

## Agenda



- 08:00 REGISTRATION OPEN**
- 08:30 SPEED MEETINGS**
- 09:30 ECONOMIC OVERVIEW AND IMPACT ON THE HOTEL INDUSTRY**  
**Speaker:** **Delia Paredes**  
Professor of Economics - Universidad Anáhuac
- 10:00 REGIONAL AND GLOBAL HOTEL MARKET OVERVIEW**  
**Speaker:** **Lorea Arnoldi**  
Senior Project Manager, HVS - Mexico City
- 10:30 DRILLING DOWN ON HOTEL SUPPLY AND DEMAND - LEISURE TRAVEL**  
**Moderator:** **Alonso Buitron**  
Senior Project Manager, HVS - Mexico City  
**Speakers:** **Federico Moreno-Nickerson**  
Vice President of Development LatAm at Hyatt Inclusive Collection - Hyatt Inclusive Collection  
**Germán Ongay**  
Regional Vice President Franchise Sales and Development Mexico - IHG Hotels & Resorts  
**Guillermo Martínez**  
Chief Financial Officer - Arriva Hospitality Group  
**Mario Carbone**  
Managing Director of Development - Mexico & Central America, Hilton Hotels
- 11:30 NETWORKING COFFEE BREAK**
- 12:00 DRILLING DOWN ON HOTEL SUPPLY AND DEMAND - BUSINESS TRAVEL**  
**Moderator:** **Alejandro Rodríguez**  
Director de Inversiones - Credit Suisse  
**Speakers:** **Alonso Burgos**  
Vice President, CALA Development - Marriott International  
**Erick Brunet**  
Managing Director, Global Corporate Services - Newmark  
**Gustavo de la Serna**  
Director Business Development LATAMC - Wyndham Hotels & Resorts  
**Patricio del Portillo**  
VP of Development LATAM - Aimbridge LATAM
- 13:00 INNOVATION IN THE HOTEL INDUSTRY**  
**Moderator:** **Joshua Kremer**  
Co-Founder - Comunal Capital  
**Speakers:** **Adriana Segovia**  
Director Market Management Mexico - Expedia Group  
**Andrés Martínez**  
CEO & Co-Founder, PÚBLICO  
**Carlos Crovato**  
Vice President, Business Development & Acquisitions (LATAM) - Standard International  
**Guillermo Yasutake**  
Head of Development - Grupo Presidente
- 14:00 LUNCHEON - NETWORKING**
- 16:00 TRENDS IN MIXED-USE AND MASTER-PLANNED PROJECTS**  
**Moderator:** **Nicolás Martínez**  
Vice President – Development, Mexico, Central America & Caribbean - Accor  
**Speakers:** **Andrés Shapiro**  
Business Development Manager, Latin America - Jerde  
**Gary Greene**  
Principal - GGD  
**Israel Contreras**  
Real Estate Investments Director - Inmobilia  
**Mauricio De Font-Réaulx**  
Director General - Centro Cultural Universitario
- 17:00 CAPITAL MARKETS OVERVIEW - TRENDS IN THE DEBT AND EQUITY MARKETS**  
**Moderator:** **Christian Lega**  
Partner Real Estate - Deloitte  
**Speakers:** **Fernando Rocha**  
Director Acquisitions & Development - Fibra Inn  
**Gerardo Corona**  
Presidente & CEO - MentumGC  
**Guillermo Bravo**  
Chief Investment Officer - FibraHotel  
**Manuel Muñoz**  
Director Hotelería y Turismo - Banco Sabadell
- 18:00 INDUSTRY PRIORITIES - ACTION PLAN**  
**Moderator:** **Richard J. Katzman**  
Managing Director, HVS - Mexico City  
**Speakers:** **Fernando Mulet**  
EVP - Chief Development Officer - Playa Hotels & Resorts  
**Gabriel Helfon**  
Director General - Helden Hotels & Resort  
**Germán Fernández del Busto**  
Director General - Choice Hotels International  
**Oriol Gimenez**  
Managing Partner & CIO - Alójica
- 19:00 CLOSING RECEPTION**