

#AHIC
AHIC.com

LIVE + VIRTUAL
ACROSS DUBAI

AHIC

—  ON THE ROAD
29 SEP - 1 OCT 2020

PROGRAMME BROCHURE

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HELD UNDER THE ESTEEMED PATRONAGE OF

His Highness Sheikh Ahmed bin Saeed Al Maktoum
President of Dubai Civil Aviation Authority, Chairman of Dubai Airport
and Chairman and Chief Executive of Emirates Airline and Group



The hotel industry has to change. We, in the hospitality industry, need to take off our ties, take off our jackets and run to manage our properties, manage our customer demand, and be alert.

HIS EXCELLENCY MOHAMED ALABBAR
 Founder & Chairman, Emaar Properties

You wake up one day and you realise you are in big trouble. Either you didn't see that change coming or you saw that change coming and you didn't do enough about it. The biggest mistake we can make is to continue what we have always been doing.

FRITS VAN PAASSCHEN
 Former President & CEO, Starwood Hotels & Resorts
 Author of The Disruptor's Feast



As we all know, the world has changed significantly since we last held AHIC in April 2019. Very few industries have been impacted as significantly as ours. Hospitality's resilience is being tested like we had never imagined. Now, we must reunite, however we can, to forge a path forward. Our community of hotel investors, owners and operators have argued that there has never been a more crucial time for the industry to come together (safely), share experiences and knowledge, and work towards the future.

We have reimagined AHIC in a brand new format for the new normal. 'AHIC on the Road', as we fondly call it, will take place from 29 September to 1 October 2020. The three-day event will be held across multiple venues in Dubai, following strict guidelines under our strict supervision.

Our team has been working hard to ensure that AHIC 2020 maintains our promise of unmatched value, by providing you with the right connections and knowledge-exchange opportunities for your business, while remaining safe in the current climate.

This year's format is uniquely curated with pertinent discussions on the path forward for the industry, intimate knowledge sharing, plus the opportunity to take part in live activities. We will be broadcasting live from pop-up studios in hotels with select studio audiences. The broadcast will be shared simultaneously with the AHIC online community worldwide. Whether you are able to join us live or attend on our virtual platform you will have access to conference sessions, Q&A's, workshops, networking and 1:1 meetings.

It's time to transform our tomorrow

Jonathan Worsley
 Chairman, Bench Events

LIVE + VIRTUAL

ACROSS DUBAI

AHIC

ON THE ROAD
29 SEP - 1 OCT 2020

AHIC will be 'on the road' for a three-day programme, broadcasting live from pop-up studios across hotels in Dubai with select audiences, shared simultaneously on a virtual platform with the AHIC online community worldwide.



AHIC / CONTENT

Insight-packed briefings on hot topics including future of hotel F&B, investor opportunities and sentiment, macro-economic outlook, global and regional key performance indicators as well as pipeline, and how to tackle transformation through technology.

/ INTERACTIVE

/ OFF THE RECORD

/ ONE-ON-ONE

/ STUDIO

AHIC / EXPERIENCES

Featuring a series of activity-based outdoor networking experiences for our onsite delegates including:

/ GOLF

/ RUNNING

/ TENNIS

/ YOGA

AHIC / NETWORKING

Connect and schedule meetings with leading investors, owners, financiers, operators, advisers, brokers and innovators, through our easy to use AHIC virtual platform. Set up 1:1 virtual meetings from the comfort of your homes and offices.

**BROADCAST
WORLDWIDE**



PLEASE NOTE:

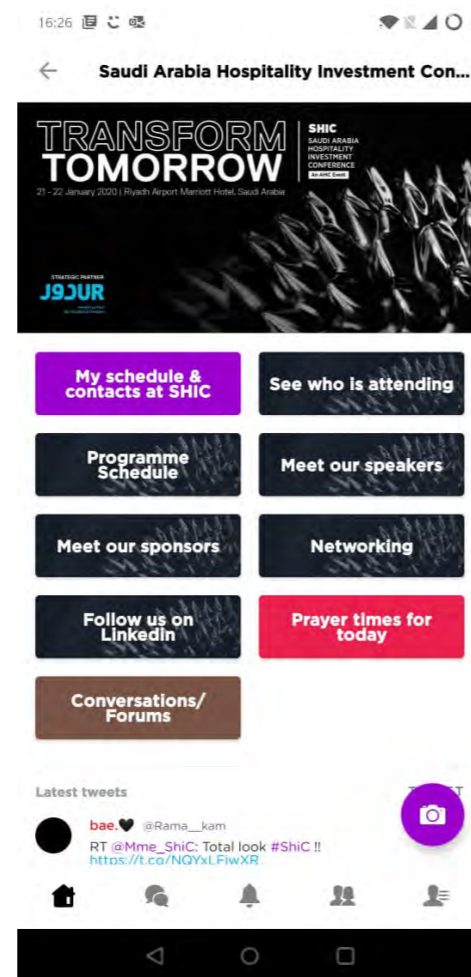
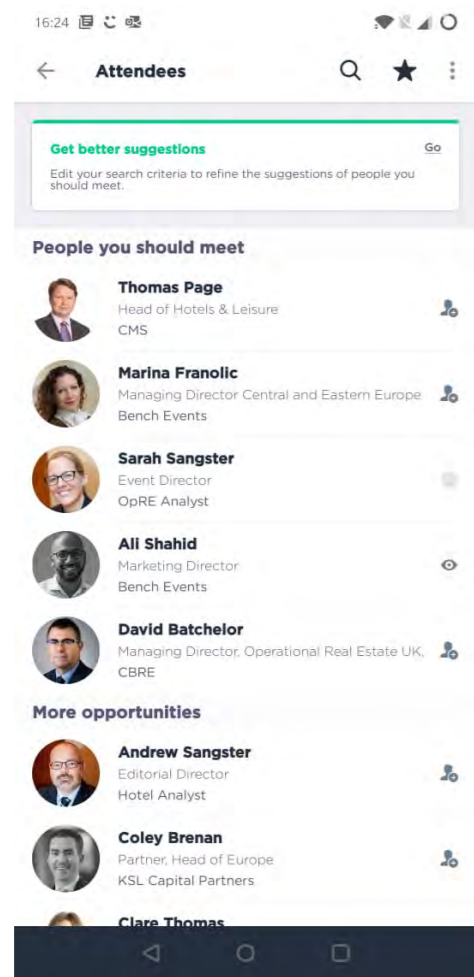
All live elements of AHIC on the Road are subject to regulations allowing. Strict safety and regulatory protocols will be adhered to at all times.

NETWORKING

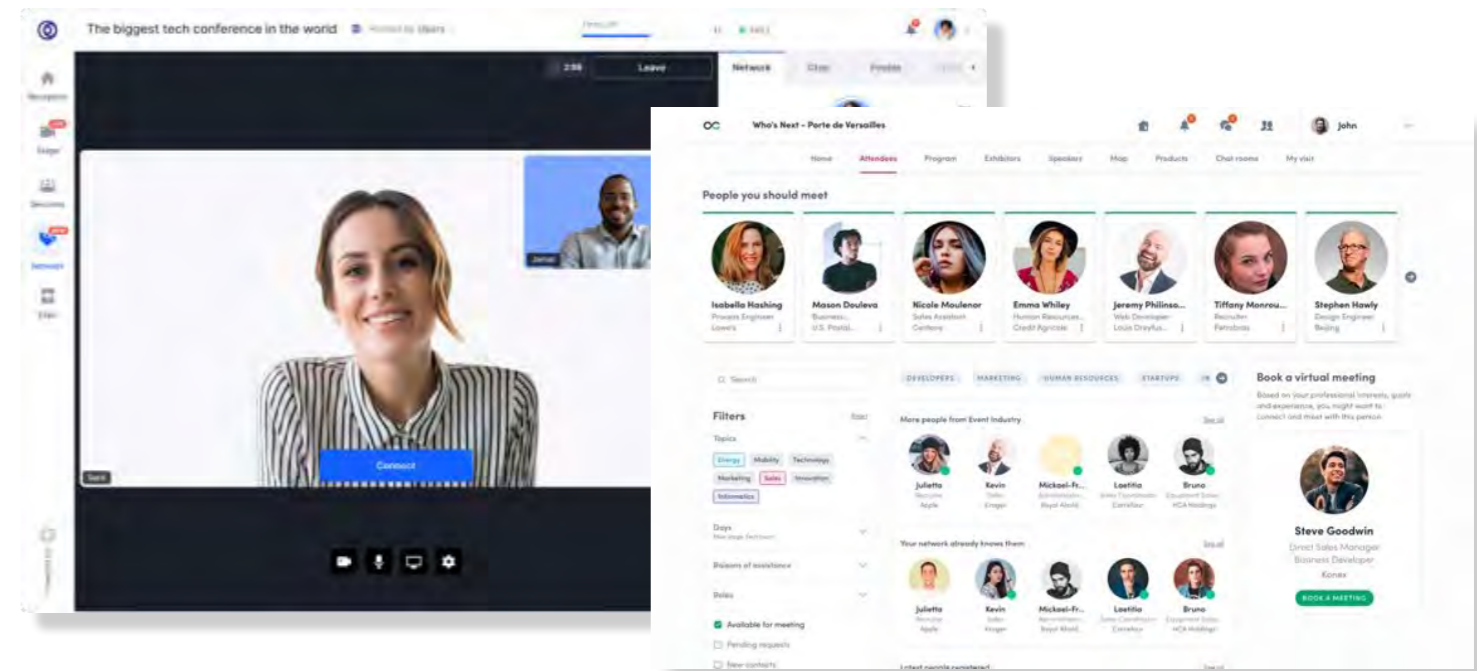
Meetings made more convenient than ever

AHIC on the Road brings to you an exclusive networking portal to help you foster connections with industry peers. We recognise that businesses thrive on developing the right connections and are excited to provide you with an opportunity to leverage our database of AHIC attendees to connect, collaborate and exchange ideas – right from the comfort of your desktop or mobile devices.

The world has changed and so has AHIC! You can personalise your schedule according to the sessions you want to attend and book meetings through our very convenient AHIC on the Road app.

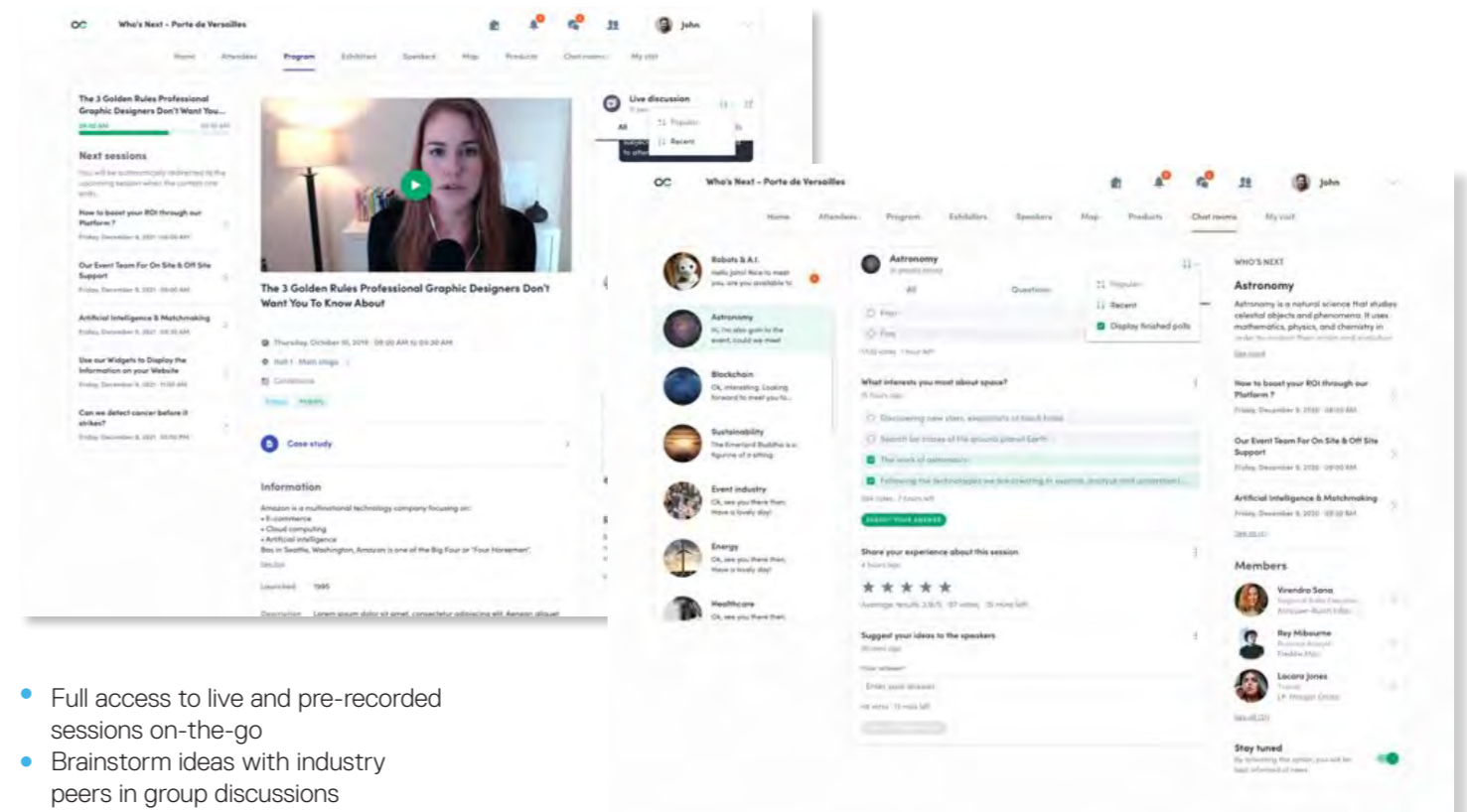


Join the global hotel investment community on one platform



- Set up meetings with AHIC on the Road attendees in advance through the platform
- Speed networking with industry peers from a socially safe distance through video calls
- The opportunity to network will not be limited to three days! You can use the platform for the rest of the year

Always stay connected



- Full access to live and pre-recorded sessions on-the-go
- Brainstorm ideas with industry peers in group discussions
- Participate in polls and Q&A for live insights



MARK WILLIS

Chief Executive Officer
Accor Hotels
Middle East & Africa



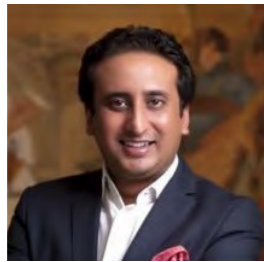
JOSÉ SILVA

Chief Executive Officer
Jumeirah Hotels & Resorts



ADEEB AHAMED

Managing Director
Twenty14 Holdings



RAHUL CHAUDHARY

CEO & MD
CG Corp Global and CG
Hospitality Holdings



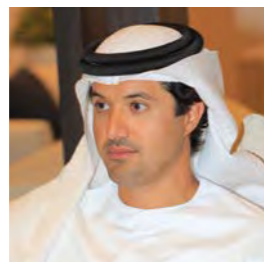
KHALIFA BIN BRAIK

Managing Director of Hotels
Majid Al Futtaim Properties



ALISON GRINNELL

Chief Executive Officer
RAK Hospitality Holding



H.E HELAL S.K. ALMARRI

Director General
Department of Tourism and
Commerce Marketing



SUMATHI RAMANATHAN

Director of Destination Marketing
Expo 2020



PASCAL GAUVIN

Managing Director IMEA
IHG



HALA MATAR CHOUFANY

President - Middle East, Africa & South Asia
HVS



TEA ROS

Founder & Managing Director
Strategic Hotel Consulting



HASSAN AHDAB

President of Hotels Operations
Dur Hospitality



GIULIANO GASPARINI

Senior Vice President – Asset Management,
Hospitality & Leisure
Aldar Properties



CHRISTOPHE LANDAIS

Chief Executive Officer
Action Hotels Company (AHC)

SPEAKERS



MARLOES KNIPPENBERG

CEO
Kerten Hospitality



CLIVE SMITH

Managing Director - Hotels Division
Al Hokair Group



ZAIN GURESHI

Head of Real Estate
Mashreq Bank



ERIC RICAURTE

Founder & CEO
Greenview



CHRISTOPHER MAY

Chief Executive Officer
Dubai Golf



HENRY MASON

Evangelist at Large
TrendWatching

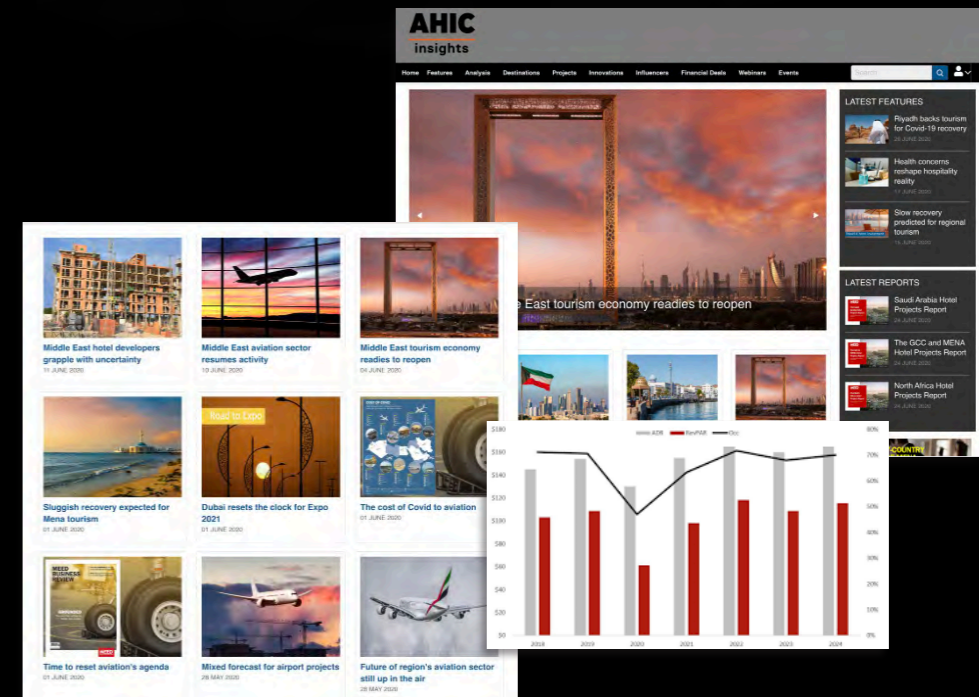


ZOLTAN KALI

Senior Vice President
Omran Development Company

Intelligence to inform the industry

- A unique set of data hosted in an intelligence center built exclusively for the AHIC community.
- Trusted, actionable, forward-looking analysis and intelligence to help predict the future and avoid blind spots.
- Make faster, more informed decisions using Features, Analysis, Reports and Projects data.
- Content by sector specific journalists and analysts working across our network of 50+ websites and 16 intelligence centers all curated for AHIC through the lens of GCC hospitality and tourism.
- All made incredibly useful thanks to our data-driven, human-led and technology powered approach allowing users to download reports and manipulate data to serve highly specific user needs.



Note: Access to all elements of AHIC Insights and AHIC On The Road are only available to AHIC Pass Holders or by special invitation from the organisers.

AHIC INSIGHTS

The AHIC programme features /studio sessions live across Dubai at different venues and /one-on-one live and virtual conversations with global industry leaders.

AHIC Virtual Investment Den

*Timings are displayed in Gulf Standard Time (GST)

11:00 – 11:10 / **Welcome Remarks**

Jonathan Worsley

Chairman, Bench Events

11:10 – 11:35 / **The investors' perspective: 'After the apocalypse' how have investors changed their businesses and what have they learned?**

VIRTUAL

The industry has experienced unprecedented times. According to the owners, how has the industry shifted in the short and long term? What changes have they made and what lessons have they learnt? What is their view on the asset class moving forward?

Nick van Marken

Managing Director at van Marken Limited

In conversation with:

Adeeb Ahamed

Managing Director, Twenty14 Holdings

Rahul Chaudhary

CEO & MD, CG Corp Global and CG Hospitality Holdings

11:35 – 12:00 / **Is the pandemic impacting wider investor profile of the sector?**

VIRTUAL

Are there investors checking in or checking out and what is driving these decisions? What does a shift in players mean and what opportunities does it open up as a result?

Andrew Sangster

Editorial Director, Hotel Analyst

In conversation with:

Charbel Boutros

Senior Director Strategy & Hospitality Advisory, Røya International

Ramsey Mankarious

Chief Executive Officer, Cedar Capital Partners

Tea Ros

Founder & Managing Director, Strategic Hotel Consulting

Lissa Engle

Founder & Managing Director, Berkeley Capital Group

12:00 – 13:30 / **Hotel Investment Outlook 2020 and Beyond: Year-to-date characteristics and path to global recovery**

VIRTUAL

Mark Wynne-Smith

Global Head, JLL Hotels & Hospitality

Nihat Ercan

Managing Director and Head of Investment Sales Asia Pacific, JLL Hotels & Hospitality

Gilda Perez-Alvarado

CEO Americas, JLL Hotels & Hospitality

Amr El Nady

Executive Vice President, Global Hotels Desk & Head of Middle East & Africa, JLL Hotels & Hospitality

Patrick Saade

Senior Managing Director EMEA Capital Markets, JLL Hotels & Hospitality

Limited seats available at the venue. You can join us at the venue or tune in through our virtual platform. Registration details will be available shortly.

16:00 – 18:00

Live at Pierchic & Broadcast Around the Globe

Pierchic

*Timings are displayed in Gulf Standard Time (GST)

LIVE + VIRTUAL / **GRIF @ AHIC: A Focus on the Future Hotel F&B**

How are hotels transforming their F&B offering to be COVID compliant and compete with the ever evolving and sophisticated demands of today's guest to ensure maximum ROI for owners?

LIVE + VIRTUAL / **Welcome Remarks**

Jennifer Pettinger – Haines

Managing Director Middle East, Bench Events

LIVE + VIRTUAL / **One-on-one with José Silva**

José Silva

Chief Executive Officer at Jumeirah Hotels & Resorts

In conversation with

Richard Dean

Journalist & Broadcaster at Dubai Eye, on how and why Jumeirah has put culinary excellence as one of its key pillars; the impact of COVID on their F&B strategy and how they are moving forward.

LIVE + VIRTUAL / **Interview with Emma Banks**

Emma Banks

VP F&B Strategy & Development, EMEA, Hilton International

LIVE + VIRTUAL / **One-on-one with Michael Ellis**

How does a hotel company create and grow a culture of culinary excellence for today's world? What structures and measures can be put in place to attract and retain world class talent? What adjustments have had to be made for the new world and guests?

Michael Ellis

Chief Culinary Officer, Jumeirah Group

More sessions to be announced shortly



Live plenary sessions at Rixos Premium Dubai JBR



*Timings are displayed in Gulf Standard Time (GST)

7:00 – 11:00 / **Experiences**

Start the day with an AHIC Run, Roya Tennis Tournament or Yoga
Details on page 23-24

10:45 – 11:00 / **Welcome Remarks**

Jonathan Worsley
Chairman, Bench Events

11:00 – 11:40 / **Presentation of the 2020 AHIC Leadership Award to H.E Helal S.K. Almarri**

LIVE + VIRTUAL
Followed by:
H.E Helal S.K. Almarri
Director General at DTCM

In a one-on-one conversation with:
Richard Dean
Journalist & Broadcaster at Dubai Eye

Presentation of AHIC 2020 Lifetime Achievement Award to Rudi Jagersbacher

Rudi Jagersbacher
Non-Executive Chairman, Middle East, Africa & Turkey, Hilton

11:40 – 12:00 / **Global Hotel Performance Update**

VIRTUAL
A review of key performance indicators and a look towards the regional pipeline in a global context.

Robin Rossmann
Managing Director, STR

12:00 – 12:30 / **The industry perspective on the new normal**

TBC
How are owners coping with the current reality, preparing for the future and planning to navigate the new levels of ADR and RevPAR? How do they see their relationship with operators evolving? How are owners structuring their businesses to cope with the current environment?

Khalifa Bin Braik
Managing Director of Hotels, Majid Al Futtaim Properties

Omar Issa
Director of Strategy, Dur Hospitality

Alison Grinnell
Chief Executive Officer, RAK Hospitality Holding

12:30 – 12:45 / **One-on-one with Fettah Tamince on the future of the all-inclusive model**

VIRTUAL
Fettah Tamince
Founder & Chairman, Rixos Hotels

Live plenary sessions at Rixos Premium Dubai JBR



*Timings are displayed in Gulf Standard Time (GST)

12:45 – 13:00 / **Expo 2020 Update**

LIVE + VIRTUAL
Sumathi Ramanathan
Director of Destination Marketing at Expo 2020

In conversation with
Richard Dean
Journalist & Broadcaster at Dubai Eye

13:00 – 13:30 / **AHIC Insights CEO Chat**

LIVE + VIRTUAL
Mark Willis
Chief Executive Officer at Accor Hotels Middle East & Africa

In conversation with
HE Eng. Essa Al Maidoor
General Director, Dubai Developments

13:30 – 14:00 / **The journey to alternative management**

LIVE + VIRTUAL
When do franchises work and what other options are available?

Khalid Anib
CEO, Abu Dhabi National Hotels

Giuliano Gasparini
SVP - Hotel Asset Management, Aldar Properties

Bani Haddad
Managing Director, Aleph Hospitality

Christophe Landais
Chief Executive Officer, Action Hotels Company

AHIC Your Way Breakout Streams – Includes AHIC interactive & AHIC off the record sessions. These sessions are listed at the end of the programme.

How is the industry transforming through technology?

14:00 – 14:30 / **Is the hotel industry fit for a Post-COVID world**

VIRTUAL
Embracing disruptive technologies

Cyrus Mewawalla
Head of Thematic Research, GlobalData Plc

14:15 – 14:40 / **Conversions, rebrands and soft brands: what are the developers seeing in the market? Where is the movement in the current market? Are there opportunities?**

LIVE + VIRTUAL
What (if anything!) is keeping development teams busy? What options are owners looking at?

Louis Abi Abboud
Vice President, Development Middle East & Lifestyle Lead Middle East & Africa, Accor

Matthew Tripolone
VP Development, Middle East and Africa (MEA), IHG

Live plenary sessions at Rixos Premium Dubai JBR



*Timings are displayed in Gulf Standard Time (GST)

14:30 – 15:00 / **How will big data and AI translate into asset performance and value?**
VIRTUAL What can be done to prepare your business?

Donald Bremner Managing Director, Stirling Hospitality Advisors
Jalil Mekouar Founder & CEO, inHovate Solutions

14:45 – 15:15 / **How have the operators and owners embraced technology in this period?**
LIVE + VIRTUAL How are they leveraging technology to create a COVID compliant offering? How are they boosting traveller confidence? How has it been utilised to increase efficiencies?

Floor Bleeker Chief Information Officer MEA and Global Strategic Programs, Accor; President, HTNG

In conversation with:

Willem Both EVP Information Technology, Kerzner International
Neil Menezes Head of Information Technology, Amaala

Waleid Ibrahim Vice President, Global Information Technology - MEA, Marriott International
Sanjay Sharma Head of Information Technology, Jumeirah Group

16:00 – 18:00 **Pascal Gauvin, Managing Director IMEA at IHG, in conversation with Jitendra Bhatia, co-owner of the soon-to-be opened Hotel Indigo Dubai Downtown, followed by a tour and drinks**
LIVE

Limited seats available at the venue. You can join us at the venue or tune in through our virtual platform. Registration details will be available shortly.



Rixos Premium Dubai JBR

The Day of Transformation at Dubai Creek Golf & Yacht Club



*Timings are displayed in Gulf Standard Time (GST)

07:00 – 11:00 / **Experiences**
VIRTUAL The AHIC Golf Tournament hosted by Dubai Golf

11:00 – 11:10 / **Welcome Back**
VIRTUAL **Jonathan Worsley** Chairman, Bench Events

11:10 – 11:30 / **Big picture Macro Economist – what is the outlook globally and for the GCC?**
VIRTUAL

11:30 – 12:00 / **A Focus on Golf**
LIVE + VIRTUAL Golf tourists are the highest average spenders in the world. How can golf tourism be leveraged for the benefit of a hotel? What operational adaptations need to be made for the new world? How can golf compliment real estate development and a hotel while enhancing the value of the business?

Robbie Greenfield Broadcaster & Journalist, Dubai Eye

In conversation with:

Mark Chapleski President, Troon International Division

Tom Phillips Head of Middle East, PGA European Tour

Christopher May Chief Executive Officer, Dubai Golf

12:00 – 12:25 / **Investing in Wellness the right way to ensure ROI**
LIVE + VIRTUAL What you need to consider when developing your wellness offering to ensure it is in line with market needs as well as done in a way which ensures return for the investor.

Kathryn Moore Founder & Managing Director, Spa Connectors & Hall of Wellness Awards

In conversation with:

Nicki Page Founder & ED, TLC

Daniella Russell Spa and Wellness Consultant and Mentor, Daniella Russell Harper DRG / TCL

12:30 – 13:00 / **The (R)evolution of Hotel Fitness: Is exercise moving outdoors or into the guest room?**
VIRTUAL What are the ways to integrate fitness concepts into hotels now that guests are proactive about health and fitness? Explore with:

Mark Arnall Fitness Trainer of F1 Champions, who has been mastering the art of training on the road for 25 years

Tea Ros Founder & Managing Director, Strategic Hotel Consulting

The Day of Transformation at Dubai Creek Golf & Yacht Club

*Timings are displayed in Gulf Standard Time (GST)



12:15 – 12:40 / **Building Back Better**
VIRTUAL

Learning from the winners during the pandemic and what it means for your business

Henry Mason
Evangelist at Large, TrendWatching

12:40 – 13:30 / **Rethinking your hotel workforce**
VIRTUAL

What learnings from the last six months about operational efficiencies can be carried forward for the future? How can we look at job roles and functions in a hotel differently by thinking outside the box?

Hassan Ahdab
President Hotel Operations, Dur Hospitality

Clive Smith
Managing Director – Hotels Division,
Al Hokair Group

Zoltan Kali
Senior Vice President, Omran Hospitality

13:30 – 14:30 **Lunch Break**

Limited seats available at the venue. You can join us at the venue or tune in through our virtual platform. Registration details will be available shortly.



Dubai Creek Golf & Yacht Club

AHIC YOUR WAY

/ **AHIC Interactive Insights**

Round table sessions – These 45-minute sessions will be broken into two parts: a presentation or panel discussion followed by an open discussion with those 'in the room'. You can sign up in advance for a 'seat at the table' this gives you the opportunity for a more interactive role in the session. Spaces are limited.

/ **AHIC off the record - The Closed-Door Conversation Rooms**

A series of 45-minute round tables focused on some of the key issues for owners and investors. Meet, pose questions, and share knowledge with industry experts as well as fellow attendees. Please note: These sessions have limited spaces; attendees will need to sign up in advance and Chatham house rules apply. Participants will be asked to put forward topics, they would like to bring to the table for discussion, in advance to the moderator.

Registration links for these sessions will be shared shortly.

/ **OFF THE RECORD FINANCE**

Round table with the bankers – What are they really thinking? What can you expect and how should you go about it in the current market?

Zain Qureshi
Head of Real Estate, Mashreq Bank

/ **INTERACTIVE INNOVATIONS IN DESIGN AND BUILDING**

(20 min presentations followed by Q&A)

Designing the vertical resort
The future for urban leisure developments.

Donald Bordui
Managing Director, MENA & Asia, OBM International Limited

Adapting properties under construction for the new world

Looking at white-labelled examples of actual projects in the final stages of completion which have been successfully adjusted. What can be done for existing properties?

Ismail AlKamal
Director, AlKamal International

How sustainability will transform tomorrow and embedding sustainability in the early stages of hotel development

Quick baseline understanding of the talks on sustainability; presenting the systemic challenge of how hotel development is done in practice vs. how hotel operators manage sustainability and best practices for bridging the two.

Eric Ricaurte

Founder & CEO, Greenview

/ INTERACTIVE SAUDI ARABIA

The bright spot on the development landscape

What has the impact been on the private sector's appetite for hotel investment and development in the KSA? How is the sector faring? What is the outlook for Vision 2030?

A focus on investment opportunities in Saudi and how they can be accessed

Looking at the emerging projects and how international investors can enter the market.

Majed AlGhanim

Managing Director - Tourism Sector & Quality of Life Sector, Ministry of Investment Saudi Arabia

/ INTERACTIVE ASSET MANGEMENT

Strategic Asset Management Plan: looking at the long term and how owners are preparing for an uncertain future

How do you mitigate the fluctuations of Hospitality Real Estate Life Cycles through economic and geopolitical uncertainties? How are asset managers preparing for a long-term sustainable future with risk adjusted return and strategic planning?

René Beil

President, HAMA MEA; Managing Director at Beaufort Global Partners LLC, in conversation with leading asset managers.

/ OFF THE RECORD OWNERS OFF THE RECORD

Hosted by HAMA – Access to this session is by application and attendees must be owners, investors, appointed asset managers or owners' representatives. Spaces are strictly limited and only those who have pre-registered will be admitted.

Hosted by

René Beil

President, HAMA MEA; Managing Director at Beaufort Global Partners LLC

Amit Nayak

Vice President and Board Member, HAMA MEA

/ OFF THE RECORD Roya off the record

Looking at getting the most from your asset and your operator. *This is an invitation only session with*

Ahmed Ramdan

Founder and Group Chief Executive Officer at Røya International

Kees Hartzuiker

Chief Executive Officer at Røya International

/ INTERACTIVE Asset repositioning – building back better

Can existing hospitality assets be repurposed? What segments could work for hospitality buildings – student accommodation (there's about 5k units so far in UAE), micro living? What are the planning challenges? How do lenders regard change of use?

Andrew Sangster

Editorial Director at Hotel Analyst

In conversation with:

Giuliano Gasparini

SVP - Hotel Asset Management, Aldar Properties

/ OFF THE RECORD AGREEMENTS

The transformation of management agreements

In the Post-COVID world what is the new normal? How have owners and operators reacted to the new landscape and what impact is this having on existing and future agreements? What can you expect to see in the marketplace in the future?

Hala Matar Choufany

President - Middle East, Africa and South Asia, HVS

James Donald

Vice President & Deputy General Counsel, Accor

Tara Marlow

Partner, Head of Real Estate, Hotels & Leisure, Al Tamimi



100%

of AHIC attendees surveyed in 2019 succeeded in networking with peers and connecting with existing or new business partners

DAY TWO
Community run, hosted by The First Group at the Marina Promenade



DAY TWO
Yoga, hosted by Accor at Rixos Premium Dubai JBR



DAY TWO
AHIC Roya Tennis Competition, Le Méridien Mina Seyahi Beach Resort & Marina



DAY THREE
Golf Tournament, hosted by Dubai Golf at Dubai Creek Golf & Yacht Club

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#AHIC

The first edition of the Arabian Hotel Investment Conference, known widely as AHIC, was held in 2003 to facilitate the need for a platform to have dialogue on the various catalysts shifting the hospitality industry, both locally and globally.

Since its inception, AHIC has successfully grown to be the annual meeting place for leaders of the region's tourism and hospitality investment industry. Over the past 15 years, AHIC has brought together a diverse portfolio of speakers to share their perspectives on current market challenges, identify industry innovation and discuss opportunities.



“Great event as usual, excellent platform for building new partnerships and catching up on latest industry trends as well as networking with friends and partners in a fun atmosphere.”

AHMED BIN MADHI

Director of Asset Management, Rua Al Madinah Holding Company

AHIC IN PREVIOUS YEARS

800+

attendees from around the globe

100+

thought leaders and speakers

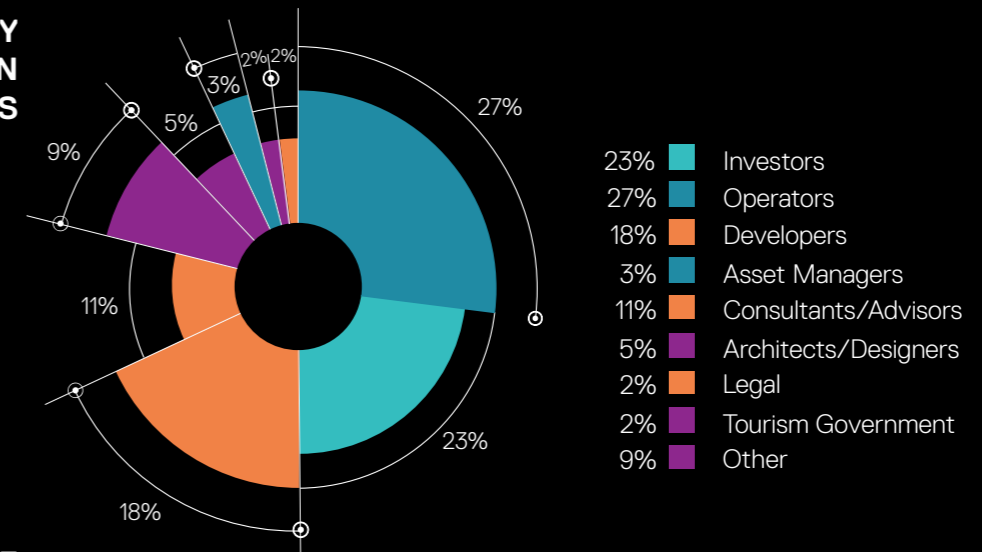
80+

media in attendance

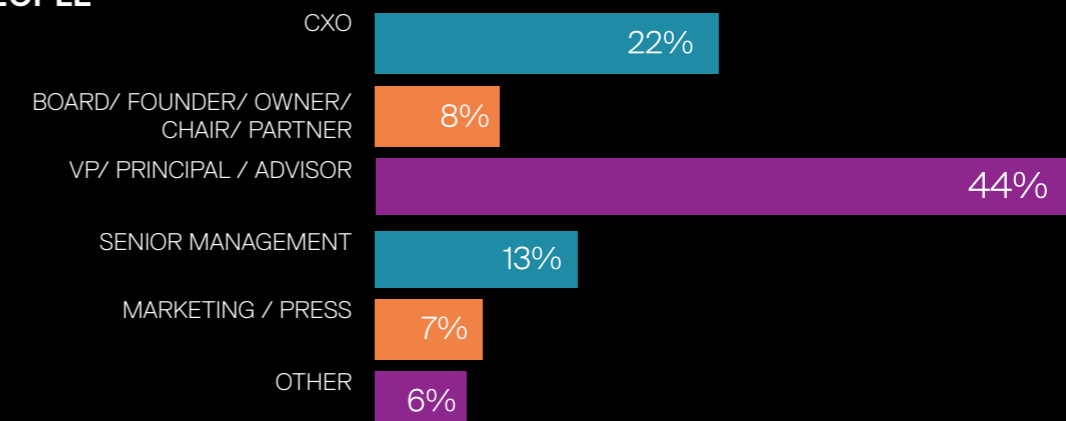
50+

sponsors and partners

JOIN KEY DECISION MAKERS



MEET THE RIGHT PEOPLE



IN NUMBERS

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ORGANISERS



SUPPORTER



REGISTRATION & GENERAL ENQUIRIES

Register online at www.ahic.com. For any general event or registration queries, please email us at hello@ahic.com

PARTNERSHIP ENQUIRIES

Bilal Saymeh

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Matthew Weihs

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This was my first AHIC, and having heard good things beforehand, my expectations were high; I was not disappointed and I will certainly be back next year.

MARTIN SMITH

Director of Corporate Interiors, Perkins + Will

CONTACT US

