



2ND ANNUAL
Kingdom Hotel
Expansion Summit 2010

JUNE 14TH - 15TH 2010
FOUR SEASONS HOTEL
RIYADH, KINGDOM OF SAUDI ARABIA

WWW.KINGDOMHOTELEXPANSION.COM

DELEGATE DIRECTORY



2ND ANNUAL KINGDOM HOTEL EXPANSION SUMMIT 2010

SHAPING THE SUCCESS OF SAUDI ARABIA'S HOTEL INDUSTRY

DAY ONE: MONDAY JUNE 14TH 2010

08:00 - 08:50 Registration, welcome coffee and refreshments

08:50 - 09:00 Recitation of Holy Qur'an

09:00 - 09:05 Opening address by



Fabien Faure
Group Managing Director
naseba

09:05 - 09:15 Introductory remarks by conference chairperson



Firoz Moti
General Manager
Equinox Hospitality Group

09:15 - 09:45 Keynote address:
Tourism in the Kingdom



Speaker:
Tarik Nabulsi
Deputy CEO
Elaf Group of Companies

09:45 - 10:30 Panel discussion:
Setting the standard - a debate on Saudi Arabia's new hotel classification system



Panellists:
Chiheb Ben Mahmoud
Senior Vice-President
Jones Lang LaSalle Hotels Middle East & Africa



Muhammad Al-Amir
Managing Director
Riyada International Hotels & Resorts Co.



Abdul Karim Al Atiq
General Manager
Coral International Hotel - Al Khobar



Walter Lo Faro
Director of Market Management
Expedia



Moderator:
John Alexander
Director and General Manager
PKF Consulting House

10:30 - 11:50 Industry focus:
Creating hotels of the future

10:30 - 11:00 Keynote address:
Sustainability in hotels-
making the most of your energy



Speaker:
Francois Carle
Hotel Strategy and Business Development
Director
Schneider Electric

11:00 - 11:30 Case study:
Creating hotels of the future - incorporating green ethics into company policy



Speaker:
Philippe Baretud
Director of Development
Accor Hospitality Middle East

11:30 - 11:50 Keynote address:
Building a sustainable hotel in Saudi Arabia



Speaker:
Saeed Alabbar
Sustainability Consultant
Halcrow

11:50 - 13:10 Dhuhr prayer
Networking coffee break, one-to-one business meetings and visit to the exhibition

13:10 - 14:00 Panel discussion:
Expansion strategies in Saudi Arabia



Panellists:
Amine Moukarzel
Senior Vice President and Managing Director
**Golden Tulip Hotels
Inns & Resorts**



Darroch Crawford
Managing Director
Premier Inn Middle East



Philippe Baretud
Director of Development
Accor Hospitality Middle East



Rani Gharbie
Director of Development MEA
InterContinental Hotels Group (IHG)



Elie Younes
Vice President Business Development
Middle East & Africa
Rezidor Hotel Group

14:00 - 14:30 Keynote address:
Spa, health and wellbeing: Trends and growth in the industry



Speaker:
Dr. Gerald Huber
Regional Director for GCC
Schletterer

14:30 - 14:35 Day one closing remarks

14:35 - 16:00 Asr prayer and networking luncheon

16:00 - 16:30 Executive networking and exhibition