



# May 15-16, 2018

JW Marriott Marquis Hotel Miami  
Miami, Florida, USA

[www.HOLAconference.com](http://www.HOLAconference.com)

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**TUESDAY, MAY 15, 2018**

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

**9:30am-11:15am**     **PLENARY SESSION**

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

Moderator:     **MEET THE HOLA CO-CHAIRS**  
**James E. Burba**, Co-Founder, BHN  
Panelists:     **Raul F. Calvet**, CEO, Calvet & Associates  
**Francisco Levine**, CEO, Atton Hotels  
**John A.E. McCarthy**, Executive Chairman & Partner, Leisure Partners  
**Ricardo Mader Rodrigues**, Managing Director, JLL

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

Moderator:     **THE VIEW FROM THE BOARDROOM – ROUND ONE**  
**David F. Larone**, Senior Managing Director, CBRE Hotels  
Panelists:     **José Carlos Azcárraga**, CEO, Grupo Posadas  
**Ken Greene**, President, Americas, Radisson Hotel Group  
**Patrick Mendes**, CEO South America, AccorHotels  
**Richard A. Weissmann**, Partner, KSL Capital Partners

**11:15am-12:00pm**     **NETWORKING BREAK**

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

**SESSION 01**     **OPPORTUNITIES IN SOUTH AMERICA**  
Moderator:     **Francisco Levine**, CEO, Atton Hotels  
Panelists:     **Diogo A. S. Canteras**, Managing Partner, HotelInvest/HVS South America  
**Juan Corvinos**, VP Development Latin America & Caribbean, Hilton  
**Victor Vazquez**, Regional Vice President, Marriott International

**SESSION 02**     **HOTEL SEGMENTS – A FOCUS ON LUXURY**  
Moderator:     **Matthias Winkler**, Principal, FSC Architects  
Panelists:     **Paul Arnold**, VP Development, Rosewood Hotel Group  
**Fernando Fernandez**, Vice President, Development, Apple Leisure Group  
**Craig Mueller**, Vice President, Development, IHG  
**David Tarr**, SVP, Development – Americas, Hyatt Hotels Corporation

**SESSION 03**     **CASAS DE CAPITAL: PRIVATE EQUITY – ROUND ONE**  
Moderator:     **Blanca Rodriguez**, Managing Director, Banyan Tree Capital  
Panelists:     **Baron R. Ah Moo**, Managing Director, BLI Capital  
**Robert McCall**, Managing Director, GTIS Partners  
**Fernando Mulet**, Senior Vice President, Playa Hotels & Resorts  
**Cristián Roberts**, President, PRIME Real Estate

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

Speaker:     **KEYNOTE PRESENTATION**  
To be announced.

**3:15pm-4:00pm**     **NETWORKING BREAK**



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## TUESDAY, MAY 15, 2018

### 4:00pm-5:00pm BREAKOUT SESSIONS

#### SESSION 04 OPPORTUNITIES IN MEXICO

Moderator: **John A.E. McCarthy**, Executive Chairman & Partner, Leisure Partners  
Panelists: **Jorge Apaez**, COO, IHG  
**Alonso Burgos**, VP Development, Marriott International  
**Juan B. Garcia**, Chair Real Estate LATAM, Baker McKenzie  
**Francisco Lira**, Corporate Banking Director of Mexico, Banco Sabadell

#### SESSION 05 CREATING VALUE THROUGH RENOVATING, REFLAGGING, & REPOSITIONING

Moderator: **Norm Cavedo**, Manager, EY  
Panelists: **Mauricio Elizondo**, Development Director Resorts, Grupo Posadas  
**James G. Freeman**, Co-Founder/Principal, FSC Architects  
**Jenna Hackett**, Global Head of Tapestry, Hilton  
**Ximena Cajiao**, President, Hoteles Cosmos

#### SESSION 06 HOTEL SEGMENTS – A FOCUS ON SELECT/LIMITED SERVICE

Meets In: **MET 5**  
Moderator: **Fernando Orrantia**, Lawyer, Greenberg Traurig, LLP  
Panelists: **Gustavo M. Ripol**, Partner, InterAmerican Development  
**David Wilner**, SVP Development, La Quinta Inns & Suites  
Additional panelists to be announced,

### 5:00pm-7:00pm GALA NETWORKING RECEPTION

## WEDNESDAY, MAY 16, 2018

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

### 9:00am-10:00am CONTINENTAL BREAKFAST

### 10:00am-11:30am PLENARY SESSION

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

Speaker: **KEYNOTE PRESENTATION**  
To be announced.

Moderator: **THE VIEW FROM THE BOARDROOM – ROUND TWO**  
**Clay B. Dickinson**, Managing Director, JLL  
Panelists: **Oscar Bidermann**, CEO, Inversiones Hoteleras Holding SpA  
**Keith Cline**, President & CEO, La Quinta Inn & Suites  
**Bruce D. Wardinski**, Chairman & CEO, Playa Hotels & Resorts  
**Francisco Zinser**, CEO, Grupo Hotelero Santa Fe

### 11:30am-12:15pm NETWORKING BREAK

### 12:15pm-1:15pm BREAKOUT SESSIONS

#### SESSION 07 OPPORTUNITIES IN CENTRAL AMERICA

Moderator: **Raul F. Calvet**, CEO, Calvet & Associates  
Panelists: **Paul Adan**, Vice President, Development, Marriott International  
**David Fuentes Olayo**, Director, Latin America, RCI  
**Marta Molina Seal**, Principal, CPG Hospitality  
**Federico Moreno-Nickerson**, VP of Development, Apple Leisure Group

#### SESSION 08 THE MULTI-FACETS & OPPORTUNITIES OF MIXED-USE DEVELOPMENTS

Moderator: **Robert Karver**, Senior Manager, EY  
Panelists: **Mike Collins**, Founding Partner/CEO, IMI  
**Richard Davis**, Co-Chair, Hospitality, Greenberg Traurig, LLP  
**Rafael Lang**, CEO, Costa Canuva  
**Donald McGregor**, Senior Vice President, Gencom



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## WEDNESDAY, MAY 16, 2018

### 12:15pm-1:15pm BREAKOUT SESSIONS (CONTINUED)

#### SESSION 09 BRAND CONSOLIDATION & PROLIFERATION – THE IMPACTS & OPPORTUNITIES FOR OWNERS

Moderator: **Santiago Berraondo**, SVP, JLL Hotels & Hospitality  
Panelists: **Hugo Desenzani**, VP, Hotel Development, Marriott International  
**Michael Register**, Partner, Trust Hospitality  
**Richard Rehwaldt**, Director, Hotel Development, Best Western Hotels & Resorts  
**Rodrigo Tsutsumi**, Regional Director, Latin America & Caribbean, Preferred Hotels & Resorts

#### SESSION 10 CASAS DE CAPITAL – DEBT

Moderator: **Scott A. Preston**, Managing Partner, Preston Arza LLP  
Panelists: **Rogério Basso**, Head of Tourism, IDB Invest  
**Leopoldo Sposato**, Manager, IFC-World Bank Group  
**Francisco N. Gonzalez Diaz**, CEO, Bancomext

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

#### AN UPDATE FROM YCI (YOUTH CAREER INITIATIVE)

Speaker: **James E. Burba**, Co-Founder, BHN

#### OPPORTUNITIES, CHALLENGES, & THE OUTLOOK – THE VIEW FROM THE WORLD TRAVEL & TOURISM COUNCIL (WTTC)

Speaker: **Maribel Rodriguez Gamero**, Director LATAM & Europe, WTTC

### 3:15pm-4:00pm NETWORKING BREAK

### 4:00pm-5:00pm BREAKOUT SESSIONS

#### SESSION 11 OPPORTUNITIES IN BRAZIL

Moderator: **Ricardo Mader Rodrigues**, Managing Director, JLL  
Panelists: **Salo Smaletz**, VP Development Latin America, IHG  
Additional panelists to be announced.

#### SESSION 12 HOTEL MANAGEMENT AGREEMENTS – KEY ISSUES & ALIGNING INTERESTS

Moderator: **Kim Gauthier**, Senior Vice President, hotelAVE  
Panelists: **Eduardo Calderon**, Partner, BLP  
**Mario E. Carbone**, Director - Development, Hilton  
**Fabian Monsalve**, Partner, Baker McKenzie  
**William Stadler**, EVP - Chief Investment Officer, Aimbridge Hospitality

#### SESSION 13 CASAS DE CAPITAL: PRIVATE EQUITY – ROUND TWO

Moderator: **Gregory Rumpel**, Managing Director, JLL  
Panelists: **John Keith**, Director, Caribe Hospitality  
**Jared Melnik**, Principal, KSL Capital Partners  
**Gerardo Fernández Miranda**, Director, Artha Capital

### 5:15pm-6:00pm GLOBAL HOSPITALITY & CONSUMER TRENDS – A SPECIAL PRESENTATION BY PHOCUSWRIGHT

A special bonus session for HOLA and the opening of the CHRIS conference.  
Speaker: **Alice Jong**, Research Analyst, Phocuswright

### 6:00pm 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.

Hosted By:





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## PRODUCED BY:



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## IN ASSOCIATION WITH:



With over three decades of experience, more than 150 events completed to-date, and in excess of 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; Hotel Investment Conference Europe (Hot.E) in London; and HotelsWorld in Sydney.

The BHN website at [www.Burba.com](http://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. BHN is a division of Northstar Travel Group.

### PROGRAM PLANNING COMMITTEE

**Matt Arrants**, HAMA  
**Letvia Arza-Goderich**, Preston Arza LLP  
**Rogerio Basso**, IDB Invest  
**Camilo Bolanos**, Hyatt Hotels Corporation  
**Raul F. Calvet**, Calvet & Associates  
**Juan Corvinos**, Hilton  
**Vicky DelMonte-Paz**, Baker McKenzie  
**Clay B. Dickinson**, JLL  
**Cristiano Goncalves**, IHG

**Robert Karver**, EY  
**Lynette Montoya**, Latino Hotel Association  
**Roland Mouly**, Radisson Hotel Group  
**Fernando Mulet**, Playa Hotels & Resorts  
**Mark Purcell**, AccorHotels  
**Gustavo M. Ripol**, InterAmerican Development  
**William Stadler**, Aimbridge Hospitality  
**Victor Vazquez**, Marriott International