

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[®]
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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 S. 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: **Susan Zheng**, Regional 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: **Ricco de Blank**, CEO - SHKP Hotels, Sun Hung Kai Properties

James Doolan, Regional VP, Hotel Development, Marriott International

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

Grant Kelley, Chief Executive Officer, City Developments Limited

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 Kousloglou**, EVP Asset Management, JLL
Panelists: **Peng Sum Choe**, Chief Executive Officer, Frasers Hospitality Group
Anchalika Kijkanakorn, Managing Director, Akaryn Hotel Group Co., Ltd
Margaret McMahon, Senior Vice President, 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
Klaus Kohlmayr, Chief Operating Officer, TSA Solutions
Vikram Singh, VP Revenue Optimization, Rainmaker Group

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: **Aron Hari Harilela**, Chairman & CEO, Harilela Hotels Limited
Cameron Ong, Co-Founder/CEO, Ariva Hospitality
Kaushik Vardharajan, Vice President - Development, 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: **Martin Soler**, Managing Partner, Martin Soler & Associates

Hubert Viriot, CEO, YOTEL

Additional panelist to be announced.

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: **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

Shafi Syed, Chief Development Officer, Jumeirah Group

Peter van de Bunt, Chairman, Tin Hotels International

4:00pm-4:30pm NETWORKING BREAK

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, AGORA Hospitalities Co., Ltd.

Adam Jordan Brownstein, PS 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: **Mark Pope**, Co-Founder and MD, 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 Belfanti**, Executive Director, International Society of Hospitality Consultants
Linda H. Stiles, Managing Director, Stiles Capital Events LLC

THE FUTURE OF HOSPITALITY & SPACES

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

REBELS WITH A CAUSE

Moderator: **David Keen**, CEO, QUO

Panelists: **Bill Bensley**, 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
Rhys Williams, Co-Founder, Furnished Property

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**, Head of Real Estate, Junson Capital
Stephen C.H. Chen, Managing Partner, Infinity Global Real Estate
Frank Sorgiovanni, Head of Research Asia Pacific, JLL
Fei Ye, Vice President, Investment, China Lodging Group
Shawn Zhang, GM, Investment Department, HNA Hospitality Group

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 Brutti**, Creative Director, HBA
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: **Kevin Colket**, Managing Director, Acquisitions, Starwood Capital Group

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: Winners of the 2017 HICAP Sustainable Awards

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

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

REGGIE SHIU DEVELOPMENT OF THE YEAR

Presenter: **Regina M. DiBenedetto**, Director, Aareal Bank Asia Limited

SUSTAINABLE HOTEL AWARDS

Presenter: **Eric Ricaurte**, Founder & CEO, Greenview

MERGER & ACQUISITION OF THE YEAR

Presenter: **Baron R. Ah Moo**, Managing Director, BLI Capital Group

SINGLE ASSET TRANSACTION OF THE YEAR

Presenter: **Benjamin Allan Hirasawa**, Partner, Clyde & Co Singapore

3:00pm HICAP ADJOURNS

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

