



**WEDNESDAY, 28 MARCH 2018**

**3:30pm-5:30pm**      **REGISTRATION & INFORMATION**

**4:35pm-5:35pm**      **SPECIAL BONUS SESSION – NEW FEATURE!**  
**ALTERNATIVE OWNERSHIP 101**

Alternative ownership offers an additional or 'alternative' option to the more common ideas of a stand-alone hotel or integrated resort. This crash course presents an overview of the different Alternative Ownership business models and the significant market potential and possibilities they offer. For investors, owners or developers looking to monetize undeveloped resort real estate, repurpose or further optimize returns on existing inventory. A special takeaway will be provided for all session attendees.

Speakers: **Paul Dean**, Principal, Dean & Associates, Ltd.  
**Jim Sabot**, Principal, Dean & Associates, Ltd.

**5:30pm-8:00pm**      **REGISTRATION & INFORMATION**

Meets In: YOTEL Singapore Hotel

**6:00pm-8:00pm**      **OPENING NETWORKING RECEPTION – JOINTLY WITH HICAP UPDATE**

AOCAP opens with a fantastic networking reception, hosted by YOTEL. This reception is also the closing reception for HICAP UPDATE, providing a great opportunity for the delegates of both conferences to meet, mingle, and do deals. Buses depart from the Pan Pacific Hotel (ballroom entrance) promptly at 5:40pm on a first-come, first-served basis.

Hosted By: YOTEL



**THURSDAY, 29 MARCH 2018**

**8:00am-7:15pm**      **REGISTRATION & INFORMATION**

**8:30am-9:00am**      **CONTINENTAL BREAKFAST**

**9:00am-12:30pm**      **PLENARY SESSION**

**CONFERENCE OPENING**

Speakers: **James E. Burba**, Co-Founder, BHN  
**Paul Dean**, Principal, Dean & Associates, Ltd.

**THE REGIONAL TRAVEL OUTLOOK**

Who in Asia, besides Chinese outbound travelers, are driving tourism growth and which are the hot as well as the emerging receptor markets and regional destinations? Which travel trends are clearly discernable and where will the big regional opportunities materialize?

Speaker: **Minh Ho**, Consultant, Horwath HTL Pacific Asia

**UPDATE ON THE NEWLY FORMED INDUSTRY GROUP**

Speaker: **William F. Minnock**, Managing Director Asia Pacific, Marriott Vacations Worldwide

**THE VIEW FROM THE BOARDROOM**

Moderator: **Howard Nusbaum**, President/CEO, ARDA  
Panelists: **Gordon Gurnik**, President, RCI  
**Gary M. Knowles**, CEO, Karma Group  
**Barry Robinson**, President & Managing Director, Wyndham Vacation Resorts AP  
**Mark Wang**, President & CEO, Hilton Grand Vacations

**TRADITIONAL TIMESHARE PRODUCTS – MEETING THE NEEDS OF THE CONSUMER?**

What has worked for shared ownership products in mature markets such as Europe and the USA, may not be the best approach in Asia. How do we get a better fix on what the Asian consumer wants from a shared ownership offering and how do we then design products that resonate well with these Asian consumers?

Moderator: **Laura Younger**, General Manager, ATHOC  
Panelists: **Gary Croker**, SVP Business Development, Wyndham Vacation Resorts  
**Darren Ettridge**, Senior Vice President, Interval International  
**Isabella Ng**, Regional Director, RCI  
**Gisle Sarheim**, VP Development APAC, Hilton Grand Vacations Inc.



**THURSDAY, 29 MARCH 2018**

**CREATING VALUE WITH BRANDED REAL ESTATE & CONDO HOTELS**

Given the affluent Asian consumers' continuing love affair with brands, what lies ahead for branded residential offerings and condo hotels within the Asian markets?

Moderator: **Bill Barnett**, Managing Director, C9 Hotelworks  
 Panelists: **Abid Butt**, CEO – AMEA, Dream Hotels  
**James Doolan**, Vice President, Hotel Development, Asia Pacific, Marriott International  
**John Melicharek**, Partner, Baker & Hostetler LLP

**UNDERSTANDING THE MIXED USE DEVELOPMENT MODELS**

Mixed-use can take many forms and cover both urban and resort based developments. Analyzing the various forms and their operating synergies is key to determining what may best suit your project..

Moderator: **Andrew MacGeoch**, Global Head of Hotels Group, Berwin Leighton Paisner  
 Panelists: **Jonathan Cole**, General Counsel, Aman  
**Timothy Hallett**, President Development, Century Properties Group  
**Michael N. Kosmas**, SVP Operations Asia Pacific, The First Group

**12:30pm-2:00pm** **NETWORKING LUNCH**

**1:00pm-2:00pm** **LUNCH & LEARN SESSIONS – NEW FEATURE!**

Grab a meal at the Buffet, while attending an information session, hosted by industry leaders on a variety of hot topics.

**SESSION A THE CHINESE BUYER – HOW DO YOU ATTRACT THEM, WHAT DO THEY LIKE/DISLIKE & HOW BEST TO LOOK AFTER THEM?**

**Presented by Interval International**

Speakers: **Maurizio Bisicky**, Chief Operating Officer, Anantara Vacation Club  
**Joseph W. Hickman**, Vice President/Executive Director, Interval International

**SESSION B AIMS & OBJECTIVES – THE NEWLY FORMED INDUSTRY GROUP**

**Presented by Marriott Vacations Worldwide**

Speakers: **John Melicharek**, Partner, Baker & Hostetler LLP  
**William F. Minnock**, Managing Director Asia Pacific, Marriott Vacations Worldwide

**SESSION C HOW TO ATTRACT THE YOUNGER CONSUMERS AND FIRST TIME BUYERS**

**Presented by RCI**

Speakers: **Daniel Tan**, Director, Business Development, RCI Asia Pacific  
**Gisle Sarheim**, VP Development APAC, Hilton Grand Vacations Inc

**2:15pm-5:15pm** **PLENARY SESSION**

**REIMAGINING MARKETING & SELLING**

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

**LEVERAGING THE DATA – FORMERLY KNOWN AS SALES & MARKETING**

With the ability to know more about and speak directly to your customer today, how are you leveraging the data to better understand and find your customer, enhance personalization in your marketing and improve the customer experience to help close the deal?

Moderator: **Eric J. Levy**, Managing Director, TSI  
 Panelists: **Sri Raghavan**, CEO, Biz Sciences LLC  
**Timothy Tan**, Regional Director of Solutions Engineering, Duetto Research Inc

**HARNESSING NEW TECHNOLOGY – GOOGLE THOUGHTS**

What are the new technologies reshaping the travel experience for the consumer and how does this affect the Alternative Ownership space?

Speaker: **Hermione Joye**, Head of Industry, Travel APAP, Google

**GOING MOBILE – MARKETING TO THE BIG AUDIENCE VIA SMALL SCREEN**

Speaker: **Meghan Joseph**, Client Partner, Travel, Facebook

**OPPORTUNITIES IN CHINA**

Overseas investment opportunities for Chinese Developers have now been curtailed by the Central Government. What are the opportunities within China's domestic market for these Developers to monetize their real estate assets through the adoption of mixed-use models incorporating shared ownership? Where are the opportunities and how might they be pursued?

Moderator: **Bingqing Luo**, Assistant Director, Horwath HTL Shanghai  
 Panelists: **Michael Qu Qin**, Managing Partner, Law View Partners



**Kit Whalley**, Director, Business Development, Interval International  
**Tao Zhou**, President, Country Garden Hotels Group

**SUCCESSFUL ASIA PACIFIC CASE STUDIES – WHAT HAS WORKED?**

Moderator: **Jonathan Mills**, Managing Director, Asia Pacific, RCI Asia Pacific  
Panelists: **Maurizio Bisicky**, Chief Operating Officer, Anantara Vacation Club  
**Bryan Lunt**, Chairman & CEO, Absolute World Group  
**Ramesh Ramanathan**, Managing Director, Sterling Holiday Resorts

**WRAP-UP & CLOSING REMARKS**

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

**5:15pm-7:15pm**

**CLOSING NETWORKING RECEPTION**

Hosted By: Pan Pacific Hotels Group



**AOCAP 2018 PROGRAM PLANNING COMMITTEE**

**Paul Dean**, Dean & Associates, Ltd.  
**Ben A. Dedopulos**  
**Joseph W. Hickman**, Interval International  
**Bryan Lunt**, Absolute World Group

**Jonathan Mills**, RCI Asia Pacific  
**Ross Nicholas**, Wyndham Vacation Resorts  
**Gisle Sarheim**, Hilton Grand Vacations

**PRODUCED BY:**



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annual events in thirteen countries including leading events such as *Americas Lodging Investment Summit (ALIS)*, *Hotel Investment Conference Asia Pacific (HICAP)*, *Phocuswright*, *TEAMS*, *Web in Travel*, and *Mountain Travel Symposium*. Northstar is also the majority shareholder in *Inntopia*, the leading SaaS e-commerce software, CRM database marketing and predictive analytics business serving the mountain destination, activities, and specialty destination travel markets. [Northstar Travel Group](#) is owned by [EagleTree Capital](#) and is based in Secaucus, NJ, with offices in New York, NY; Denver, CO; Los Angeles, CA; Winston-Salem, NC; Stowe, VT; Edwards, CO, Glen Ellyn, IL, Costa Mesa, CA, and global offices in Singapore, Beijing, and Shanghai.

### IN ASSOCIATION WITH:



With over three decades of experience, more than 150 events completed to-date, and in excess of 100,000 international delegates, BHN conferences have become “must attend” events for industry leaders who come together to network, conduct business, and to learn about the latest trends.

BHN events include: the Americas Lodging Investment Summit (ALIS) in Los Angeles; ALIS Law in Los Angeles; ALIS Summer Update; Alternative Ownership Conference Asia Pacific (AOCAP) in Singapore; Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP UPDATE in Singapore; Hotel Investment Forum India (HIFI) in Mumbai; Hotel Opportunities Latin America (HOLA) conference in Miami; Hotel Investment Conference Europe (Hot.E) in London; and HotelsWorld in Sydney.

The BHN website at [www.Burba.com](http://www.Burba.com) is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world. BHN is a division of Northstar Travel Group.



Horwath HTL is the world's largest hotel industry specialized consulting organization, currently with 45 offices in 38 countries. Since the set-up of Asia Pacific operations in 1987, Horwath HTL – Asia Pacific has been involved with thousands of projects throughout the region in all phases of the property lifecycle for clients ranging from individually owned businesses to the world's most prominent hotel companies,

developers, lenders, investors, and industrial corporations. Horwath HTL currently operates out of regional offices in Tokyo, Beijing, Shanghai, Hong Kong, Bangkok, Singapore, Jakarta, Kuala Lumpur, Mumbai, Sydney, and Auckland.



Stiles Capital Events LLC (SCE) has been involved in event management, communications and marketing in the publishing, entertainment and hospitality industries since 1989. SCE has been associated with the development and organization of the Hotel Investment Conference Asia Pacific (HICAP) since its inception and the subsequent launches of HICAP UPDATE in 2009 and AOCAP (Alternative Ownership Conference Asia Pacific) in 2014 together with partners BHN (Burba Hotel Network) and Horwath HTL. SCE is based in the San Francisco Bay Area.