SHIC
THE SAUDI ARABIA HOTEL INVESTMENT CONFERENCE
An AHIC Event

22-23 January 2019
Marriott Riyadh Diplomatic Quarter, KSA

www.saudi-conference.com
#shic
January 22 2019

16:00 Registration Opens

16:30 – 18:00 Invitation Only

**THE THREE MINUTE PITCH TO OWNERS**
New concept brands in the mid-market pitch to owners

**GAME SHOW HOSTS:**

<table>
<thead>
<tr>
<th>Company</th>
<th>CEO/President/Executive Officer</th>
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<tbody>
<tr>
<td><strong>BARCELÓ HOTEL GROUP</strong></td>
<td>Goulam Amarsy, Chief Executive Officer, Barceló Hotel Group</td>
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<td><strong>CAMPANILE</strong></td>
<td>Rami Moukarzel, Vice President Development &amp; Acquisitions MENA, Louvre Hotels Group</td>
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<td><strong>CITYMAX HOTELS</strong></td>
<td>Aly Shariff, Chief Operating Officer, Citymax Hotels</td>
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<td><strong>CLOUD7HOTELS</strong></td>
<td>Marloes Knippenberg, Chief Executive Officer, Kerten Hospitality</td>
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<td><strong>COMFORT</strong></td>
<td>Shuja Zaidi, Principal, Equinox</td>
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<td><strong>FOUR POINTS BY SHERATON</strong></td>
<td>Shady Hassan, Director - Lodging Development, Middle East &amp; Africa, Marriott International</td>
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<td><strong>HAMPTON BY HILTON</strong></td>
<td>Amir Lababedi, Managing Director Development - MENA, Hilton</td>
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<td><strong>HOLIDAY INN</strong></td>
<td>Maya Ziadeh, Director Development, IHG</td>
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<td><strong>LA QUINTA</strong></td>
<td>Panos Loupasis, Vice President Development, Wyndham Hotels &amp; Resorts</td>
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<td><strong>MAKAREM</strong></td>
<td>Hassan Ahdab, Hotel Operations President, Dur Hospitality</td>
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<td><strong>MYSK BY SHAZA HOTELS</strong></td>
<td>Chris Nader, Vice President Business Development, Shaza Hotels</td>
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<td><strong>OAKWOOD</strong></td>
<td>Andrew Reitmaier, Director – Corporate Development, Oakwood®</td>
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<td><strong>RADISSON RED</strong></td>
<td>Ellie Milky, Vice President Business Development, Radisson Hotel Group</td>
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<td><strong>THE ALANA BY ASTON</strong></td>
<td>Gerard Byrne, Managing Director, Archipelago Overseas</td>
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<td><strong>TRIBE</strong></td>
<td>Louis Abi Abboud, Vice President Development, Accorhotels Middle East</td>
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**THIS SESSION IS FOR OWNERS AND INVESTORS ONLY.**
### Master Class A
**18:00 – 19:00**

**MASTER CLASS - MANAGEMENT CONTRACTS AND FRANCHISE AGREEMENT**
What works best and when? What is best practice?

Scott Antel  
Partner  
Byran Cave Leighton Paisner

Hala Matar Choufany  
President - Middle East, Africa and South Asia  
HVS

Jad Shamseddin  
Managing Director Hotels Division  
Al Hokair

### Master Class B
**18:00 – 19:00**

**MASTER CLASS - HOSPITALITY INDUSTRY REGULATORY UPDATE**
Labour, classification & development standards - what do the operators, developers and investors need to know from a regulatory framework perspective?

Saad Al Qahtani  
Tourist Accommodation Manager  
Saudi Commission for Tourism and National Heritage (SCTH)

### January 23, 2019

**09:00 - 09:15**
**Welcome Remarks**

Dr Badr Al Badr  
Chief Executive Officer  
Dur Hospitality

Jonathan Worsley  
Chairman  
Bench Events

**09:15 - 09:45**
**REALISING TRAVEL & TOURISM’S PART OF VISION 2030**
How will Saudi Arabia create a framework to facilitate the growth of the hospitality sector? What are the government’s plans for supporting investment? What is the plan for visas?

Richard Thompson  
Editorial Director  
MEED

**09:45 - 10:00**
**2019 OUTLOOK FOR RECOVERY, REFORM AND INVESTMENT IN THE KINGDOM**

James Hegan  
Executive Chairman  
Knighthood Capital Partners

**10:00 - 10:15**
**BUILDING A WORLD CLASS BRAND, WORLD CLASS OFFERING AND MAKING IT RELEVANT**

Philip Wooler  
Area Director, Middle East and Africa  
STR

**10:15 - 10:30**
**TRENDS AND PIPELINE CHALLENGES IN THE KINGDOM**
<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>10:30 - 10:45</td>
<td>THE SAUDI HOTEL MARKET – AN HVS OUTLOOK</td>
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<td>Talal Yousif, Director, HVS</td>
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<td>10:45 - 11:05</td>
<td>PIONEER OF THE INDUSTRY – INTERVIEW WITH A VISIONARY LEADER</td>
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<td>Abdullah bin Mohammed Al-issa, Chairman, Dur Hospitality</td>
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<td>11:05 - 11:30</td>
<td>COFFEE BREAK</td>
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<td>11:30 - 12:00</td>
<td>INVESTMENT IN TRAVEL AND TOURISM IN SAUDI ARABIA</td>
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<td>Jay Rosen, Head of Investment &amp; Finance, The Red Sea Development Company</td>
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<td>Abdullah Douleh, Investment Advisor Private and Listed Funds, Saudia Arabia</td>
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<td>12:00 - 12:20</td>
<td>TRANSFORMING INDUSTRY ADAPTING AND UNLOCKING VALUE</td>
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<td>Hard talk interview with Abdullah Aldawood, Group Chief Executive Officer, Altayyar Group</td>
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<td>12:20 - 13:00</td>
<td>LEADERS’ PERSPECTIVE ON GROWTH, LABOUR AND DEVELOPMENT</td>
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<td>Dr. Badr Al Badr, Chief Executive Officer, Dur Hospitality</td>
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<td>Pascal Gauvin, Managing Director, India Middle East &amp; Africa, IHG</td>
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<td>Amine Moukarzel, President, Golden Tulip MENA/Louvre Hotels Group</td>
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<td>Guido De Wilde, Chief Operating Officer, Middle East Marriott International</td>
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**SHIC YOUNG LEADERS AWARD AND PRESENTATION**
Awarded to a young Saudi, under 30, who has made a mark in the hospitality industry
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<th>Time</th>
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<th>Speaker</th>
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<td>13:00 - 13:15</td>
<td>CREATING NEW PRODUCTS FOR GEN Z</td>
<td>Marloes Knippenberg Chief Executive Officer</td>
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<td>Kerten Hospitality</td>
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<td>13:15 - 14:15</td>
<td>LUNCH</td>
<td>Nicholas Naples Chief Executive Officer</td>
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<td>Public Investment Fund – Amaala</td>
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<td>14:15 - 14:30</td>
<td>CREATING A WORLD CLASS DESTINATION THE FUTURE OF LUXURY TOURISM</td>
<td>Nicholas Naples Chief Executive Officer</td>
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<td>Public Investment Fund – Amaala</td>
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<td>14:30 - 15:15</td>
<td>TAPPING INTO THE POWER OF RELIGIOUS TOURISM AS A DRIVER FOR THE</td>
<td>Sohail Al Ali Director of Investment and</td>
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<td>Ismail Al Kamal Director</td>
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<td>Ahmed Bin Madhi Director of Asset Management</td>
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<td>Marwan Shaaban Chairman of the National</td>
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<td>Committee for Hajj and Umrah</td>
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<td>15:15 - 16:00</td>
<td>BUSINESS WOMEN IN THE SAUDI HOSPITALITY WORLD</td>
<td>Abeer Al Hashimi Vice President of Upskilling</td>
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<td>Middle East, Africa &amp; Turkey, Hilton</td>
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<td>Reem Garash Chief Executive Officer</td>
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<td>Shada Hospitality</td>
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<td>16:00 - 16:15</td>
<td>DOMESTIC SPENDING POWER AND THE POTENTIAL OF THE CINEMA MARKET IN SAUDI</td>
<td>Dr Martin Berlin Partner &amp; Global Deals Real</td>
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<td>Estate Leader PwC</td>
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16:15 - 17:00  TAPPING INTO THE DOMESTIC TRAVELLER AND CONSUMER

What are the key demographics to be aware of where are the opportunities opening up for hotels in entertainment and food and beverage? How can hotels support the Quality of Life Program 2020?

Moderator
James Wrenn
Senior Manager
Colliers

Marc Dardenne
Chief Operating Officer
Public Investment Fund – Amaala

Mike Hernandez
Executive Director – Real Estate Development
Qiddiya Investment Company

Jalil Mekouar
Chief Executive Officer Hotels
Majid Al Futtaim Properties LLC

Ramzi Solh
Chief Executive Officer
Tourism & Hospitality
King Abdullah Economic City

17:00 - 17:45  LOCAL BRANDS – COMPETING IN THE MARKET

What are the prospects for growth? What about extended stay and serviced apartments?

Hosted by
Christopher Lund
Managing Director
Colliers

MAKAREM
Hassan Ahdab
Hotel Operations President
Dur Hospitality

SHADA
Walid Garash
Director of Business Development
Shada Hospitality

MENA HOTELS
Jad Shamseddin
Managing Director Hotels Division
Al Hokhair

TIME HOTELS
Mohamed Awadalla
Chief Executive Officer
Time Hotels

17:45 - 18:00  Closing remarks and close of conference

Jonathan Worsley
Chairman
Bench Events
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