



**MEDIA ADVISORY**  
**FOR IMMEDIATE RELEASE**

## **RESTAURANT ASSOCIATION OF SINGAPORE ORGANISES INAUGURAL F&B TECH HACKATHON**

*Innov-ate: Where Food Meets Tech.*

*More than 70 youths will gather and crowdsource for innovative tech solutions for Singapore's F&B industry.*

**Singapore, 3 May 2017 - The RAS F&B Tech Hackathon 2017** is held for the first time in a 2-days/1-night hackathon event on 8 and 9 May 2017 at the Singapore Management University. Over 70 participants across 15 teams will be taking part in the competition, with cash prizes of up to \$9,000 up for grabs.

Organised by the **Restaurant Association of Singapore (RAS)**, this inaugural event will see participants designing tech-based solutions to solve issues facing the food services industry such as manpower shortage, high rental costs and rising costs of ingredients. Over the course of the hackathon, participants will form teams to brainstorm and build prototypes for their solutions, and subsequently pitch their ideas to a panel of judges from the food services and tech industry. The panel of distinguished judges include Mr. Edward Chia (CEO of Timbre Group), Ms Chew Mok Lee (Assistant Chief Executive of SPRING Singapore) and Ms Sarah Lee (Associate Director, Business Sales, Business Group of Singtel).

Shares Mr. Vincent Tan, President of RAS, "We are excited to see the ideas and prototypes developed, and hope that F&B industry may leverage this platform to crowdsource ideas and talent, as well as build partnerships with these aspiring young entrepreneurs. At the end of the day, we hope that the RAS F&B Tech Hackathon will impact our local F&B scene through the implementation of emerging technologies and open innovation."

### **ACTIVITY HIGHLIGHTS**

The RAS F&B Tech Hackathon 2017 is Singapore's first hackathon centered around the food services industry, designed for youths aged 16 to 35. Participants will get the opportunity to connect with industry representatives, as well as learn about tech trends and challenges facing the F&B industry. Highlights of the event include:

- **Learning Journeys** to the following F&B establishments:
  - *4Fingers* Crispy Chicken

- *Bangkok Jam*
- *Nam Nam Noodle Bar*
- *Switch by Timbre*
- **Guest Speaker Presentation** by Mr. Justin Chou, Co-Founder of *GreenDot Gourmet*
- **Up to \$9,000 in Cash Prizes** across 3 Categories:
  - *Most Implementable Solution*
  - *Most Functional Prototype*
  - *Most Productivity Improvement*
- **Opportunities for participants' ideas to be adopted** by industry as representatives from food services and related companies are invited to view the pitching and judging on 9 May.

Event partner, Mr Andrew Lim, Managing Director, Business Group, Group Enterprise of Singtel said: “The RAS F&B Tech Hackathon is an excellent platform to bring together innovative ideas, technology and inspiring young entrepreneurs to develop solutions to help restaurant owners grow in the F&B industry. With digital transformation, F&B operators can enhance their operations and market themselves more effectively using solutions such as Singtel Connected Restaurant and 99%SME eMarketplace.”

Please refer to **ANNEX A** for the profiles of the organiser and partners.

Please refer to **ANNEX B** for a programme overview.

For more details on the event, please visit: [www.fnbtechhackathon.com](http://www.fnbtechhackathon.com)

**For More Information, Please Contact:**

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**RAS F&B TECH HACKATHON 2017**  
**Mon & Tue, 8 - 9 May 2017**

**ANNEX A: PROFILE OF ORGANISER AND PARTNERS**

**Event Organiser: Restaurant Association of Singapore (RAS)**

As the pioneer and largest F&B Association in Singapore, Restaurant Association of Singapore (RAS) has more than 350 members, representing about 600 brands that operate close to 3,000 outlets. Our members comprise a good mix of business models such as restaurants, caterers, fast foods and food courts, with various cuisine types, thus providing a wholesome view and opinion, with the common goal to propel the industry forward.

Since 1980, RAS has acted as a collective voice for the F&B industry and strives to advance the industry through various platforms such as bridging a closer working relationships between businesses and government agencies, networking events for members, recognition and awards platforms and administering programmes to drive business success.

Restaurant Association of Singapore website: <http://www.ras.org.sg/>

**Supporting Agency: SPRING Singapore**

SPRING Singapore is an agency under the Ministry of Trade and Industry responsible for helping Singapore enterprises grow and building trust in Singapore products and services. As the enterprise development agency, SPRING works with partners to help enterprises in financing, capability and management development, technology and innovation, and access to markets. As the national standards and accreditation body, SPRING develops and promotes an internationally-recognized standards and quality assurance infrastructure. SPRING also oversees the safety of general consumer goods in Singapore.

SPRING Singapore website: [www.spring.gov.sg](http://www.spring.gov.sg)

**Event Partner: Singtel**

Asia's leading communications and ICT solutions group, providing a portfolio of services from next-generation communication, technology services to infotainment to both consumers and businesses. For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband and TV. For businesses, Singtel offers a complementary array of workforce mobility solutions, data hosting, cloud, network infrastructure, analytics and cyber-security capabilities. The Group has presence in Asia, Australia and Africa and reaches over 640 million mobile customers in 22 countries. Its infrastructure and



technology services for businesses spans 21 countries, with more than 370 direct points of presence in 325 cities.

Singtel website: [www.singtel.com](http://www.singtel.com)

### **Employability Partner: Employment & Employability Institute (e2i)**

e2i is the empowering network for individuals and companies seeking skills and solutions for growth. Since 2008, e2i has assisted more than 500,000 individuals through our career guidance, professional development, and job matching services. With an extensive network of partners, e2i offers hiring, training and productivity solutions to businesses. We are an initiative of the National Trades Union Congress (NTUC) to support nation-wide manpower and skills upgrading initiatives.

An initiative of the National Trades Union Congress (NTUC), supported by the Workforce Singapore (WSG), the Singapore Labour Foundation (SLF), and the Singapore National Employers' Federation (SNEF), e2i serves all segments of working people, from rank and file to professionals, managers, executives and technicians.

Employment & Employability Institute website: <https://e2i.com.sg/>

### **Venue Partner: SMU Institute of Innovation and Entrepreneurship (IIE)**

The institute of Innovation & Entrepreneurship anchors the Area of Excellence in Innovation at SMU. IIE is a practise oriented institute that provides support for innovation and entrepreneurship related activities across all the schools at SMU. Our activities range from events, competitions and networking around innovation & entrepreneurship, workshops, training programs, study missions and internships for entrepreneurs & budding entrepreneurs and a full-fledged incubation programme where we help aspiring entrepreneurs take their ideas to market.

SMU Institute of Innovation and Entrepreneurship website: <https://iie.smu.edu.sg/>