

DUNCAN FRASER-SMITH

Award Winning Speaker, Writer, Moderator, Panelist & Author
Hospitality Industry Expert

Duncan Fraser-Smith, a passionate accomplished Australian, boasts an impressive reputation as a dynamic innovator, disruptor and creator in the regional and international hospitality industry across the Middle East, Africa, Asia, Europe and Australia.

- 30+ years experience creating restaurants, cafes, bars & clubs
- Over 200 hospitality concepts created worldwide including the world's first "MasterChef, the TV Experience" restaurant in Dubai
- Voted No1 Influencer in Caterer Middle East Power 50
- Voted 'Leading F&B Director' in Hotel & Catering News
- Founding Member of Global Restaurant Investment Forum (GRIF)
- Keynote Speaker, Moderator and panelist for International Trade Events
- Author of "CREATE TO PLATE"



KEY SPEAKER TOPICS

KEY DRIVERS TO CREATING CUTTING EDGE CONCEPTS

- Turning your emotion in motion
- How to trust your instincts at the right moments
- Planning to succeed rather than failing to plan

10 INGREDIENTS TO CONVERT YOUR VISION TO VENUE

- Roadmap of the 'Vision to Creation' model
- Creating innovative concepts that stand out in the marketplace
- Your dream customer unpacked

PASSION VS. PROFIT WHEN BUILDING YOUR DREAM VENUE

- Emotional intelligence when it comes to investing
- Discover the right and wrong places to allocate money
- Stay smart - stay on budget



GRIF
GLOBAL
RESTAURANT
INVESTMENT
FORUM



Hotelier Middle East
Hotel & Catering
News Middle East



AHIC
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