



Asia Restaurant CEO Summit

*Accelerating Asia Restaurant Business Growth and
Capital Market through Nasdaq*



Nasdaq

x



Cal Poly
Pomona

October 17 (Friday), 2025

2:45 - 6 PM @ Cal Poly Pomona

Kellogg West Conference Center and Hotel

Event Registration



Please Register

Register Here for
Free Parking



SCAN ME

Agenda

2:45 - 3:15 pm | Networking Mixer

Refreshments provided by Kellogg West

3:20 - 3:30 pm | Opening Remarks

- **Dean Sandeep Krishnamurthy**, College of Business Administration
- **Dean Margie Ferree Jones**, College of Hospitality Management
- **Dean Ethan Orr**, College of Agriculture

3:35 – 4:25 pm | Keynote Presentations

- **Mr. Joshua Bencker**, Nasdaq Inc.
- **Dr. Cervantes Lee**, Cal Poly Pomona and Asia Innovation Academy
- **Mr. David Corral** and **Mr. Carlo Arceo**, Cal Poly Pomona Dining
- **Luis Velasco**, Our Jollibee Story in the North America

4:30 – 4:55 PM | Networking Break

Refreshments provided by Kellogg West

5:00 – 5:45 pm | Asia Restaurant CEO Panel

- **Mr. David Kim**, Gen Korean BBQ
- **Mr. Andy Kuo**, 85°C Bakery Café
- **Mr. Felix Lin**, HF Foods Group
- **Mr. Viet Nguyen**, KEI Concepts
- **Mr. Luis Velasco**, Jollibee
- **Ms. Taeyun Kim**, CJ Foodville USA

Sampling Coupon Sponsor:



5:50 – 6:00 pm | Closing Remarks

- **Dr. Cervantes Lee**: Executive Restaurant Business Acceleration
- **Mr. Joshua Bencker**: Asia Restaurants IPO in Nasdaq



Presenters

Three Deans | Opening Remarks



**Singelyn Family Dean
Sandeep Krishnamurthy, Ph.D.**
College of Business Administration



Dean Margie Ferree Jones, Dr.
Collins College of
Hospitality Management



Dean Ethan Orr, Ph.D.
Don B. Huntley
College of Agriculture



Mr. Joshua Bencker
Managing Director, Listings
and Corporate Solutions,
Nasdaq Inc.



Mr. Luis Velasco
SVP Marketing, Jollibee



Dr. Cervantes Lee
Faculty Director, CEI at CPP
Executive Director, Asia
Innovation Academy



Mr. David Corral
Director of CPP Dining



Mr. Carlo Arceo
Assistant Director of
CPP Dining

Asia Restaurant CEO Panel



Mr. David Kim
CEO, Gen Korean BBQ
Nasdaq: GENK



Mr. Andy Kuo
CEO
85°C Bakery Café



Mr. Felix Lin
CEO, HF Foods Group
Nasdaq: HFFG



Mr. Viet Nguyen
CEO, Executive Chef
KEI Concepts



Mr. Luis Velasco
SVP Marketing
Jollibee



Ms. Taeyun Kim
Chief Development Officer
CJ Foodville USA

Moderators



Dr. Cervantes Lee



Ms. Catherine Rhee
ECVC Accelerator

Valued Friendship

Co-Host:



College of Business Administration
SINGELYN GRADUATE SCHOOL OF BUSINESS



Silver
Sponsor:



Speaking
Firm:



Industry
Friends:



Regional
Chamber/Org:



INLAND EMPIRE
Regional Chamber of Commerce



Media
Partner:



Academic
Partner:



Summit Recognition

Executive Sponsor: Dean Sandeep Krishnamurthy

Executive Host: Dean Margie Ferree Jones

Producer: GBA 5700 (Business Planning) Course

Co-Producer: Catherine Rhee

Director: Dr. Cervantes Lee

Special Credit

Student Mentor: Sabrina Toney

Student Leader: Kolby Fang

Co-Lead: Joseph Chien

Student Volunteers: Desiree Cruz, Alondra Fowler,
George Suzuki, Alex Yang, Kai Lin

October 17, 2025

