

**SHIC**THE 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**Campanile****Rami Moukarzel**Vice President Development & Acquisitions MENA  
Louvre Hotels Group**Cloud7Hotels****Marloes Knippenberg**Chief Executive Officer  
Kerten Hospitality**Comfort****Shuja Zaidi**

Principal, Equinox

**Hampton by Hilton****Amir Lababedi**

Managing Director Development – MENA, Hilton

**La Quinta****Panos Loupasis**Vice President Development – Middle East & Africa  
Wyndham Hotels & Resorts**Four Points by Sheraton****Shady Hassan**Director – Lodging Development Middle East & Africa  
Marriott International**Brand tbc****Louis Abi Abboud**Vice President Development  
AccorHotels Middle East**Makarem****Hassan Ahdab**

Hotel Operations President, Dur Hospitality

**Oakwood****Andrew Reitmaier**Director – Corporate Development  
Oakwood®**Radisson Red****Elie****Milky**Vice President Business Development  
Radisson Hotel Group**Rove Hotels****Jaidev Menezes**Corporate Director, Business Development  
Emaar Hospitality Group LLC**MySk by Shaza****Chris Nader**Vice President Business Development  
Shaza Hotels**Studio M****Kevork Deldelian**Chief Operating Officer, Millennium Hotels &  
Resorts**Brand tbc****Maya Ziadeh**Director Development, MEA  
IHG**18:00 – 19:00****Master Class A****Master Class - Management Contracts and Franchise Agreements**

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

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

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Labour, classification &amp; development standards - what do the operators, developers and investors need to know from a regulatory framework perspective?

**Saad Al Qahani**Tourist Accommodation Manager  
Saudi Commission for Tourism and National Heritage (SCTH)**Master Class B****19:00- 21:00****Opening Reception**

Hosted by Dur Hospitality

**January 23 2019****08:00****Registration Opens****07:45 - 09:00****Invitation Only Working Breakfast – Public & Private Sector Discuss Issues Facing the Industry****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?

**HRH Prince Sultan bin Salman bin Abdul Aziz Al Saud**Chairman  
Saudi Commission for Tourism and Antiquities**09:45 – 10:15****2019 Outlook for Recovery, Reform and Investment in the Kingdom****Richard Thompson**

Editorial Director, MEED

**Building a World Class Brand, World Class Offering and Making it Relevant****James Hogan**

Executive Chairman, Knighthood Capital Partners

**10:15 – 10:35****Pioneer of The Industry – Interview with a Visionary Leader***Hard Talk Interview***Eng. Abdullah bin Mohammed Al-Issa**  
Chairman, Dur Hospitality Company**10:35 – 11:10****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.

**Abdulla Douleh**VP – Head of Local RE Funds  
Jadwa Investment**Hosted by Filippo Sona**Managing Director Global Hospitality  
Drees & Sommer**Jay Rosen**Head of Investment & Finance  
The Red Sea Development Company

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<b>11:10 – 11:30</b>	<b>COFFEE BREAK</b>	
<b>11:30 – 12:00</b>	<b>Trends and Pipeline Challenges in the Kingdom</b>	<b>Philip Wooller</b> Area Director, Middle East and Africa STR
	<i>Followed by</i>	
	<b>Forecasting the Saudi Hotel Industry for the Next 10 Years</b>	<b>Talal Yousif</b> Director, HVS
<b>12:00 – 12:20</b>	<b>Transforming Industry - Adapting and Unlocking Value</b>	<i>Hard Talk Interview with</i> <b>Abdullah Aldawood</b> Group CEO, Altayyar Group
<b>12:20 – 13:00</b>	<b>Leaders' Perspective on Growth, Labour and Development</b>	<b>Dr Badr Al Badr</b> Chief Executive Officer, DUR Hospitality
	<i>How are industry leaders going to assist owners with growth and ROI and support the key government initiative of Saudisation?</i>	<b>Pascal Gauvin</b> Managing Director, India Middle East & Africa IHG
	<b>Hosted by Jonathan Worsley</b> Chairman, Bench Events & Board Director STR	<b>Amine Moukarzel</b> President Golden Tulip MENA/Louvre Hotels Group
		<b>Guido De Wilde</b> Chief Operating Officer Middle East Marriott International
<b>13:00 – 13:15</b>	<b>Creating New Products for Gen Z</b>	<b>Marloes Knippenberg</b> Chief Executive Officer, Kerten Hospitality
<b>13:15 – 14:15</b>	<b>Lunch &amp; The SHIC Young Leaders Award</b>	
	<b>Awarded to a young Saudi, under 30, who has made a mark in the Hospitality industry</b>	

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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?

**Hosted by Ali Manzoor**

Partner - Hospitality and Leisure  
Knight Frank

**Madina - Rua al Madina****Sohail Al Ali**

Investment Director  
Taiba Holdings

**Mecca Madina Provinces****Ahmed Bin Madhi**

Director of Asset Management  
Rua Al Madinah Holding Company

**Ismail Al Kamal**

Director  
Al Kamal International

**15:00 – 15:45****Business Women in the Saudi Hospitality World**

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

**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

**15:45 – 16:00****Domestic Spending Power and the Potential of the Cinema Market in Saudi Arabia.****Dr Martin Berlin**

Partner & Global Deals Real Estate Leader  
PwC

**16:00 – 16:45****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?

**Hosted by James Wrenn**

Senior Manager, Colliers

**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

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**16:45 – 17:30**

**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

**17:30**

**Closing remarks and close of conference**

**Jonathan Worsley**  
Chairman, Bench Events

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