



April 25-26, 2017

JW Marriott Marquis Hotel Miami
Miami, Florida, USA



WHERE DO WE GO FROM HERE?

TUESDAY, APRIL 25, 2017

7:30am-5:00pm **REGISTRATION & INFORMATION**

9:30am-11:00am **PLENARY SESSION**

Speaker: **WELCOME TO HOLA – ¡BIENVENIDO! ¡BEM-VINDO!**
James E. Burba, President, BHN

Speaker: **HOTEL PERFORMANCE OUTLOOK FOR LATIN AMERICA**
Patricia Boo, Area Director, Central & South America, STR

Moderator: **VIEW FROM THE BOARDROOM – ROUND ONE**
Mark Lunt, Principal, EY
Panelists: **Jorge Apaez**, Chief Operating Officer - Mexico, Latin America, and Caribbean, InterContinental Hotels Group
José Carlos Azcárraga, CEO, Grupo Posadas
Francisco Levine, CEO, Atton Hotels

11:00am-12:00pm **NETWORKING BREAK**

11:05am-11:55am **CONECTO RÁPIDO**
If you are coming to HOLA to meet other delegates, *Conecto Rápido* is a great way to start the conference. During this energetic and intense networking session, delegates will be able to connect with other HOLA delegates in a quick exchange of business cards.
Facilitators: **Andrea L. Belfanti**, Executive Director, ISHC
Hugo Desenzani, VP Development, Marriott International

11:10am-11:30am **INVESTMENT OPPORTUNITIES IN BAJA CALIFORNIA, MEXICO**
Speaker: **Oscar Escobedo**, Minister, Ministry of Tourism of Baja California

12:00pm-1:00pm **BREAKOUT SESSIONS**

SESSION 01 **OPPORTUNITIES IN CENTRAL AMERICA**
Moderator: **Raul F. Calvet**, CEO, Calvet & Associates
Panelists: **Carlos Hernández**, CEO, Pellas Development Group
Luis Abundio Maldonado, Managing Partner, Dentons Muñoz - Guatemala
Gustavo M. Ripol, Partner, InterAmerican Development
David T. Wilner, SVP, Development, La Quinta Inns & Suites
Valentina Zeisler, Vice President Tourism Industry, DEG German Dvl. Finance

SESSION 02 **MIXED-USE DEVELOPMENTS – MAKING 1 + 1 = 3**
Moderator: **Sandra Vajcs**, Principal, FSC Architects
Panelists: **Karim Alibhai**, Principal, Gencom
Mike Collins, Founding Partner - CEO, IMI Worldwide Properties
Richard F. Davis, Co-Chair, Hospitality, Greenberg Traurig
Marco Roca, EVP, Chief Development Officer, Hard Rock Hotels

SESSION 03 **CAPITAL FOR ACQUISITIONS – WHAT’S AVAILABLE AND HOW ARE DEALS GETTING DONE?**
Moderator: **Christian Charre**, Senior Vice President, CBRE Hotels
Panelists: **Rogério Basso**, Chief Investment Officer, Key International
Fernando Mulet, Vice President - Development, Playa Hotels & Resorts
Lorenzo Ruiz de Velasco, Partner, Baker & McKenzie
Annie Wickstrom, Vice President, Access Industries

1:00pm-3:15pm **LUNCH & PLENARY SESSION**

Presenter: **LIFETIME ACHIEVEMENT AWARD**
James E. Burba, President, BHN
Recipient: **Roland de Bonadona**, Director, Bonadona Hotel Consulting, and Former CEO, AccorHotels Americas & Caribbean



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A YEAR OF MAJOR M&A DEALS – THE IMPACT ON LATIN AMERICA & WHERE DO WE GO FROM HERE?

Moderator: **Gregory Rumpel**, Managing Director, JLL
Panelists: **Richard Hoffman**, EVP, Mergers & Acquisitions, Marriott International
Jared L. Melnik, Principal, KSL Capital Partners, LLC
Jean-Jacques Morin, Group Chief Financial Officer, AccorHotels
Philippe Zrihen, Chief Business Officer & Partner, sbe

3:15pm-4:00pm NETWORKING BREAK

3:25pm-3:45pm **INVESTMENT OPPORTUNITIES IN ECUADOR**
Speaker: **Xavier A. Rueda**, Director of Investment, Ministry of Tourism of Ecuador

4:00pm-5:00pm BREAKOUT SESSIONS

SESSION 04 OPPORTUNITIES IN BRAZIL
Moderator: **Ricardo Mader Rodrigues**, Managing Director, JLL Hotels & Hospitality
Panelists: **Robert McCall**, Managing Director, GTIS Partners
Patrick Mendes, CEO South America, AccorHotels
Francisco Costa Neto, Chief Executive Officer, Grupo Rio Quente

SESSION 05 CAPITAL FOR DEVELOPMENT – SOURCES, STRUCTURES, AND WHAT WORKS BEST?
Moderator: **Fernando Orrantia**, Shareholder, Greenberg Traurig
Panelists: **Michael Dean**, Chief Development Officer, Carlson Rezidor Hotel Group
Fernando Delgado, Partner, Vertex Real Estate Investors
Andrés Sánchez, Chief Development Officer, Grupo GHIL
Andrei Tomilin, Sector Lead, Tourism, IFC

SESSION 06 LIFESTYLE IS HOT, BUT HOW HOT, AND WHAT’S REALLY COOL?
Moderator: **Robert Karver**, Senior Manager, EY
Panelists: **Michael D. Morton**, VP Owner Relations, Best Western
Roland Moultry, VP Development, Carlson Rezidor Hotel Group
Craig R. Mueller, VP Real Estate Development, IHG IHG
David J. Tarr, Senior Vice President, Hyatt Hotels Corporation

4:00pm-5:00pm **THE DEAL HALL**
Delegates will have the opportunity to meet with private and public sector projects, and debt and equity leaders while at HOLA. Visit the HOLA website for additional details and a full list of participants.

Participants: **Project: Punta del Norte, Costa Rica** owner represented by Maurice Chartier
Located in north Guanacaste at Junquillal Bay in Costa Rica, over 500 acres of oceanfront titled property ideally suited for a luxury boutique hotel, residential, and commercial development.
Project: The Cloisters (Luxury Hotel & Boutique Office) owner represented by Clay B. Dickinson
The opportunity to control a majority investment in the development and ownership of a trophy quality mixed-use project comprising a 240-key, internationally-branded luxury hotel and a Class A boutique office tower in the heart of the financial district in Bogotá, Colombia.
Baja California, Mexico Opportunities represented by Oscar Escobedo, Minister of Tourism
Banco Sabadell represented by Joan Bertran, Head of Global CRE & Hotels
Central America represented by Raul F. Calvet, HOLA Co-Chair
IMI Worldwide Properties represented by Mike Collins, Founding Partner & CEO
InterAmerican Development Group represented by Gustavo M. Ripol, Partner
Key International represented by Rogerio Basso, Chief Investment Officer
Playa Hotels & Resorts represented by Fernando Mulet, Vice President - Development

5:30pm-7:30pm **GALA NETWORKING RECEPTION**
Located at the new Atton Brickell Miami, HOLA delegates will enjoy an evening of networking and deal-making. Bus transportation will be provided to the event from the JW Marriott Marquis Miami. Delegates are responsible for finding their way back after this delightful event.





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7:30am-8:00pm REGISTRATION & INFORMATION

8:30am-9:30am CONTINENTAL BREAKFAST

9:30am-11:30am PLENARY SESSION

WELCOME BACK & PRIZES
Speaker: **Jonathon S. Zink**, Managing Director, BHN

DISRUPTIVE HOSPITALITY & WHAT IT MEANS FOR LATIN AMERICA
Speaker: **Chip Conley**, Strategic Advisor for Hospitality and Leadership, Airbnb

THE VIEW FROM THE BOARDROOM – ROUND TWO
Moderator: **David Larone**, Senior Managing Director, CBRE Hotels
Panelists: **Ian Carter**, President, Global Development, Hilton
Paulo Pena, President & Managing Director, Latin America, Wyndham
Paul Sistare, Chairman and Founder, Atlantica Hotels International
Bruce D. Wardinski, Chairman & CEO, Playa Hotels & Resorts

11:30am-12:15pm NETWORKING BREAK

11:40am-12:00pm INVESTMENT OPPORTUNITIES IN PERU
Speaker: **Erick Aponte**, Director/Trade Commissioner, Trade Commission of Peru

12:15pm-1:15pm BREAKOUT SESSIONS

SESSION 07 OPPORTUNITIES IN SOUTH AMERICA
Moderator: **Francisco Levine**, CEO, Atton Hotels
Panelists: **Marcelo Fedak**, Managing Director, Blackstone
Richard U. Rehwaltdt, Director, Hotel Development, Best Western
Sebastian A. Slobayen, Undersecretary - Coordination, National Tourism Ministry of Argentina
Victor L. Vazquez, Regional Vice President, Marriott International

SESSION 08 DEVELOPING RESORTS – WHAT ARE THE OPPORTUNITIES & WHERE IS THE SECTOR HEADED?
Moderator: **Jeff Higley**, VP and Editorial Director, STR/Hotel News Now
Panelists: **Javier Coll**, EVO & CSO, Apple Leisure Group
Mauricio Elizondo, Development Director - Resorts, Grupo Posadas
Juan P. Franky, Commercial Vice President, Decameron Hotels
James G. Freeman, Co-Founder/Principal, FSC Architects

SESSION 09 OPTIMIZING ASSET VALUES BY RENOVATING & REPOSITIONING
Moderator: **Oriol Gimenez**, Principal, CPG Hospitality
Panelists: **Camilo Bolanos**, VP Development & Real Estate, Hyatt Hotels Corporation
Mariano Menkes, Associate, Equity International
Thais Helena Perfeito, Partner, HotelInvest
John Walters, VP Architecture & Construction, Hilton Worldwide

12:15pm-1:15pm THE DEAL HALL

(See previous description)
Participants: **Project: Las Islitas Island Resort San Blas, Riviera Nayarit, Mexico** owner represented by David Semas
A proposed 1,200-acre master planned resort with 9-miles of pristine ocean, bay, and river shoreline. The project is zoned and approved for 1,000 hotel rooms, 700 residential estate lots, 400 condo/club units, a retail and cultural center and an 18-hole golf course located in San Blas, Riviera Nayarit, Mexico.
BANCOMEXT represented by Yvette Valenzuela Becerra, Head of Tourism Sector Financing Division.
Brazil represented by Ricardo Mader Rodrigues, HOLA Co-Chair
German Investment and Development Corporation represented by Valentina Zeisler, Vice President
GTIS Partners represented by Robert McCall, Managing Director
IFC/World Bank represented by Shamsah Dhala, Principal Investment Officer
Mexico represented by John McCarthy, HOLA Co-Chair
Real Hotels and Resorts represented by Fernando Poma, Vice President
Trade Commission of Peru represented by Erick Aponte, Director/Trade Commissioner



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1:15pm-3:15pm LUNCH & PLENARY SESSION

Speaker: **WELCOME BACK & YCI PRESENTATION**
James E. Burba, President, BHN

Speaker: **KEYNOTE PRESENTATION**
Andrés Oppenheimer, Columnist & Editor, The Miami Herald, and Host of "Oppenheimer Presenta", CNN en Español

3:15pm-4:00pm NETWORKING BREAK

4:00pm-5:00pm BREAKOUT SESSIONS

SESSION 10 OPPORTUNITIES IN MEXICO
Moderator: **John McCarthy**, Principal, Leisure Partners
Panelists: **Joan Bertran**, Head of Global CRE & Hotels, Banco Sabadell
Oscar J. Escobedo, Minister, Ministry of Tourism of Baja California
Francisco N. González, CEO, Bancomext
Fernando Rocha, Chief Development Officer, Fibra Inn
Blanca Rodriguez, Managing Director, Banyan Tree Capital

4:00pm-5:00pm BREAKOUT SESSIONS (continued)

SESSION 11 THE INS & OUTS OF A SUCCESSFUL HOTEL DEVELOPMENT
Moderator: **Fabian Monsalve**, Partner, Baker McKenzie
Panelists: **Juan Corvinos**, Managing Director, Development - Mexico, Central America, & Caribbean, Hilton
Eduardo Gruener, Founder and CEO, GFG Securities, LLC
Fernando Poma, Vice President, Real Hotels and Resorts
Salo Smaletz, VP Development – Latin America, IHG

SESSION 12 SELECT/LIMITED SERVICE DEVELOPMENT – THE SECTOR ISN'T FLASHY, BUT IT IS PROFITABLE
Moderator: **Emilie de Bonadona**, Development Director, Hamam Group
Panelists: **Erica Campos Drumond**, CEO, Vert Hotéis
Guillermo Estrada, Director, International Development, G6 Hospitality
Luis Mirabelli, VP Development, Latin America & Caribbean, Wyndham Hotel Group
Jeff Palla, SVP Operations, La Quinta Inn & Suites

4:00pm-5:00pm THE DEAL HALL

(See previous description)
Participants: **Project: Cala Blanca Sofitel (Cartagena), Colombia** owner represented by Clay Dickinson
The first hotel development inside a master planned project that should become Cartagena's true Caribbean beach destination. More specifically, the 187-room resort project is located in Baru, an easily accessible island immediately south of Cartagena.
Project: Hotel and Arena in Espacio Riesco, Santiago, Chile owner represented by Hernan Passalacqua
The most important convention center in Chile, with an infrastructure consisting of 27,000 m2 of ballrooms and exhibition halls, located on a 160,000 m2 site, with ample parking. The second part of the Master Plan includes a hotel between 150 and 250 rooms and an arena for 12,000 people.
Blackstone represented by Marcelo Fedak, Managing Director
Ministry of Tourism of Ecuador represented by Xavier A. Rueda Cuenca, Director of Investment
South America represented by Francisco Levine, HOLA Co-Chair
Vertex Real Estate Investors represented by Fernando Delgado, Partner

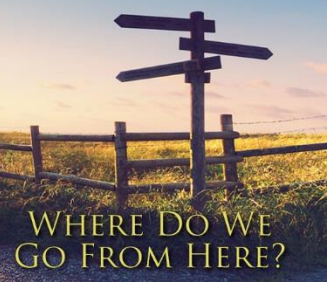
5:15pm-6:15pm SPECIAL BONUS SESSION FOR HOLA & THE OPENING OF THE CHRIS CONFERENCE CUBA – WHAT COMES NEXT?

Moderator: **Letvia M. Arza-Goderich**, Partner, Preston Arza LLP
Panelists: **Saul Cimblor**, President, Cuba Business Advisory
Charles de Ros Wallace, CEO, Geskaria Investments
Xavier Destribats, SVP The Americas & General Manager, Gran Hotel Manzana Kempinski, La Habana
Jorge Duany, Director, Cuban Research Institute, Florida International University



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6:15pm-8:00pm

HOLA & CHRIS JOINT NETWORKING RECEPTION

A unique feature of HOLA is the closing reception, which is held in conjunction with the opening cocktail reception for the Caribbean Hotel & Resort Investment Summit (CHRIS). Delegates from HOLA have the opportunity to meet and mingle with each other one more time plus the opportunity to network with delegates from CHRIS. This promises to be a fantastic networking event.



ABOUT THE HOST



With three decades of experience, over 140 events completed to-date, and nearly 100,000 international delegates, BHN conferences have become "must attend" events for industry leaders who come together to network, conduct business, and to learn about the latest trends.

BHN events include: the Americas Lodging Investment Summit (ALIS) in Los Angeles; ALIS Law in Los Angeles; ALIS Summer Update; Alternative Ownership Conference Asia Pacific (AOCAP) in Singapore; Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP UPDATE in Singapore; Hotel Investment Forum India (HIFI) in Mumbai; Hotel Opportunities Latin America (HOLA) conference in Miami; and Hotel Investment Conference Europe (Hot.E) in London.

The BHN website at www.Burba.com is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world.

PROGRAM PLANNING COMMITTEE

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| Erick Aponte , InTrade | Francisco Levine , Atton Hotels |
| Letvia Arza-Goderich , Preston Arza LLP | Mark Lunt , EY |
| Rogério Basso , Key International | John McCarthy , Leisure Partners S.A. |
| Andrea Belfanti , ISHC | Ted Middleton , Hilton |
| Camilo Bolanos , Hyatt Hotels Corporation | Fabian Monsalve , Baker & McKenzie |
| Raul Calvet , Calvet & Associates | Roland Mouly , Carlson Rezidor Hotel Group |
| Clay Dickinson , JLL | Fernando Mulet , Playa Hotels & Resorts |
| Guillermo Estrada , G6 Hospitality | Gustavo Ripol , InterAmerican Development Group |
| John Fareed , Horwath HTL - USA | Blanca Rodriguez , Banyan Tree Mexico Hospitality Fund |
| Cristiano Goncalves , IHG | |