exhibitors who wish to be part of a conference, summit, seminar, symposium, workshop and/or master-class.

Term/Termination: This Contract will terminate automatically upon completion of the event.

How To Register For Sponsorship/Exhibition: Fill in form and email to: bookings@circuitemedia.co.za or call 011 615 2320.