



Agenda



- 8:30 SPEED MEETINGS**
- 9:30 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**
Executive Director of Economic Analysis, Grupo Financiero Banorte
- 10:00 REGIONAL AND GLOBAL HOTEL MARKET OVERVIEW**
A look at how local hotel trend lines fit into a global context.
Speakers: **Rico Louw**
Client Account Manager, Smith Travel Research
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: **Rodrigo Meza**
Vice President, GFG Securities
Speakers: **Alexis Ralph**
Development Director, Mexico, Central America & Caribbean, AccorHotels
Camilo Bolaños
Vice President, Real Estate and Development, Hyatt Hotels Corporation
Mónica Artigas
Development Director, Mexico and Latin America, La Quinta Inns & Suites
Oscar Chávez
Franchise Sales & Development Director, InterContinental Hotels Group
- 12:00 DRILLING DOWN ON SUPPLY AND DEMAND - LEISURE TRAVEL**
Experts discuss trends in travel to resort and other vacation and group destinations.
Moderator: **Ricardo Zorrilla**
Director, InValue
Speakers: **Alonso Burgos**
Vice President Hotel Development, Marriott International
Federico Moreno-Nickerson
Vice President Development Mexico and LATAM, Apple Leisure Group
Juan Corvino
Vice President Development, Latin America, Mexico and the Caribbean, Hilton Worldwide
Michel Montant
Corporate Director of Development, Grupo Posadas
- 1:00 VIEW FROM THE TOP**
HOTEL OPPORTUNITIES - MEXICO AND BEYOND
Leaders of brands and operators recently entering the Mexican market identify areas of opportunity and challenges.
Moderator: **Christian Lega**
Hotels & Land Development Director, CBRE
Speakers: **Marco Roca Jr.**
Director of Business Development, Trust Hospitality
Mark Keiser
Chief Development Officer, SH Group - Baccarat & 1 Hotels
Skyler Skykos
President, Palisades Hotel Partners
- 2:00 LUNCHEON - NETWORKING**
- 4:00 INNOVATION IN DESIGN, MIXED-USE AND MASTER-PLANNED PROJECTS**
Moderator: **Enrique Carrillo**
President, CMI Grupo
Speakers: **Douglas Smith**
President, EDSA
James Freeman
Co-Founder, FSC Architects
John Newcomb
Senior Vice President Latin America, CallisonRTKL
Nunzio DeSantis
Senior Partner, Nunzio Marc DeSantis Architects
- 5:00 CAPITAL MARKETS OVERVIEW - FIBRAS, CKDs, AND OTHER INVESTMENT TRENDS**
The state of real estate capital markets after the U.S. election of 2016 and before Mexico's election of 2018.
Moderator: **Adrián Cano**
Managing Director Real Estate, Evercore
Speakers: **Efrain López**
Chief Financial Officer, Extended Suites
Fernando Rocha
Chief Development Officer, Fibra Inn
Guillermo Bravo
Head of Corporate Development & Investor Relations, FibraHotel
Marín Maydón
Managing Partner, BPBI
- 6:00 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: **Francisco González**
Managing Director, BANCAMEX
Jaime Fasja
Co-CEO, Thor Urbana
Salomón Kamkhaji
President, Pulso Inmobiliario
Vicente Naves
Director General Adjunto, Grupo FREL
- 7:00 CLOSING RECEPTION**