



EVENT GUIDE 2010

ARABIAN HOTEL
INVESTMENT
CONFERENCE
2010

1 – 3 May 2010
Madinat Jumeirah, Dubai, U.A.E.

Unlocking Investment Opportunities
in the Middle East and North Africa



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EVENTS Middle East business intelligence since 1957

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Speakers



Jason Herthel
Senior Vice President of Project
Development
Viceroy Hotel Group

Jason Herthel is Senior Vice President of Project Development for Viceroy Hotel Group (VHG). As the head of the VHG's Abu Dhabi office, Jason oversees all aspects of the company's business development activities in the Middle East, Europe, North Africa and Asia. Prior to joining Viceroy Hotel Group, Jason served as a Principal and General Counsel of The Setai Group, the developer of The Setai Resort & Residences, South Beach. Jason was previously an Associate in the resort, restaurant and recreation practice group of the Paul, Hastings, Janofsky and Walker law firm in Los Angeles. He received his bachelor of arts degree in Political Science from Stanford University, his Masters in Public Administration degree from the Kennedy School of Government at Harvard University, and his law degree from Harvard Law School.



Jean-Paul Herzog
President Middle East & Africa
Hilton Worldwide

Jean-Paul Herzog, President of Middle East & Africa for Hilton Worldwide, has an international career with Hilton that spans four decades and three continents. In his current position based in Dubai, he is responsible for 44 hotels in the Arabian Peninsula, Egypt, Africa and Indian Ocean, plus new hotel developments elsewhere in the region.

His subsequent managerial posts took him to Hungary, Malta and Turkey, where he ran the Istanbul, Izmir and Ankara hotels. Herzog, a Swiss national, is fluent in six languages; German, English, French, Spanish, Hungarian, and Turkish, and is also knowledgeable in Classical Greek and Latin.



Dr. Gerald Huber
Regional Director UAE/GCC
**Schletterer Wellness
& Spa Design**

Dr. Gerald Huber knows best how to empower the hospitality business with the synergy between his building know how and hospitality experience. For his doctoral thesis on building innovations he received the research award from the University of Innsbruck/Austria. As national delegate and even chairing European building committees he gained broad project development knowledge. Dr. Huber is working for Schletterer Wellness & Spa Design since 2004 including a strong managerial influence as member of the board. He started the foundation of the GCC regional office in Dubai in 2005. His skills and passion in creatively combining technical experience and health and hospitality know-how enabled the extremely successful development of a series of projects internationally and in the GCC region.

BOOK BEFORE 18 MARCH FOR EARLYBIRD SAVINGS

Conference Patron:

HH Sheikh Ahmed Bin Saeed Al Maktoum

President, Dubai Department of Civil Aviation
Chairman, Dubai Airports
Chairman & CEO, Emirates

Unlocking Investment Opportunities in the Middle East and North Africa

The meeting place for the hotel industry where deals are launched



Announcing the AHIC 2010 Leadership Award Winner



Sheikh Sultan Bin Tahnoon Al Nahyan
Chairman, TDIC
Chairman, Abu Dhabi Tourism Authority



ARABIAN HOTEL INVESTMENT CONFERENCE 2010

1 - 3 May 2010
Madinat Jumeirah, Dubai
United Arab Emirates

A Selection of Industry Leaders Speaking at AHIC 2010 Includes:

HE Sheikh Mubarak Abdulla Al Mubarak Al Sabah, Chairman

Action Hotels

Peter Baumgartner, Chief Commercial Officer
Etihad Airways

Nicholas Clayton, President

Viceroy Hotels Group

Marc F Dardenne, Chief Executive Officer

Emaar Hospitality Group & Emaar Hotels & Resorts

Jean Paul Herzog

President Middle East & Africa

Hilton Worldwide

Michael D Johnson, Dean

Cornell University School of Hotel Administration

Kirk Kinsell

President Europe, Africa & Middle East

IHG

Gerald Lawless, Executive Chairman

Jumeirah Group

Pierre Frédéric Roulot, President

Golden Tulip Hospitality & Louvre Hotels

Mike Scully, Managing Director, Hospitality

Seven Tides

ORGANISED BY:



HE Dr Rajiha Abdul Ameer Ali
Minister of Tourism
Sultanate Of Oman



HE Saif Mohamed Al Hajeri
Chairman
Abu Dhabi National Hotels



HE Yassir Zenagui
Minister of Tourism & Handicraft
Kingdom Of Morocco



Eric Danziger
President & Chief Executive Officer
Wyndham Hotel Group



Dr Salah AlBukayyet
Vice President - Investments
Saudi Commission For Tourism & Antiquities



Kurt Ritter
President & Chief Executive Officer
The Rezidor Hotel Group

Register Today, Visit: www.arabianconference.com



What is New for AHIC 2010?



- More plenary sessions than ever before, delivering you more hard-hitting content from industry leaders.
- Enhanced networking opportunities through buffet lunches and receptions, allowing you to maximise your time to make valuable contacts.
- NetworkingLive Card Exchange gives you a head start, introducing you to fellow delegates at the beginning of your AHIC experience.
- 'Ask the Expert' sessions enable you to engage in interactive discussions with our 'experts'. An invaluable opportunity to obtain concrete advice for your business, from leaders of the industry.
- Our 'How To' breakout session track gives you all the knowledge you need as an investor, developer or hotelier. Educate yourself about your investment.



AHIC 2010's Exclusive Networking Opportunities



NetworkingLive Online

Start your networking four weeks before you arrive at the conference. The NetworkingLive internet networking system will open on Wednesday 1 April to registered delegates who have paid in full and will close one month after the conference ends, allowing you to keep in touch with valuable business contacts made at AHIC.

Opening Reception – Mina A' Salam, Madinat Jumeirah

Saturday 1 May 2010 18:30 – 21:00

Jumeirah Group is hosting the opening cocktail reception for all AHIC delegates on the first night of the conference in the Majilis Al Mina and Majilis Al Salam Ballrooms. Take advantage of the opportunity to meet and network with fellow attendees.

Networking Reception – Armani Hotel, Burj Khalifa

Sunday 2 May 2010 18:30 – 21:00

Emaar Hotels & Resorts invites AHIC delegates to an exclusive evening at the world's first Armani Hotel, designed by Giorgio Armani and located in the distinctive Burj Khalifa.



Add to Your AHIC 2010 Experience!

2010 AHIC Golf Championship Networking on the 'Green'!



The Annual AHIC Golf Competition will be held at the Arabian Ranches Golf Club. Bang & Olufsen have generously donated prizes, so AHIC's top three golfers will not be going home empty handed. For pricing and to register, visit: www.arabianconference.com/golf

BANG & OLUFSEN

Shared Ownership Workshop – Solutions for Today, A Foundation for Tomorrow's Growth



Join us on Saturday 1 May for a pre-conference workshop hosted by RCI. This is an essential forum for developers, investors and hospitality firms who are recognizing the renewed importance of timeshare, fractional and private residence clubs as integral components of mixed use developments. Industry leaders will share the benefit of their experiences. The workshop will offer real, executable solutions that fully leverage today's market conditions. For pricing and more information, visit: www.arabianconference.com/workshop

RCI



Accommodation and Venue



The venue for AHIC 2010 is the Madinat Jumeirah which is a world-class, multi-purpose conference and exhibition destination. To view a map and directions, please visit: www.madinatjumeirah.com/location.

Special rates for accommodation during AHIC 2010 are available at selected hotels. To find out more and make a reservation visit:

www.arabianconference.com/accommodation. Limited rooms are available.

The Arabian Hotel Investment Conference

Unlocking Investment Opportunities in the Middle East & North Africa

Saturday 1 May 2010 - Day One

12:00 – 18:30 **REGISTRATION AT THE MADINAT JUMEIRAH CONFERENCE CENTRE**

16:45 – 18:15 **NETWORKING/LIVE BUSINESS CARD EXCHANGE**

HOSTED BY:

Edmund O'Sullivan, Chairman, *MEED Events*

18:30 – 21:00 **AHIC OPENING RECEPTION
MINA A' SALAM, MADINAT JUMEIRAH**

Jumeirah Group is hosting the opening cocktail reception for all AHIC delegates on the opening night of the conference. Gerald Lawless, Executive Chairman of Jumeirah Group and his team promise to surprise you during this Arabian heritage-themed experience taking place in the Majilis Al Mina and Majilis Al Salam ballrooms.



"AHIC brings together the Middle East's most significant players. It's undoubtedly the most important and valuable event of the year."

Phil Kasselis, Vice President Development, Middle East & Africa
IHG

Sunday 2 May 2010 – Day Two

07:30 – 08:30 **REGISTRATION, MORNING COFFEE AND PASTRIES
IN THE EXHIBITION AREA**

08:30 – 13:00 **PLENARY SESSIONS**

08:30 – 08:45 **WELCOMING REMARKS**

Jonathan Worsley, Chairman, *Bench Events*
Board Director, *STR Global*

08:45 – 09:15 **MACRO-ECONOMIC KEYNOTE**

Insight into the Middle East and North Africa's economic outlook. Where is MENA placed versus the rest of the world?

Nenad Pacek, Founder and President
Global Success Advisors Ltd
and Co-Founder, *CEEMEA Business Group*

Followed by Q&A session facilitated by:
Andrew Sangster, Editor & Publisher, *Hotel Analyst*

09:15 – 09:40 **GENERATING REVENUE AND FURTHERING BRAND
REACH VIA ONLINE BOOKINGS**

Is there a transition from wholesalers to hotel online booking systems and dynamic packaging?

Michael D Johnson, Dean
Cornell University School of Hotel Administration

And a special guest to be announced shortly

09:40 – 10:00 **THE IMPACT OF FUTURE AIRLINE TRAVEL
PATTERNS ON HOTEL INDUSTRY DEMAND
IN MENA**

A conversation with the one of the fastest growing airlines in the world.

Michael D Johnson, Dean
Cornell University School of Hotel Administration

Peter Baumgartner, Chief Commercial Officer
Etihad Airways

10:00 – 11:00 **LEADERS' PANEL - GLOBAL AND MENA HOTEL
INVESTMENT OPPORTUNITIES**

How are industry CEOs protecting and growing their businesses? Where and how are they unlocking investment opportunities?

MODERATOR:

Mark Wynne-Smith, CEO Europe, Middle East & Africa
Jones Lang LaSalle Hotels

PANELLISTS:

Eric Danziger, President & CEO, *Wyndham Hotel Group*

Kurt Ritter, President & CEO, *The Rezidor Hotel Group*

Gerald Lawless, Executive Chairman, *Jumeirah Group*

Pierre Frédéric Roulot, President
Golden Tulip Hospitality & Louvre Hotels

Sarmad Zok, Chief Executive Officer
Kingdom Hotel Investments

11:00 – 11:30 Coffee Break and Networking in Exhibition Area

The Arabian Hotel Investment Conference

Unlocking Investment Opportunities in the Middle East & North Africa

Sunday 2 May 2010 – Day Two

11:30 – 12:15

SUCCESSFULLY TAPPING INTO THE REGIONAL ARAB TRAVEL MARKET

Where are the gaps in the market for new supply? Who has been successful? How large is the potential market?

MODERATOR:

Alex Kyriakidis, Global Managing Partner - Tourism Hospitality & Leisure, *Deloitte*

PANELLISTS:

HE Sheikh Mubarak Abdulla Al Mubarak Al Sabah, Chairman, *Action Hotels*

HE Saif Mohamed Al Hajeri, Chairman
Abu Dhabi National Hotels

Mansour Amer, Chairman
AMER Group

Selim El Zyr, President & CEO
Rotana

12:15 – 13:00

ATTRACTING THE ATTENTION OF TODAY'S HOTEL INVESTOR

Understanding the objectives of MENA's investors.

MODERATOR:

Jalil Mekouar, Executive Vice President - Head of Middle East & Africa, *Jones Lang LaSalle Hotels*

PANELLISTS:

Souad Benbachir, CEO, *T-Capital & Executive Director, CFG Group*

Mohamed Al Sari, Managing Director
GGICO

Roger Blackall, Director of Hotels & Hospitality Division
Premier Group WLL, Kingdom of Bahrain

Joe Sita, President
IFA Hotel Investments

13:00 - 14:00

Networking Lunch



"The most relevant and meaningful conference to learn, to network, to be engaged, to enhance and to move a company forward..."

Eric Danziger, CEO & President, *Wyndham Hotel Group*

14:15 – 15:30

BREAKOUT SESSIONS

Customise your AHIC experience by choosing from three breakout sessions

PANEL SESSION

1

HOW TO DESIGN AND DEVELOP A HOTEL PROJECT EFFECTIVELY IN MENA?

Overcoming the key issues in developing a hotel project in MENA.

MODERATOR:

Kevin Scholl, Senior Vice President, *WATG*

PANELLISTS:

Samer Abu Ayash, Senior Vice President - Design & Construction, *Kingdom Hotel Investments*

Stuart Etherington, Vice President - Project Management
Kempinski MEA

Norman Forsyth, Director of Architecture and Technical Services, *ALDAR Hotels & Hospitality*

Patrick Heuze, Chief Operating Officer
Emaar Hospitality Group

PANEL SESSION

2

OUTWARD INVESTMENT OPPORTUNITIES FOR MENA'S INVESTORS AND OPERATORS

Looking at options for diversifying your portfolio outside the region. Top tips for excellent returns.

MODERATOR:

Robert Koger, President, *Molinaro Koger*

PANELLISTS:

Federico Silva D'Acosta, Director of the Department of Financing & Investment Promotion
Ministry Of Tourism, Brazil

Kevin Murphy, President & CEO
Asiawide Hospitality Solution

Other panellists to be confirmed

PANEL SESSION

3

A FOCUS ON LEVANT

Regional dynamics, growth and expansion possibilities in the Levant. Keys to succeeding in the region.

MODERATOR:

Karim El Asmar, Managing Partner
Hodema Consulting Services

PANELLISTS:

Hala Matar Choufany, Managing Director
HVS Global Hospitality Services

Bani Haddad, Vice President - Development
Middle East & Africa, *Wyndham Hotel Group*

Phil Kasselis, Vice President Development
Middle East & Africa, *IHG*

Panos Loupasis, Business Development Director
Taameer Real Estate Investment Company

Amine E Moukarzel, President
Flamingo Hotel Management Company;
SVP & Managing Director MENA
Golden Tulip Hotels, Inns & Resorts

15:30 – 15:45

Coffee Break and Networking in Exhibition Area

The Arabian Hotel Investment Conference

Unlocking Investment Opportunities in the Middle East & North Africa

Sunday 2 May 2010 – Day Two

15:45 - 17:00

BREAKOUT SESSIONS

Customise your AHIC experience by choosing from three breakout sessions

PANEL SESSION
4

HOW TO FINANCE YOUR PROJECT?

What and where are the 'new' sources of debt and equity finance? Understanding the funding criteria and aligning expectations.

MODERATOR:

Gaurav Shivpuri, Director - Capital Markets
Jones Lang LaSalle MENA

PANELLISTS:

Fouad Chraibi, Chairman, *H Partners Investment Fund*

Tim Luckhurst, Director, Real Estate Advisory Middle East
RBS Global Banking & Markets

Fergal G Harris, Head of Commercial Real Estate
Middle East, *Standard Chartered Bank*

PANEL SESSION
5

LOOKING AT THE ROLE OF ASSET MANAGERS

Determining the right approach, in house, outsourced or superfluous?

MODERATOR:

Christopher Evans, Partner, *Hamilton Hotel Partners*

PANELLISTS:

Walter Hall, Chief Operating Officer
RMAL Hospitality PJSC

St John Kelliher, General Manager, *wasl Hospitality*

Siegfried Nierhaus, Managing Director
Atlas Hospitality LLC

Marco Nijhof, Head of Hotels, *Kuwait Real Estate Centre*

PANEL SESSION
6

THE KEY INGREDIENTS FOR A SUSTAINABLE DEVELOPMENT

Meet people who are making sustainable development a reality.

MODERATOR:

Lyndall De Marco, Managing Director, *Only Sustainability*

PANELLISTS:

Gregoir Chikaher, Director & Global Hotels & Leisure
Leader, *ARUP*

Michael Hartman, Vice President
Siemens

Michel van der Hoeven, Senior Vice President - Development
Anantara Hotels, Resorts and Spas

William G Langmade, President
Purchasing Management International, LP

17:00 - 18:15

BREAKOUT SESSIONS

Customise your AHIC experience by choosing from three breakout sessions

PANEL SESSION
7

HOW TO STRUCTURE THE OPTIMAL MANAGEMENT AGREEMENT? SHARING THE RISK AND SHARING THE REWARD

MODERATOR:

David Sanson, Partner, *DLA Piper*

PANELLISTS:

Alain Debare, General Manger, *Action Hotels*

Jason Herthel, Senior Vice President - Project Development
Viceroy Hotel Group

Helmut Knipp, Senior Vice President - Development
Langham Hotels International

Paul Pisani, Vice President - Hotel Development
Corinthia Hotels

PANEL SESSION
8

WHICH BRANDS PERFORM BEST UNDER STRESS?

How is brand profitability being adapted to cope with the downturn and keep owners happy?

MODERATOR:

Ahmed Ramdan, Chief Executive Officer, *Roya International*

PANELLISTS:

Martin Armitstead, Senior Vice President - Development
EMEA, *Wyndham Hotel Group*

Paul Bell, Managing Director, *ALDAR Hotels & Hospitality*

Andrew Clough, Senior VP Development - MEAP
Hilton Worldwide

Dr Gerald Huber, Regional Director GCC
Schletterer Wellness And Spa Design

Marko Hytonen, Area Vice President - Middle East
The Rezidor Hotel Group

PANEL SESSION
9

A FOCUS ON NORTH AFRICA

Who are going to be the major regional players?
Is infrastructure in place to ensure sustainability of tourism?
Where are the opportunities which will provide long term returns?

MODERATOR:

Philippe Doizelet, Managing Director, *Horwath HTL*

PANELLISTS:

Omar Bennani, Chief Executive Officer
Moroccan Tourism Development Agency (SMIT)

Neil George, Vice President, Acquisitions and Development
EAME, *Starwood Hotels & Resorts Worldwide*

Charlie Langlais, Chief Operating Officer - Middle East
Africa, Indian Ocean & Caribbean Islands
Accor Hospitality

18:30 - 21:00

NETWORKING RECEPTION - ARMANI HOTEL BURJ KHALIFA

Emaar Hotels & Resorts invites AHIC delegates to an exclusive evening at the world's first Armani Hotel, designed by Giorgio Armani and located in the distinctive Burj Khalifa. (Coaches available from Madinat Jumeirah to Armani Hotel).



"Networking is the greatest value in attending this conference. The meetings allowed us to connect with clients and influencers in a meaningful way."

Rory T Hopkins, Senior Associate, *WATG*

The Arabian Hotel Investment Conference

Unlocking Investment Opportunities in the Middle East & North Africa

Monday 3 May 2010 – Day Three



07:45 - 08:30 **MORNING COFFEE AND PASTRIES IN THE EXHIBITION AREA**

BREAKFAST BRIEFING ON IRAQ: HIGH RISK... HIGH YIELD?

Presented by **Richard Thompson**, Editor, *MEED*

08:30 - 13:30 **GENERAL SESSIONS**

08:30 - 08:45 **WELCOME BACK AND PRIZES**

Edmund O'Sullivan, Chairman, *MEED Events*

08:45 - 09:45 **THE COUNTRY FORUM**

What you need to know to invest intelligently in Oman, Saudi Arabia, Egypt and Morocco. Listen to those shaping the direction of tourism and hotel investment.

MODERATOR:

John Defterios, Host, *CNN Marketplace Middle East*

PANELLISTS:

HE Mohamed Zoheir Garana, Tourism Minister, *Egypt*

HE Yassir Zenagui, Minister of Tourism and Handicraft Kingdom of Morocco

HE Dr Rajiha Abdul Ameer Ali, Minister of Tourism Sultanate of Oman

Dr Salah K AlBukkayef, Vice President - Investment Saudi Commission for Tourism and Antiquities

09:45 - 10:45 **PIPELINE PROJECTS (OR PIPE DREAM) AND THE IMPACT ON OPERATING PERFORMANCE IN MENA**

Reviewing major hotel developments and setting the record straight on the region's pipeline. What is the view of investment opportunities presented by the Tourism Ministers on the previous panel?

MODERATOR:

Andrew Sangster, Editor & Publisher, *Hotel Analyst*

PANELLISTS:

Guy Crawford, Chief Executive Officer, *Jumeirah Group*

Christian Karaoglanian Chief Development Officer *Accor Hospitality*

Roeland Vos, President - Europe, Africa and Middle East *Starwood Hotels & Resorts Worldwide*

Omer Z Kaddouri, Senior Vice President - UAE Operations *Rotana*

Special Update on The Pipeline

John Podaras, Director, *TRI Hospitality Consulting*

10:45 - 11:00 Coffee and Networking in Exhibition Area

11:00 - 12:00 **OWNERS AND OPERATORS HARD TALK PARTNERSHIPS THAT WORK AND WHY?**

How can we foster win-win owner operator relationships and improved synergies?

MODERATOR:

Frank Croston, Partner, *Hamilton Hotel Partners*

PANELLISTS:

Jean Paul Herzog President - Middle East & Africa *Hilton Worldwide*

Kirk Kinsell, President - Europe, Africa & Middle East, *IHG*

Richard W Riley, Chief Executive Officer *Abu Dhabi National Hotels*

Mike Scully, Managing Director - Hospitality, *Seven Tides*

12:00 - 13:00 **THE LUXURY HOTEL MARKET IN 2010 AND BEYOND**

How do you maintain investor confidence and price integrity with RevPAR and profitability under pressure? Where are you finding the 'hot spots' for luxury?

MODERATOR:

Mary Gostelow, Editor, *Gostelow Report & WOW:travel*

PANELLISTS:

Nicholas Clayton, President, *Viceroy Hotel Group*

Marc F Dardenne, Chief Executive Officer *Emaar Hospitality Group & Emaar Hotels & Resorts*

Robert Gaymer-Jones, Chief Operating Officer *Sofitel Worldwide*

Liam Lambert, President, *Oberoi Hotels & Resorts*

13:00 - 13:30 **2010 AHIC LEADERSHIP AWARD WINNER**

Presented to **SHEIKH SULTAN BIN TAHNOON AL NAHYAN** Chairman, *TDIC & Chairman, Abu Dhabi Tourism Authority.*

Followed by a conversation with

John Defterios, Host of *CNN Marketplace Middle East.*



13:30 - 14:30 Networking Lunch

14:45 - 16:00 **ASK THE EXPERTS**

This is your chance to get advice pertaining directly to your business, from leaders in their field. The sessions will be run as round tables and dialogue is encouraged. It is a great opportunity to get practical advice from the experts and also to learn from your peers. We advise you to sign up for sessions on our website as we will only be running the three most popular.

Navigating the Market in Morocco

Practical advice on what steps you need to take to succeed.

Navigating the Market in Oman

Practical advice on what steps you need to take to succeed.

Navigating the Market in Saudi Arabia

Practical advice on what steps you need to take to succeed.

Navigating the Market in Syria and Lebanon

Practical advice on what steps you need to take to succeed.

Service Standards - what am I doing wrong and what could I be doing right?

Advice for Distressed Asset Owners

Put your situation forward and find out what our expert would do if they were you!

AHIC 2010 CONCLUDES

The Programme is subject to change

"Hands down, the one never-miss annual conference for anyone even remotely connected to hospitality in the MENA Region."

Richard W Riley, CEO, *Abu Dhabi National Hotels*

