



Agenda

- 08:00 REGISTRATION OPEN**
- 08:30 SPEED MEETINGS**
- 09:30 ECONOMIC OVERVIEW - ASSESSING THE FUTURE OF FREE TRADE**
An overview of economic drivers that impact travel to Mexico and the impact of challenges to free trade.
Speaker: **Delia Paredes Mier**
Directora Ejecutiva de Análisis y Estrategia, Grupo Financiero Banorte-IXE
- 10:00 REGIONAL AND GLOBAL HOTEL MARKET OVERVIEW**
A look at how local hotel trend lines fit into a global context.
Speakers: **Jeff Higley**
Vice President, Digital Media & Communications/Editorial Director, STR / Hotel News Now
Richard J. Katzman
Managing Director, HVS - Mexico City
- 10:45 NETWORKING COFFEE BREAK**
- 11:00 DRILLING DOWN ON SUPPLY AND DEMAND - BUSINESS TRAVEL**
Experts discuss demand generators in urban areas and industrial markets.
Moderator: **Enrique Villanueva**
Director de Desarrollo, Pulso Inmobiliario
Speakers: **Germán Ongay**
VP Franchise Sales & Development México, InterContinental Hotels Group
Guillermo Estrada
International Business Development Director, G6 Hospitality
Juan Carlos Reus
Expansion Director Mexico & Caribe, NH Hotel Group
Juan Morera
Director, Real Estate and Development, Hyatt Hotels
Tomás Ramírez
Director Comercial, Grupo Aeroportuario del Pacífico
- 11:45 DRILLING DOWN ON SUPPLY AND DEMAND - LEISURE TRAVEL**
Experts discuss trends in travel to resort and other vacation and group destinations.
Moderator: **Federico Moreno-Nickerson**
Director, Product Development Caribbean and Mexico, Classic Vacations
Speakers: **Fernando Mullet**
Vice President Development, Playa Hotels & Resorts
Francis Muñiz
Executive Vice President, Chief Asset Management & Transactions Officer, RLH Properties
Greg Doman
SVP Development North, Central America & Caribbean, AccorHotels
Mauricio Elizondo
Director de Desarrollo, Grupo Posadas
Pablo González
Director of Development of The Americas, Meliá Hotels International
- 12:30 VIEW FROM THE TOP**
HOTEL OPPORTUNITIES - MEXICO AND BEYOND
Leaders identify areas of opportunity and challenges in different sectors of the hotel industry.
Moderator: **Alfonso de Gortari**
Senior Vice President, JLL
Speakers: **Alonso Burgos**
Vice President Development, Marriott International
Christian Glauser Benz
Vice President of Development, Dream Hotel Group
Guillermo Bravo
Director de Desarrollo y Relaciones con Inversionistas, FibraHotel
Héctor Kabande
Director, Hoteles Lucerna
Juan Corvinos
Managing Director Development Mexico, Central America & Hispanic Caribbean Regions, Hilton Worldwide
- 02:00 LUNCHEON - NETWORKING**
- 04:00 EFFECTIVE PROMOTION OF HOTEL INVESTMENT IN MEXICO**
Best practices in promotion of hotel investment in Mexico.
Speakers: **Gerardo Fernández**
Director de Area de Turismo y Servicios, Artha Capital
Gabriel Helfon
Director General, Helden Hotels & Resorts
Roberto Trauwitz
Secretario de Turismo del Estado de Puebla, Secretaría de Turismo
Salvador Leal
Jefe de la Oficina del Secretario de Turismo Federal, Secretaría de Turismo
- 05:00 CAPITAL MARKETS OVERVIEW - INVESTMENT TRENDS IN MEXICO AND BEYOND**
The state of real estate capital markets after the U.S. election of 2016 and before Mexico's election of 2018.
Moderator: **José Luis Vega**
Socio Director, VP Capital
Speakers: **Adrián Cano**
Vice President Real Estate, Evercore Partners Mexico
Magdi Tanamli
Managing Director, Grupo Tandevo
Raúl Gallegos
Managing Director, Credit Suisse
Santiago Juárez
Director de Sector Inmobiliario y Hoteles, Banco Sabadell
- 06:00 INDUSTRY PRIORITIES - ACTION PLAN**
Leaders debate and define possible directions, and industry drivers for sound industry growth. Changes in strategy in uncertain times.
Moderator: **Richard J. Katzman**
Managing Director, HVS - Mexico City
Speakers: **Braulio Arsuaga**
Director General, Grupo Presidente
Francisco Zinser
Chief Executive Officer, Grupo Hotelero Santa Fe
José Carlos Azcárraga
Director General, Grupo Posadas
- 07:00 CLOSING RECEPTION**