



**SAHIC**

SOUTH AMERICAN HOTEL & TOURISM  
INVESTMENT CONFERENCE

**2011** 21 - 22 SEPTEMBER  
W Santiago, Chile

Two light gray, wavy, horizontal lines that curve upwards and then downwards, framing the word 'PROGRAMME'.

# PROGRAMME

## Wednesday 21<sup>st</sup> September

### 8:00 am - 7:00 pm Registration Open

*Foyer Central*

### 9:00 am - 10:30 am Networking Express

*Great Room 3*

### 10:30 am - 11:00 am Coffee and Pastries

Hosted by Crystal Lagoons

Sponsors' Exhibition

*Foyer Pre Function*

### 11:00 am - 11:30 am Conference Opens & Welcoming Remarks

*Great Room 1*

ARTURO GARCÍA ROSA, Chairman, HVS South America - President, SAHIC

JACQUELINE PLASS WÄHLING, Subsecretary of Tourism, Chile

ALVARO CASTILLA, Director, Sernatur

### 11:30 am - 12:00 pm Worldwide Hotel Business Overview Services

What's going on around the globe? A comprehensive overview of the current industry trends that rule the hotel market

*Great Room 1*

STEVE RUSHMORE, President & Founder, HVS Global Hospitality Services

RUSSELL KETT, Managing Director, HVS London Office

### 12:00 pm - 12:30 pm South American Hotel & Tourism Overview. Gold, bricks, soy and what's beyond? What's next in South America?

*Great Room 1*

ARTURO GARCÍA ROSA, Chairman, HVS South America - President, SAHIC

### 12:30 pm - 2:00 pm Lunch

*Great Room 2*

### 2:15 pm - 3:00 pm The Economic Outlook For South America

A thorough description of the context and the figures that convey in the industry today. A forecast about what we can

expect in the following years

*Great Room 1*

PABLO F.G. BRÉARD, Vice-President & Head International Economic Research, Scotiabank Group

MATÍAS MORI, General Director, Comité de Inversiones Extranjera

### 3:00 pm - 4:30 pm South American Hot Spots - What Markets Will Experience The Biggest Growth? What Are The Opportunities In These Markets? Focus On Perú, Argentina, Uruguay & Colombia

A detailed overview about the future of the key spots of the region. Everything investors need to know to make the final decision when they arrive this exciting market

*Great Room 1*

Moderator:

ARTURO GARCÍA ROSA, Chairman, HVS South America - President, SAHIC

Speakers:

JOSÉ KOEHLIN, Founder & Chairman, Inkaterra

RAMÓN DE ISEQUILLA, Executive Director, Destino Punta del Este

JORGE GUTIÉRREZ, Chile's Commercial Office, Proexport

Colombia

ALEJANDRO SCHIAVI, International Investments Promotion

Unit Coordinator, Inprotur

MÓNICA CUERVO, Associate Vice President, Managing Director

Irvine, WATG

CRISTIANO GONÇALVES, Vice President Development, South

America, Hilton Worldwide

EDUARDO RODRÍGUEZ SUÁREZ, Development Manager,

Argentina, Uruguay & Paraguay, Accor

### 4:30 pm - 5:00 pm Networking Coffee Break

Hosted by Crystal Lagoons

Sponsors' Exhibition

*Foyer Pre Function*

### 5:00 pm - 6:00 pm Everyone Loves Brazil! - Mega Events as leverage for tourism destination development

What will be the impact of these mega events taking place in Brazil for the industry? What are the predictions for the number of tourist to be received and will the hospitality market be ready to receive them? Where are the opportunities?

*Great Room 1*

Moderator:

RICARDO MADER RODRIGUES, Executive Vice President,

Jones Lang LaSalle Hotels

## Speakers:

**ANTONIO CARLOS DIAS**, Commercial Director, Rio Negocios  
**PAULA MUNIZ**, Director of Development, Hilton Worldwide  
**GUILHERME CESARI**, Vice President, Development of Brazil,  
Marriott & Ritz Carlton  
**ROBERTO AMORIN**, Vice President, Acquisitions & Development  
Brazil, Latin American Division, Starwood Hotels & Resorts Worldwide  
Inc.  
**PETER VAN VOORST VADER**, CEO, BHG S.A., Brazil Hospitality Group

6:00 pm - 7:00 pm  
**Breakout Sessions**

### **Breakout Session 1** **Understanding the risks and rewards of hotel investment in today's climate**

A deep comparative analysis that will help investors make  
the right decision. What to weigh up when it comes to  
hotel investment in the region according to the current  
context

*Great Room 2*

#### Moderator:

**GRACIANA GARCÍA IRIBARNE**, Managing Director, HVS Buenos  
Aires - Managing Director, HVS Lima - Vice President, SAHIC

#### Speakers:

**RICARDO SUÁREZ**, Vicepresident, Acquisitions & Development  
Latin American Division, Starwood Hotels and Resorts Worldwide,  
Inc.  
**ROGERIO BASSO**, Practice Leader, Latin America, Real Estate &  
Hospitality, Ernst & Young  
**JAVIER FAUS**, Chairman & CEO, Meridia Capital  
**IGNACIO MIKACIC**, Development Manager, South America, Pacific  
& Central America, Accor

### **Breakout Session 2** **The future of Mixed-Use**

What are the plans for mixed-use developments in the  
short and long run?

*Great Room 3*

#### Moderator:

**JAMES SLATTERY**, Director, BCQS International

#### Speakers:

**ANTONIO RODRIGUEZ CANALES**, Corporate Investment  
Manager, Graña & Montero  
**LUIS MIRABELLI**, Vice President, Business Development, South  
America, RCI  
**FRANCESCO CEFALÚ**, Director of Development, South America,  
Hilton Worldwide

**DIEGO FERREYRA**, Founder Partner, Director & CEO, Eidico  
Turismo

7:00 pm - 9:00 pm  
**Cocktail Reception**  
Hosted by Sernatur  
*Great Room 1*

## Thursday 22<sup>nd</sup> September

7:30 am - 8:30 am  
**Networking Breakfast**  
Hosted by Meliá Hotels International  
*Great Room 3*

**FERNANDO FERNÁNDEZ**, Vice President, Development  
Americas, Meliá Hotels International

8:30 am - 9:00 am  
**Networking Express**  
*Great Room 2*

9:00 am - 9:10 am  
**Welcome Back - Opening Agenda**  
*Great Room 1*

**ARTURO GARCÍA ROSA**, Chairman, HVS South America -  
President, SAHIC

9:15 am - 10:30 am  
**A View From The Top - Hotel Leaders Hard Talk**  
A shot of the big picture taken by the Readers of the  
industry in the Region. A look at the strategies and  
objectives that are designed in order to be one step  
ahead  
*Great Room 1*

#### Moderator:

**RUSSELL KETT**, Managing Director, HVS London Office

#### Speakers:

**ROLAND DE BONADONA**, CEO, Latin America, Accor  
**TED MIDDLETON**, Senior Vice President, Hotel Development  
& Finance for The Americas, Hilton Worldwide  
**PAT Mc CUDDEN**, Senior Vice President, Real Estate &  
Development Latin America, Hyatt Hotels Corporation  
**LAURENT DE KOUSEMAEKER**, Chief Development Officer,  
Caribbean & Latin American Region, Marriott International &  
Ritz-Carlton

**ALVARO DIAGO**, Chief Operating Officer, Latin America & The Caribbean, IHG InterContinental Hotel Group  
**DANIEL DEL OLMO**, Senior Vice President & Managing Director, Latin America, Brand Senior Vice President, TRYP by Wyndham

10:30 am - 11:30 am

## **Chile's New direction - What is Chile doing to support investment and promote tourism?**

A remarkable panel featuring the Minister of Economy of Chile and the Undersecretary of Tourism of Chile, where they will discuss about the strategies developed to position Chile as an attractive destination for investors

*Great Room 1*

**Moderator:**

**JUAN JAIME DÍAZ**, Journalist, El Mercurio

**Speakers:**

**PABLO LONGUEIRA MONTES**, Ministro de Economía, Fomento y Turismo, Chile

**JACQUELINE PLASS WÄHLING**, Subsecretary of Tourism, Chile

**JUAN SEBASTIÁN MONTES**, Intendente de la Región de los Lagos

**IGNACIO CUETO**, President & Chief Operating Officer, Lan Airlines

**ANDREAS NAUHEIMER**, Director of Hotel Properties, Inversiones HH S.A.

11:30 am - 12:00 pm

## **Networking Coffee Break**

Hosted by Crystal Lagoons

Sponsors' Exhibition

*Foyer Pre Function*

12:00 pm - 1:00 pm

## **Breakout Sessions**

### **Breakout Session 1**

#### **How to select the right brand?. How are brands reinventing their offerings and what does this mean for developers and owners?**

Key recommendations about what should be taken into account when selecting a brand for our hotel and how to reach a win win agreement

*Great Room 2*

**Moderator:**

**MANUELA GORNI**, Senior Vice President, Jones Lang LaSalle Hotels

**Speakers:**

**GILLES GONZALEZ**, Development Director, Latin America, Accor

**MÓNICA ARTIGAS**, Director, Franchise Development, Mexico & Latin America, La Quinta Inns & Suites

**PAUL ADÁN**, Vice President, Hotel Development, Caribbean & Latin American Region, Marriott International & Ritz-Carlton  
**GRACIANA GARCÍA IRIBARNE**, Managing Director, HVS Buenos Aires - Managing Director, HVS Lima - Vice President, SAHIC

### **Breakout Session 2**

#### **The Lenders Outlook**

**Is Debt Finally Returning To The Hotel Marketplace, Who's Lending Money, And How Can You Get It?**

*Great Room 3*

**Moderator:**

**SANTIAGO BERRAONDO**, Associate Director, HVS Buenos Aires

**Speakers:**

**LEOPOLDO SPOSATO**, Principal Investment Officer, Global Manufacturing and Services, International Finance Corporation (IFC)

**ANDRÉS ALVARADO**, Founder, Abacus Real Estate

**CAMILO BOLAÑOS**, Development Director, Latin America Hyatt Hotels Corporation

1:00 pm - 2:30 pm

## **SAHIC Awards**

### **Luncheon Address**

Hosted by AC Hotels

*Great Room 1*

**Keynote Speaker:**

**ANTONIO CATALÁN**, President & Founder, AC Hotels

2:45 pm - 4:00 pm

## **Breakout Sessions**

### **Breakout Session 1**

#### **Development Strategies for Shared Ownership**

Find out from the established regional players of this specific business how they design the route that leads them to success

*Great Room 2*

**Moderator:**

**HERNÁN PASSALACQUA**, CEO, Fitzroy Tourism Management

**Speakers:**

**MARIA CAROLINA PINHEIRO**, Business Development Manager Jr., New Business Brazil, RCI

**MARCOS AGOSTINI**, Vice President, Interval International

PABLO RIVAS MARÍN, General Manager, Hippocampus

## **Breakout Session 2** **The redefinition of Luxury**

New versions of the luxury concept in the hotel industry.  
How to reinvent the existing properties in order to meet  
the needs of today's guests

*Great Room 3*

**Moderator:**

PABLO BORELLI, Director, Store Planning & Development  
Latin America & South Africa, Luis Vuitton

**Speakers:**

CHRISTOPHER FROOME, Vice President, Development Planning  
& Feasibility Department, Marriott & Ritz Carlton

MARGARET MCMAHON, Vice President, Managing Director,  
WATG

RAHUL SALGIA, CEO, DigiValet

MATÍAS DE CRISTÓBAL, General Manager, Awasi Hotel

4:00 pm - 4:30 pm

## **Networking Coffee Break**

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*Foyer Pre Function*

4:30 pm - 5:45 pm

## **Breakout Sessions**

### **Breakout Session 1**

#### **Calling things by their name: Hotel :: Residences :: Apart :: Condo**

The distinction among these common terms may be a  
grey line that may generate confusion. A comparative  
analysis of the main characters of the industry

*Great Room 2*

**Moderator:**

FERNANDA L'HOPITAL, Senior Associate, HVS Buenos Aires

**Speakers:**

GERMÁN GOMEZ PICASSO, CEO, Reporte Inmobiliario

ABEL ALVES DE CASTRO JR., Development Director of New  
Business, Accor

EDUARDO CAMARGO, Development Director, South Cone, IHG  
InterContinental Hotels Group

ANDRÉS SÁNCHEZ, Development Director, GHL Hoteles

### **Breakout Session 2** **Go Green is an Alternative?**

This color is now in vogue when it comes to new

developments or even existing properties. Are we all able  
to go green? How can I adapt my property to follow this  
trend? What might be the pros and cons?

*Great Room 3*

**Moderator:**

JON NEHMER, Principal HVS Interior Design, HVS Global  
Hospitality Services

**Speakers:**

LUCAS CLARIA, LAC Sustainability Manager / Project  
Management & Construction, Lend Lease

JAVIER PIMIENTA, CEO, Terranum Hotels

CARMEN AGUILAR, Principal, Rockwell Group

MARISOL FISCHER, Design Manager, Hyatt International  
Technical Services, Inc.

6:00 pm

**Conference Ends**