

## WEDNESDAY, 18 OCTOBER 2017

1:00pm-8:30pm **REGISTRATION & INFORMATION**

4:00pm-5:00pm **MASTER CLASS: THE FUTURE OF CONTEMPORARY HOTEL MANAGEMENT AGREEMENTS – EVOLUTION, REVOLUTION, OR EXTINCTION**

Speakers: **Graeme Dickson**, Partner, Baker McKenzie  
**Roy Melick**, Partner, Baker McKenzie

**Baker  
McKenzie.**

5:20pm-6:20pm **QUICKLINK**

Start HICAP off with some intense networking! At this special energetic feature, make contact with other delegates, in a quick exchange of business cards.

Facilitator: **Eric J. Levy**, Managing Director, TSI

6:30pm-8:30pm **OPENING RECEPTION**

Hosted By: InterContinental Hotels Group

**IHG**<sup>®</sup>  
InterContinental  
Hotels Group

## THURSDAY, 19 OCTOBER 2017

7:30am-5:45pm **REGISTRATION & INFORMATION**

7:45am-9:00am **CONTINENTAL BREAKFAST**

9:00am-11:15am **PLENARY SESSION**

**WELCOME & OPENING REMARKS**

Speaker: **Robert Stiles**, Managing Director & Principal, RobertDouglas

**HICAP PRESENTS – DO YOU WANT TO BE DAVID OR GOLIATH, DOES SIZE MATTER?**

Small, medium, or large, who are the winners in today's hospitality landscape?

Speaker: **Marc Dardenne**, Group Chief Operating Officer, Jumeirah Group

**POLITICAL & ECONOMIC RISK OVERVIEW**

Speaker: **Robert C. Broadfoot**, Managing Director, Political & Economic Risk Consultancy, Ltd.

**HICAP PRESENTS – THE FUTURE OF HOTEL DISTRIBUTION IN ASIA**

Today's fast-changing digital landscape presents new opportunities for hoteliers. Find out about the future of hotel distribution in Asia.

Speaker: **Mieke De Schepper**, Vice President – APAC, Expedia Group

**HOTEL PERFORMANCE & OUTLOOK**

Speaker: **Jesper Palmqvist**, Area Director Asia Pacific, STR

**HICAP PRESENTS – TRANSFORMING TALENT**

Change in thinking must happen at the top if the industry wants to attract the right talent and skill sets to power the future.

Speaker: **Jennifer K. Cronin**, President, Wharf Hotels

**THE INVESTMENT OUTLOOK**

Moderator: **Scott Hetherington**, CEO, Asia, JLL

Panelists: **Suchad Chiaranussati**, Founder and Managing Director, SC Capital Partners Group

**Kenneth Gaw**, President & Managing Principal, Gaw Capital Partners

**Peter T. Meyer**, Chief Executive Officer, Lodgis Hospitality

**Richard A. Weissmann**, Partner, KSL Capital Partners, LLC

11:15am-12:00pm **NETWORKING BREAK**

11:30am-11:50am **SPECIAL PRESENTATION – AL MARJAN ISLAND**

Al Marjan Island is a much sought-after destination for residents, tourists, and investors. A place that will soon become a destination of choice for all.

Speaker: **Talal Chihabi**, Sales Director, Al Marjan Island

12:00pm-12:45pm **BREAKOUT SESSIONS**

**SESSION 01 MERGER & ACQUISITIONS TRACK – CONSOLIDATION, THE IMPLICATIONS & RAMIFICATIONS**

What's next and which companies are ripe for M&A? Explore the opportunities/challenges created, and what the consolidation phenomenon means for owners, and the industry going forward.

Moderator: **Yuval Tal**, Partner, Proskauer

Panelists: **James Doolan**, Regional VP, Hotel Development, Marriott International

**Elias Hayek**, Head of Global Hospitality and Leisure, Squire Patton Boggs

**Joe Sita**, CEO, IFA Hotel Investments

**Fei Ye**, Vice President, Investment, China Lodging Group

**SESSION 02 ASSET MANAGEMENT TRACK – THE BIG TURNAROUND!**

Your hotel is under-performing, and you're wondering what to do about it? Find out what considerations, analyses, and decisions you should be making before you undertake your Big Turnaround!

Moderator: **Tasos Kousioglou**, EVP Asset Management, JLL  
Panelists: **Peng Sum Choe**, Chief Executive Officer, Frasers Hospitality Group Pte Ltd  
**Anchalika Kijkanakorn**, Managing Director, Akaryn Hotel Group Co., Ltd  
**Christine McGinnis**, AVP, Studio Director, Singapore, WATG / Wimberly Interiors  
**Christophe Vielle**, CEO & Co-Founder, GCP Hospitality

**SESSION 03 SPECIAL TOPIC TRACK – REVENUE MANAGEMENT & STRATEGIES FOR GETTING MORE!**

Are Online Travel Agents (OTAs) here to stay? If so, how are they most effectively used? Can guest loyalty and direct bookings still be accomplished in this day and age? How can owners and brands stay ahead of the curve to take advantage of what comes next, and generate better revenue?

Moderator: **Rachel Grier**, Managing Director, APAC, IDeaS Revenue Solutions  
Panelists: **Lara Hernandez**, Chief Commercial Officer AMEA, IHG  
**Stephane J. Regnault**, Founder & Managing Director, CASAM Hospitality  
**Markus Schuckert**, Asst. Professor, The Hong Kong Polytechnic University  
**Vikram Singh**, VP Revenue Optimization, MCR Investors

**SESSION 04 OWNERSHIP TRACK – HOW BEST TO MANAGE MY HOTEL?**

You are planning a new hotel and it's time to decide how to manage/brand it for best results. Is franchising an option for beefing up your marketing, sales awareness, and channels? Or should you engage an operator for full operational coverage and support? If so, with which brand? Should you try one of their "new" brands to maximize your market distinction, or is that too risky? So many questions! If you're asking any or all of these yourself, this is the session for you!

Moderator: **Eric J. Levy**, Managing Director, TSI  
Panelists: **Alexander Jovanovic**, Director Development - Hotels and Resorts, The Trans Resort Bali  
**Cameron Ong**, Executive Chairman, Ariva Hospitality  
**Jacob Purackal**, Director of Development India, Hilton  
**Maria Zarraluqui**, Development Managing Director, Meliá Hotels International

**SESSION 05 OPPORTUNITIES TRACK – MODULAR CONSTRUCTION & WHAT YOU NEED TO KNOW**

Has the day finally arrived for modular construction to flourish? Is modular construction the answer to rising construction and development costs in Asia Pacific? What are the pros and cons, and opportunities?

Moderator: **Gert Noordzy**, Managing Director, Northside Consulting  
Panelists: **Gareth Boytt**, Managing Director, Estilo Group  
**Shawn Hill**, Senior Vice President, Hong Kong, Marriott International  
**Steven F. Root**, Director, The Contracts Group Ltd  
**Louis Gérard Saliot**, CEO, Euro Asia Management Group  
**Oliver B. Tittmann**, Managing Director, XCUBE Modular

**1:00pm-2:45pm LUNCH & SPECIAL PRESENTATIONS**

Host: **James E. Burba**, Co-Founder, BHN

**YCI – YOUTH CAREER INITIATIVE**

Speaker: **Fran Hughes**, Director, International Tourism Partnership

**HICAP LIFETIME ACHIEVEMENT AWARD**

Presenter: **David Udell**, Group President – Asia Pacific, Hyatt Hotels Corporation  
Recipient: **Larry M.K. Tchou**, Senior Advisor - Greater China, Hyatt Hotels Corporation



Larry M.K. Tchou

**2:45pm-3:15pm NETWORKING BREAK**

**2:50pm-3:10pm SPECIAL PRESENTATION: TOURISM INVESTMENT OPPORTUNITIES IN MOROCCO**

Thanks to its attractive legal framework, robust infrastructures, creative human capital and strategic location, not only Morocco is the ideal destination for hospitality investments but is also the gate to opportunities in the whole of Africa.

Speaker: **Imad Barrakad**, Chief Executive Officer, Moroccan Agency for Tourism Development, SMIT

**3:15pm-4:00pm BREAKOUT SESSIONS**

**SESSION 06 MERGER & ACQUISITIONS TRACK – RIPE TIME FOR REITS?**

What does the opportunity landscape look like for launching new REITs in Asia Pacific? What are the advantages and disadvantages of REITs? What regulations are in place, or missing, that help, or hinder, the success of REITs? How do these regulations differ regionally?

Moderator: **Andrew MacGeoch**, Partner, Head of Asia Real Estate and Global Head of Hotels, Berwin Leighton Paisner  
Panelists: **Derek Cheung**, CEO, New Century Asset Management  
**David Ling**, Head of Strategic Development, CDL Hospitality Trusts  
**Juay Hiang Tan**, CEO, Ascendas Hospitality Trust  
**Ratwadee (Pum) Termsuknirundorn**, First Vice President, CIMB Thai Bank PCL.

**SESSION 07 SPECIAL TOPIC TRACK – AOCAP: HOTEL BRANDED REAL ESTATE & WHAT THE FUTURE HOLDS**

Mixed-use remains the favored approach of many leading global developers for spreading risk and accelerating ROI. Offerings include Branded Residences, Buy-to-Use-and-Let, Condotels, and Shared Ownership. How and where are these offerings permeating Asia's markets? Who are the buyers and what are their preferences? What are the structuring and operating challenges associated with each? What is working well and what is not?

Moderator: **Roy Melick**, Partner, Baker McKenzie

Panelists: **Paul K. Dean**, Principal, Dean & Associates Ltd.

**Jaidev Michael Menezes**, Corporate Director Business Development, Emaar Hospitality Group

**Gisle Sarheim**, VP Development APAC, Hilton Grand Vacations Co

**Christopher Wong**, SVP, Development Asia Pacific, Four Seasons Hotels & Resorts

**David Wray**, VP Acquisitions & Development, Wyndham Hotel Group

**SESSION 08 ASSET MANAGEMENT TRACK – FRANCHISING: ASIA READY? OWNERS READY?**

Are we finally ready for large scale franchising in Asia Pacific? Why is Asia Pacific behind other developed markets in franchising? How can Asian owners prepare to be a "qualified franchisee"?

Moderator: **Bill Barnett**, Managing Director, C9 Hotelworks Co., LTD.

Panelists: **Ante Baric**, Director of Development, Dusit International

**Phil Kasselis**, Managing Director, Pro-Invest Hotels Group

**Marc Kramer**, Senior Director Development – SE Asia and Pacific, Carlson Rezidor Hotel Group

**Lindsay O. Leeser**, VP Development Pacific, AccorHotels

**Robert Williams**, Partner, Withersworldwide

**SESSION 09 OPPORTUNITIES TRACK – INNOVATIONS & TECHNOLOGY, FROM CAPEX TO OPEX – HOW THE CLOUD IS TRANSFORMING HOW HOTELS APPROACH TECHNOLOGY**

As the technology landscape shifts to flexible cloud based solutions, hotel owners and operators can radically change their approach to technology planning and implementation for enhancing the customer and brand experience. As AI, Virtual Reality, Bots and Big Data all start to shift from "one day" to "tomorrow", who out there seems to be doing it right and how can you avoid missing the boat? What components are making the most progress and have the most potential? And once you've adapted to all that, what's NEXT?

Moderator: **David A. Turnbull**, Co-Founder & COO, SnapShot GmbH

Panelists: **Klaus Kohlmayr**, Chief Evangelist, IDEaS – A SAS Company

**Terence L. Ronson**, Managing Director, Pertlink Limited

**Martin Soler**, Partner, Dryven

**Hubert Viriot**, CEO, YOTEL

**SESSION 10 OWNERSHIP TRACK – UNDERSTANDING LIFESTYLE BRANDS, & IF THEY ARE RIGHT FOR YOUR HOTEL**

What constitutes a "lifestyle" brand and what advantages does it offer to owners/developers seeking to differentiate their projects in the market place? How do you determine which is best for your hotel?

Moderator: **Paul Alick Macpherson**, EVP, Global Business Development, Kerzner International

Panelists: **Marc Dardenne**, Group Chief Operating Officer, Jumeirah Group

**Olivier Rene Gorg Harnisch**, Chief Executive Officer, Emaar Hospitality Group

**James A. Stuart**, Founder, Chairman and CEO, The Brand Company

**Rajit Sukumaran**, Chief Development Officer, AMEA, IHG

**Peter van de Bunt**, Chairman, Tin Hotels International

**4:00pm-4:30pm NETWORKING BREAK**

**4:10pm-4:30pm SPECIAL PRESENTATION: TOURISM INVESTMENT OPPORTUNITIES IN INDONESIA**

The Indonesia Tourism Development Corporation, (ITDC) will present their Case Study: the Mandalika Project. Covering the current progress of the Mandalika, Investment Processes inside the Mandalika, Investment Types (Integrated Tourism Infrastructure, Amenities and Activities), and Future Potential Locations.

Speaker: **Edwin Darmasetiawan**, Director - Development, ITC

**4:30pm-5:45pm PLENARY SESSION**

**REIMAGINING HOSPITALITY – PRESENTED BY WIT**

Is the tech disruption happening in hospitality more an opportunity than a threat?

Moderator: **Siew Hoon Yeoh**, Founder, WiT -Web in Travel

**ALTERNATIVE TAKES, PART 1: FUTURE OF WORK**

Find out more in this one-on-one with the founder of Spacemob, Turochas Fuad, whose company was acquired by WeWork to spearhead its expansion into South-east Asia. T Fuad also founded Travelmob, which was acquired by HomeAway.

Speaker: **Turochas Fuad**, CEO, Spacemob

## ALTERNATIVE TAKES, PART 2: FUTURE OF ACCOMMODATION

What trends are playing out in alternative accommodation in Asia? We find out from a hotelier in Japan who's reimagining what the future of hospitality could look like and from someone who sold his startup, Buteeq, to Booking.com, took on the APAC role for Booking Suite and is now Japan-based regional director for Booking.com's business.

Panelists: **Aya Aso**, Founder/CEO, SAVVY Collective  
**Adam Brownstein**, Regional Director, Booking.com

## LEARNING FROM STARTUPS

Startups have a very different culture in innovation, and speed to market. Leading startups tell their stories of how they execute, scale, and monetize – and see if there are lessons for the hotel industry at large.

Panelists: **Nabil Elshafeay**, Head of Global Partnerships, BeMyGuest  
**Mark Pope**, Co-Founder, Portier Technologies  
**Alex Shen**, Partnership Manager, GetYourGuide

## COFFEE WITH JAN SMITS

How is IHG adapting its business to the new digital economy? How is it reimagining its business as well as its distribution and marketing channels? A one-on-one interview to get to the answers.

Speaker: **Jan G. Smits**, CEO, AMEA, IHG

## 6:30pm-8:30pm NETWORKING GALA

HICAP delegates will enjoy a fabulous networking opportunity at the new Kerry Hotel, Hong Kong in Hung Hom Bay.

Hosted By: Shangri-La International Hotel Management Ltd.



## FRIDAY, 20 OCTOBER 2017

7:45am-3:00pm **REGISTRATION & INFORMATION**

7:45am-9:00am **CONTINENTAL BREAKFAST**

9:00am-11:00am **PLENARY SESSION**

### WELCOME BACK

Speaker: **Robert V.R. Hecker**, Managing Director - Pacific Asia, Horwath HTL

### RISING STAR AWARD

Presenters: **Andrea L. Belfanti**, Executive Director, International Society of Hospitality Consultants  
**Linda H. Stiles**, Managing Director, Stiles Capital Events LLC  
Recipient: **Peter Harper**, Executive Vice President, JLL Hotels & Hospitality Group

### THE FUTURE OF HOSPITALITY & SPACES

"Toto, I have a feeling we're not in Kansas anymore," said Dorothy in The Wizard of Oz, and this is certainly true in the world of hospitality and space management. A new generation of consumers have chosen new economy service providers and reduced the profitability of traditional business models. What should an incumbent player do? This session explores the disruptive trends and shares what one incumbent player is doing to stay relevant in the future of hospitality and spaces.

Speaker: **Morris Sim**, Chief Marketing Officer, Next Story Group

### REBELS WITH A CAUSE

Moderator: **David Keen**, CEO, QUO  
Panelists: **Bill Bensley**, Creative Director, Bensley Design Studios  
**Dorit Grueber**, CMO/CFO, The Hip & Happening Group  
**Mark Steven Hehir**, Chief Executive Officer, The Small Maldives Island Co  
**Yosuke Irie**, CEO, Emblem Hotel  
**Alex Thorpe**, Director, Veriu Hotels

11:00am-12:00pm **NETWORKING BREAK**

12:00pm-12:45pm **BREAKOUT SESSIONS**

### SESSION 11 OWNERSHIP TRACK – HOW TO EXPEDITE & OPTIMIZE YOUR MANAGEMENT CONTRACT NEGOTIATIONS

Are there ways to expedite the process without compromising your owner rights?

Moderator: **David A. Blumenfeld**, Partner, Paul Hastings  
Panelists: **Ashwani Bajaj**, Managing Director, Amburaya Hotels & Resorts  
**Andreas Flaig**, Executive Vice President, Carlson Rezidor Hotel Group  
**Venessa Koo**, SVP Development & TS, Regent Hotels Group  
**Tao Zhou**, Executive Director, Luneng Commercial RE

**SESSION 12 MERGER & ACQUISITIONS TRACK – AN UPDATE ON CHINA OUTBOUND INVESTMENT**

What is the latest outlook for continued China outbound investments? How are the investment criteria changing and/or diversifying? What's the best strategy for connecting with/attracting such investment?

Moderator: **Peter Benudiz**, Partner, Sidley Austin LLP  
Panelists: **Zhao Bingdong**, Managing Director, Junson Capital  
**Stephen C.H. Chen**, Managing Partner, Infinity Global Real Estate  
**Kelvin Ip**, Consultant, Hortwath HTL

**SESSION 13 ASSET MANAGEMENT TRACK – CREATIVE F&B & THE BOTTOM-LINE**

What alternative approaches to traditional F&B delivery have been successful in Asia Pacific and/or globally? Outsourcing, leasing, celebrity chefs, etc. Which tend to generate the highest ROI?

Moderator: **Sam Sheldon**, Consultant, Horwath HTL  
Panelists: **Stephan G. Brutti**, Creative Director, SOCIAL f+b by design  
**Paul Gabie**, Chief Executive Officer, Proof & Company Spirits  
**Paul Hsu**, Executive Director, Elite Concepts  
**Rohit Sachdev**, Managing Director, Soho Hospitality  
**Teng Wen Wee**, Managing Partner, The Lo & Behold Group

**SESSION 14 OPPORTUNITIES TRACK – HOW TO IDENTIFY THE BEST MARKETS FOR INVESTMENT**

It can be daunting for a cross border investor to determine where best to focus efforts on sourcing opportunities. A look at some of the aspects to consider.

Moderator: **Matt Gebbie**, Director, Horwath HTL  
Panelists: **Nikhil Manchharam**, Managing Director – Development Asia, YOTEL  
**Peter R. Ryder**, Chief Executive Officer, Indochina Capital  
**Chris Teo**, Managing Director, Roxy-Pacific Holdings Ltd  
**Shunsuke Yamamoto**, Managing Director, Fortress Investment Group

**SESSION 15 SPECIAL TOPIC TRACK – SUSTAINABLE HOTEL INNOVATIONS & BEST PRACTICES**

What are the costs and benefits for an owner in making their hotel sustainable? When is the best time for these costs and benefits to be introduced and how?

Moderator: **Eric Ricaurte**, Founder & CEO, Greenview  
Panelists: **Bruce Bromley**, CFO & Deputy CEO, Soneva (Thailand) Ltd.  
**Andrew V. Dixon**, CEO, Cempedak Island  
**Stuart Kay**, Chief Sustainability Officer, GreenPlace Assets  
**Jeffrey Smith**, Director of Sustainability, Six Senses Hotels Resorts Spas

**1:00pm-3:00pm LUNCH & HICAP AWARDS**

Host: **Tony Ryan**, Managing Director, Global M&A, JLL

Presenter: **REGGIE SHIU DEVELOPMENT OF THE YEAR**  
**Regina M. DiBenedetto**, Director, Aareal Bank Asia Limited

Presenter: **SUSTAINABLE HOTEL AWARDS**  
**Eric Ricaurte**, Founder & CEO, Greenview

Presenter: **MERGER & ACQUISITION OF THE YEAR**  
**Baron R. Ah Moo**, Managing Director, BLI Capital Group

Presenter: **SINGLE ASSET TRANSACTION OF THE YEAR**  
**Benjamin Allan Hirasawa**, Partner, Clyde & Co Singapore

**3:00pm HICAP ADJOURNS**  
Speaker: **Robert V.R. Hecker**, Managing Director - Pacific Asia, Horwath HTL

