

Global Restaurant Investment Forum launches alongside the opening of Choix Patisserie & Restaurant

DUBAI, UNITED ARAB EMIRATES, February 12, 2014 /EINPresswire.com/ -- Chef Gagnaire's new venture into Dubai is a natural move for a man who has already conquered most major cities around the world from London, to Paris, Moscow, Berlin, and recently Las Vegas. He will speak exclusively to [Global Restaurant Investment Forum](#) attendees over breakfast about his own personal experience within the Dubai market, why he chose Dubai for his new venture and his thoughts on the industry and future growth.

This venture is a great prelude of what can be achieved by partnering with local hotel outlets. Choix promises to offer patrons an experience of exceptional culinary creativity and unmatched quality. But how do you decide when you should invest and where? Is the "star" chef,

designer, operator or brand crucial to the bottom line? How can you select the right product for the right environment? Gert Kopera, Senior Vice President Food & Beverage, Jumeirah Group; MPS Puri, Chief Executive, Nira hotels and Resorts; Silvena Rowe, Celebrity Chef and Vivek Singh, Chief Executive Officer, The Cinnamon Club discuss these questions at the Global Restaurant Investment Forum.

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Choix will be reflective of the 'Pierre Gagnaire touch' as well as appealing to the local market as it's a brand we'd like to call home-grown.

Pierre Gagnaire

Building on this, senior representatives from InterContinental Hotels Group, Al Habtoor Group LLC, Hilton Worldwide & Lebuah Hotels and Resorts disclose what innovations they are introducing to ensure owners are getting the most ROI from their outlets. They will review the financial impact of a successful F&B concept on the overall performance of a hotel and address whether it has the ability to increase ADR and hotel occupancy.

View the full [conference programme](#)
View the list of confirmed speakers



Global Restaurant Investment Forum



[Register now](#) and save \$100 and attend the exclusive Pierre Gagnaire breakfast and Global Restaurant Investment Forum.

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