

SHICTHE SAUDI ARABIA
HOTEL INVESTMENT
CONFERENCE

An AHIC Event

22-23 January 2019 | Marriott Riyadh Diplomatic Quarter, KSA
www.saudi-conference.com**SYNCHRONISED FOR SUCCESS****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**Barceló****Goulam Amarsy**Chief Executive Officer
Barceló Hotels & Resorts**Campanile****Rami Moukarzel**Vice President Development & Acquisitions MENA
Louvre Hotels Group**Citymax Hotels****Aly Shariff**

COO, Citymax Hotels

Cloud7Hotels**Marloes Knippenberg**Chief Executive Officer
Kerten Hospitality**Comfort****Shuja Zaidi**

Principal, Equinox

Four Points by Sheraton**Shady Hassan**Director – Lodging Development Middle East & Africa
Marriott International**Hampton by Hilton****Amir Lababedi**

Managing Director Development – MENA, Hilton

Holiday Inn**Maya Ziadeh**Director Development, MEA
IHG**La Quinta****Panos Loupasis**Vice President Development – Middle East & Africa
Wyndham Hotels & Resorts**Makarem****Hassan Ahdab**

Hotel Operations President, Dur Hospitality

Mysk by Shaza**Chris Nader**Vice President Business Development
Shaza Hotels**Oakwood****Andrew Reitmaier**Director – Corporate Development
Oakwood®**Radisson Red****Elie Milky**Vice President Business Development
Radisson Hotel Group**The Alana by Aston****John Flood**President & CEO
Archipelago International**Tribe****Louis Abi Abboud**Vice President Development
AccorHotels Middle East**18:00 – 19:00****Master Class - Management Contracts and Franchise Agreements****Scott Antel**

Partner

NB: All times, sessions and speakers are subject to change.

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Master Class A	What works best and when? What is best practice?	Byran Cave Leighton Paisner Hala Matar Choufany President- Middle East, Africa and South Asia HVS Jad Shamseddin Managing Director Hotels Division Al Hokair
18:00 – 19:00 Master Class B	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)
19:00- 21:00	Opening Reception Hosted by Dur Hospitality	
January 23 2019		
08:00	Registration Opens	
09:00 – 09:15	Welcome Remarks	Dr Badr Al Badr Chief Executive Officer, Dur Hospitality Jonathan Worsley Chairman, Bench Events
09:15 – 9:45	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?	
9:45 – 10:15	2019 Outlook for Recovery, Reform and Investment in the Kingdom Building a World Class Brand, World Class Offering and Making it Relevant	Richard Thompson Editorial Director, MEED James Hogan Executive Chairman, Knighthood Capital Partners
10:15 – 10:45	Trends and Pipeline Challenges in the Kingdom <i>Followed by</i>	Philip Wooller Area Director, Middle East and Africa STR Talal Yousif

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	Forecasting the Saudi Hotel Industry for the Next 10 Years	Director, HVS
10:45 – 11:05	Pioneer of The Industry – Interview with a Visionary Leader	<i>Hard Talk Interview with</i> Eng. Abdullah bin Mohammed Al-Issa Chairman, Dur Hospitality Company
11:05 – 11:30	COFFEE BREAK	
11:30 – 12:00	Investment in Travel and Tourism in Saudi Arabia We review new areas that are opening-up to investment following Vision 2030 and how tourism is becoming the driver of the economy. <i>Moderator:</i> Filippo Sona Managing Director Global Hospitality Drees & Sommer	Abdulla Douleh Investment Advisor Private and Listed Funds, Saudia Arabia Jay Rosen Head of Investment & Finance The Red Sea Development Company
12:00 – 12:20	Transforming Industry - Adapting and Unlocking Value	<i>Hard Talk Interview with</i> Abdullah Aldawood Group CEO, Altayyar Group
12:20 – 13:00	Leaders' Perspective on Growth, Labour and Development How are industry leaders going to assist owners with growth and ROI and support the key government initiative of Saudisation? <i>Moderator:</i> Jonathan Worsley Chairman, Bench Events & Board Director STR	Dr Badr Al Badr Chief Executive Officer, DUR Hospitality Pascal Gauvin Managing Director, India Middle East & Africa IHG Amine Moukarzel President Golden Tulip MENA/Louvre Hotels Group Guido De Wilde Chief Operating Officer Middle East Marriott International
13:00 – 13:15	Creating New Products for Gen Z	Marloes Knippenberg Chief Executive Officer, Kerten Hospitality

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Chief Operating Officer

Public Investment Fund – Amaala

14:30 – 15:15**Tapping into the Power of Religious Tourism as a Driver for the Hospitality Industry and the Economy**

What developments are going on in the Holy Cities? How is the government and private sector working to increase the capacity for Hajj and Umrah?

*Moderator:***Ali Manzoor**

Partner - Hospitality and Leisure
Knight Frank

Sohail Al Ali

Investment Director

Taiba Holdings

Ahmed Bin Madhi

Director of Asset Management

Rua Al Madinah Holding Company

Ismail Al Kamal

Director

Al Kamal International

Marwan Shaaban

Chairman

National Committee for Hajj and Umrah

15:15 – 16:00**Business Women in the Saudi Hospitality World**

Opportunities and success stories. Empowering woman and how can more women be attracted into the hospitality industry?

*Moderator:***Hala Matar Choufany**

President - Middle East, Africa and South Asia
HVS

Solange Corm

Director Talent Acquisition for Middle East,
Africa & Turkey, Hilton

Reem Garash

Chief Executive Officer

Shady Hospitality

Abeer Al Hashimi

Vice President of Upskilling

Takamol Holding

16:00 – 16:15**Domestic Spending Power and the Potential of the Cinema Market in Saudi Arabia.****Dr Martin Berlin**

Partner & Global Deals Real Estate Leader
PwC

16:15 – 17:00**Tapping into the Domestic Traveller & 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****Stephen Cheesebrough**

Executive Director, Business Development,
Amaala

Mike Hernandez

Executive Director – Real Estate Development
Qiddiya Investment Company

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Senior Manager, Colliers

Jerry Inzerillo

Chief Executive Officer
Diriyah Gate Development Authority

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?

Moderator:

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

Closing remarks and close of conference

Jonathan Worsley

Chairman, Bench Events

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