

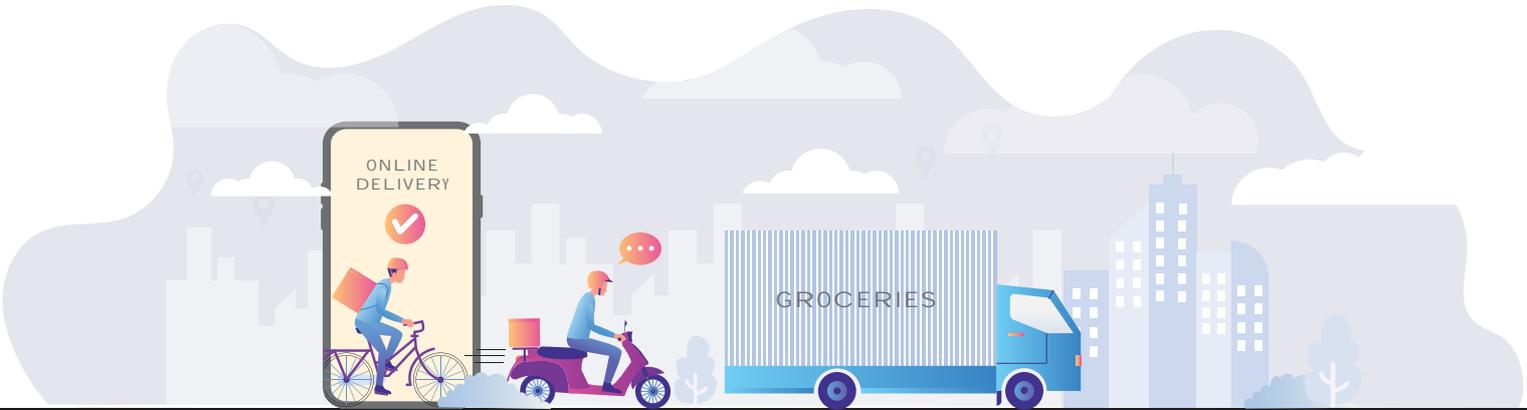
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**#iEmPOWER**

# DIGITALISATION *Trend* CREATING OPPORTUNITIES IN F&B

4 MAY 2021 | TUESDAY  
11:00AM - 12:00PM (UTC+8)

LIVE ON zoom

#WIEFDIGITALISATION2021



## Overview

The COVID-19 lockdown restricted the movement of people and drastically changed consumers' habit in terms of online food and grocery shopping. The online F&B delivery service market is at the tipping point of rapid digital transformation to manage the sudden surge of delivery demand due to stay and work from home order.

Many owners of restaurants and grocery stores worldwide have turned to online selling via available e-commerce platforms such as Foodpanda, Lazada, Shopee and Grab. The adjustment to this new normal is the way to go to expand their current customer base and boost revenue stream during these challenging times. By adopting new innovative business practices, these entrepreneurs will bring about changes that would shape the future and create more opportunities in the food service industry.

## Key Topics Covered:

- online food delivery service market size and growth
- the competitive landscape of online food platforms
- benefits of the digitalisation of food business
- promoting positive impact of online food delivery
- maintaining sustainable profit growth

# Programme

## TIME

## SESSIONS

11:00 AM

- How the pandemic is changing behaviour in terms of online food purchasing.
- Key segments of the global online food delivery market.
- How food companies such as supermarkets, restaurants and fast food introduce themselves using technological solutions available in the market.
- How to meet customers' growing demands of online orders, home delivery and in-store collection, post pandemic.
- Food technology trends and tools to kickstart the digital transformation of your business.



### Speakers:

- **Sayantana Das**  
Managing Director of foodpanda, Malaysia
- **Stephen P Francis**  
Co-Founder & CEO of MyGroser, Malaysia
- **Bryan Loo**  
CEO of Tealive Asia

### Moderator:

- **Jashidah Kamal**  
Wealth Strategist & Coach, Malaysia

## Speakers



### 01. **Sayantan Das**

Managing Director  
Foodpanda, Malaysia

Sayantan Das is the Managing Director of foodpanda Malaysia. He oversees all commercial and operational efforts from end to end and is responsible for developing key strategies to tackle the complex food delivery marketplace. After being an analyst with the Singapore Exchange, he then moved on to TripAdvisor before founding his own start-up. His strong data and analytical sense has helped him build as well as implement financial accounting frameworks and develop key strategies to compete against competitors such as Airbnb.

Sayantan is a start-up enthusiast with a passion for marketplaces, consumer behaviour, IoT and fintech. He has great respect for the cultures and traditions of Southeast Asia after living in Indonesia, Singapore and Malaysia for over 20 years. Also, he considers climbing Mount Kinabalu, and reaching its peak at 13 years of age, as his greatest achievement.



### 02. **Stephen P Francis**

Co-Founder & CEO  
MyGroser, Malaysia

Stephen P Francis is a programmer, journalist, consultant, marketer, entrepreneur and business owner who has been involved in building customer centric experiences for over two decades. With a consulting background that saw him building some of the biggest brands in Southeast Asia, his latest effort has seen him working with his co founders to create one of Malaysia's leading online grocery experiences - MYGROSER. An integrated services that emphasises convenience, freshness and value.

## Speakers



03.

### Bryan Loo

CEO Tealive Asia  
Malaysia

Bryan Loo has a diverse portfolio of F&B brands spanning multiple countries. He is an award-winning entrepreneur who has long dominated the premium quick-service and fast-casual restaurant business in Malaysia. Born and bred in Perlis, Bryan first embarked on a medical career path after obtaining a degree in biotechnology from Monash University, Australia. However, he decided to make his mark in the local F&B industry instead.

Bryan started LOOB Holding Sdn Bhd and is responsible for the rapid growth of highly-recognised F&B brands such as Tealive, Baskbear Coffee, Gindaco, Croissant Taiyaki, Define:food, Define:burgers, Ko Ko Kai and Yun Bridge Noodle. His hard work and dedication have made him a role model for young entrepreneurs, his gripping personality made him a sought-after spokesperson for world class brands such as TUMI, Merc, Huawei, Sony and Haig Club.

Still in his 30's, Bryan has won notable accolades including Ernst & Young Entrepreneur of the Year 2013/2014, JCI Creative Young Entrepreneur Award, RHB Bank Top 40 Under 40 Best Performance Award 2014 and The Brand Laureate SMEs Brand Leadership Award 2014-2015 as the SME Brand Personality of the Year. Now, he manages a 2,000-strong workforce serving over five million customers in more than 530 outlets worldwide including Malaysia, United Kingdom, Australia, Vietnam, Myanmar, Brunei and Philippines.

## Moderator



04.

### Jashidah Kamal

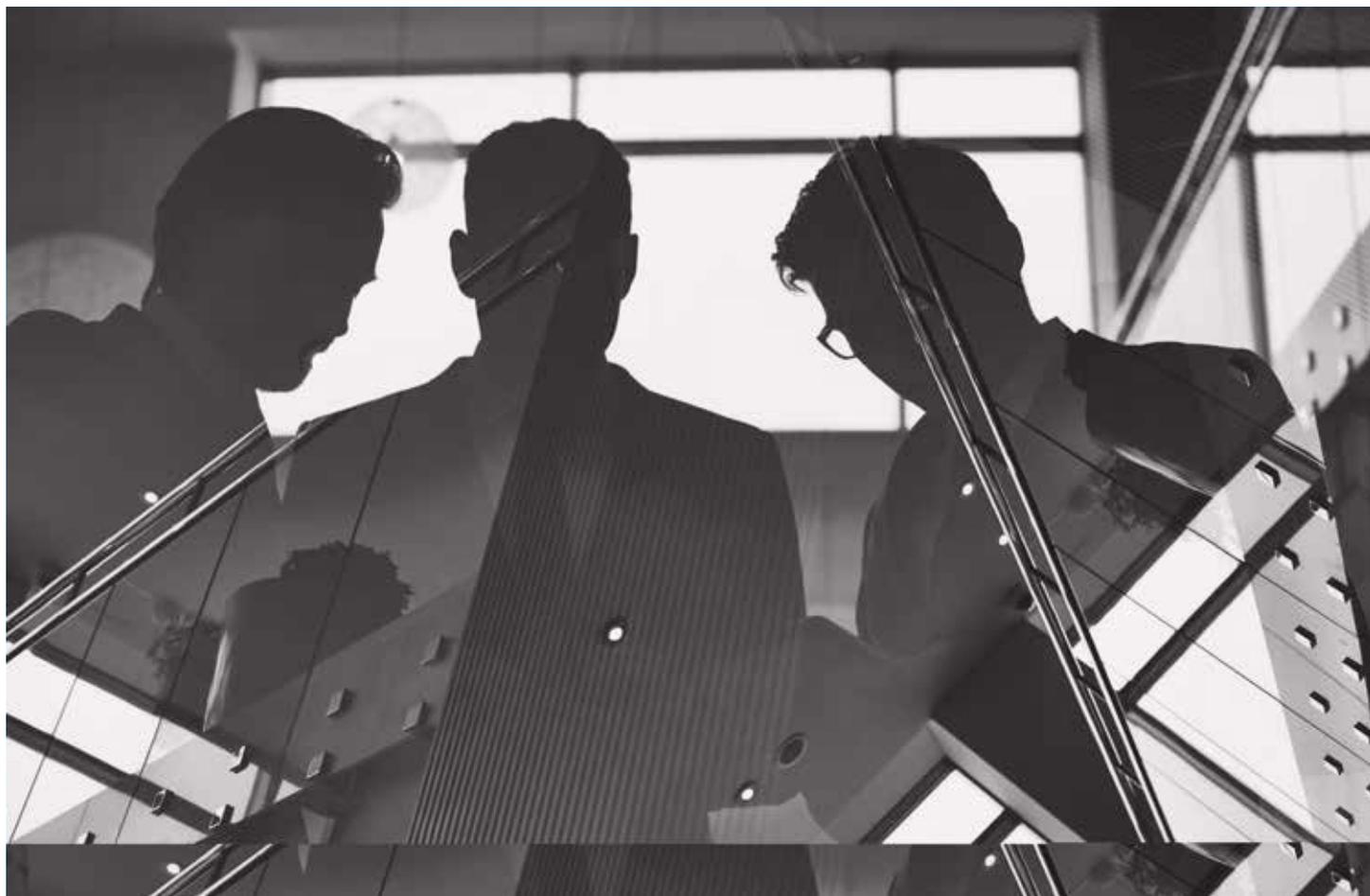
Wealth Strategist  
& Coach, Malaysia

Jashidah Kamal has over 20 years of experience in wealth management. She is well-versed in managing multiple asset classes such as equity, bonds, foreign currencies and gold, to name a few. She is also the Board of Director of Women of Global Change, Kuala Lumpur, which is a network of business leaders and entrepreneurs working towards building businesses as well as making social impact globally.

Jashidah's mission is to empower women as well as manage their money efficiently and ultimately achieve financial freedom. Aside from growing her clients' net worth, she is also involved in other projects such as wealth coach with Supparetreat and wealth expert in a television Show called Goal-Getters. Armed with a degree in accounting and finance from Middlesex University, London, she has helped numerous clients achieve their financial goals and increase their wealth.

## About WIEF

### World Islamic Economic Forum Foundation (WIEF)



World Islamic Economic Forum (WIEF) Foundation was established in 2006. It is the organising body of the annual World Islamic Economic Forum. The Forum serves as a focal point where country leaders, captains of industry, emerging entrepreneurs, academics and other stakeholders from the Muslim World and beyond, meet to build bridges through business. The Foundation also undertakes various capacity building programmes under the WIEF initiatives of the Businesswomen Network (WBN), Young Leaders Network (WYN), Education Trust (WET), Roundtable Series (WRT) and (WPT) PowerTalk.



#### **WORLD ISLAMIC ECONOMIC FORUM (WIEF) FOUNDATION**

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## About WIEF WIEF Businesswomen Network (WBN)



WIEF Businesswomen Network (WBN) was introduced at the inaugural World Islamic Economic Forum in 2005. It marked the Foundation's recognition of the importance of women's contribution to economic growth. WBN is aimed at providing a networking platform for women entrepreneurs globally. Thus, creating valuable connections between businesswomen from both Muslim and non-Muslim worlds, as well as empowering their business potential and widening their market reach.

WBN initiatives are designed to equip women entrepreneurs with business know-how, e-commerce capabilities as well as knowledge in business growth and diversification. To this effect, WBN has initiated several entrepreneurship programmes such as WIEF Women Entrepreneurs Workshop, WIEF Regional Online Marketing Workshop, WIEF Entrepreneurial Retreat, WIEF Tea Talk, WIEF Women Entrepreneurs Strategic Workshop, WIEF Social Media Workshop for Women Entrepreneurs, WIEF Businesswomen Forum held in Gangneung, Korea and #iEmPOWER workshop series.

To date, WBN entrepreneurship programmes have continued to evolve with the times and benefitted more than 1000 women from 55 countries. WBN will continue its efforts in empowering and advancing women in the economic fields at national, regional and international levels.

### **Dato' Dr Norraesah Mohamad**

Chairman, WBN Initiative

### **Nor Azuwa**

Senior Manager, Head of WBN Initiative

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Manager, WBN Initiative

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### **Social Media Links**

📘 [WIEF Businesswoman Network Group](#)

### **Website**

🌐 [www.wbn.wief.org](http://www.wbn.wief.org)