



# Africa Hotel Investment Forum

30 Sept – 1 Oct 2015, Sheraton Addis Ababa, Ethiopia

## Programme

DAY 1 - Wednesday 30 September 2015

### REGISTRATION AND WELCOME COFFEE IN SPONSORS' EXHIBITION

10:00 - 10:30

**Networking**

### ROUND TABLE DISCUSSIONS

10:30 - 11:30

TABLE 1: Communication infrastructure: How to deliver world-class connectivity for guests



#### **Paul Ziegler**

*Chief Executive Officer – Online Business Communications*

Paul joined the Group from Gateway Communications, which was acquired by PCCW Global, where he was Executive Director responsible for Business Development across Africa and the Middle East.

At Gateway he was a Business Development Director in 2006, in 2007 was promoted to Commercial Director Carrier Services and as of 2008 was Executive Director responsible for Business Development, managing a culturally diverse and dispersed sales team across the EMEA region.

With over 22 years of international voice, data networking (satellite & terrestrial) and telecoms experience, his deep customer understanding and market knowledge of EMEA is highly respected across the industry.

Prior to joining Gateway, Paul has held various positions at AT&T that include Regional Manager EMEA responsible for Service Management, Business Development Manager EMEA, Account Director for MEA responsible for sales of Wholesale voice and data solutions and finally Sales Director EMEA responsible for AT&T's Wholesale overall data portfolio in the region.

Paul was awarded "AT&T Leaders Council Award" and the "AT&T Presidents' Award" in 2004.

TABLE 2: Creating a transactional market in Africa – What will it take to create a more liquid hotel market? What is the outlook for investors looking to enter with an exit in mind?



**Jonathan Hubbard**

*Head of Investor Services EMEA – Hotels & Hospitality - JLL*

Jon is Head of Investor Services EMEA for JLL's Hotels & Hospitality Group and also leads the Northern European team which focuses on providing capital markets, valuation, advisory, debt advisory and asset management in the hotel & hospitality sector throughout the UK, Ireland, Scandinavia and Benelux.

Jon has over 25 years' experience dealing with hotels throughout Europe, directly focusing on valuations, transactions and advisory work. He has wide experience across all market sectors, from economy hotels to international five star properties, including boutique hotels, both single assets and large portfolios.

Jon joined the team at JLL in August 2005, prior to which he was head of Hotels at Atisreal, coordinating valuation, advisory and agency work across Europe. He is a graduate of Downing College, Cambridge and is a Member of the Royal Institution of Chartered Surveyors (MRICS).



**Othmane Jabri**

*Vice President, Mergers & Acquisitions – Kingdom Hotel Investments*

Othmane Jabri joined Kingdom Hotel Investments (KHI) in July 2011 and is currently Vice President within the Mergers & Acquisition division. In this capacity, Mr. Jabri helps execute KHI's value realization strategy by leading the marketing and due diligence process and supporting the negotiation and closing of asset sales in Africa, Asia and the Middle East regions. Mr. Jabri is also in charge of business development, underwriting and analysis of acquisition and development opportunities across the globe working closely with the development teams at KHI's portfolio brands (Four Seasons Hotels & Resorts, FRHI and Mövenpick Hotels & Resorts).

Prior to joining KHI, Mr. Jabri worked for Colliers International in Casablanca (formerly Lance) and for JLL Hotels & Hospitality in Dubai covering the Middle East and Africa region. He has focused primarily on market and feasibility studies, operator selection and contracts negotiation, valuation, transaction and strategic advisory services within the hospitality industry.

Othmane holds a BA in International Hospitality Management from the Ecole Hôtelière de Lausanne in Switzerland and speaks Arabic, French, English, and Spanish.

TABLE 3: The resurgence of South Africa - What is behind all the current activity and where are the opportunities in the market?



### **Simone Kuhn**

*Business Development, Africa and the Indian Ocean Islands – Carlson Rezidor Hotel Group*

A South African National, Simone is based at Carlson Rezidor's Africa Development office in Cape Town, South Africa. Simone is part of the team responsible for growing the company's dynamic portfolio of hotels and brands in across sub-Saharan Africa and the Indian Ocean Islands. Carlson Rezidor currently has 65 hotels in operation and under development in 27 countries in Africa – under either their upper upscale Radisson Blu brand, upscale lifestyle selects Radisson Red brand or their upper midscale Park Inn by Radisson brand.

Simone was literally born into the hotel industry through her father who was a General Manager for Sun International Hotels & Casinos for many years under Sol Kerzner. Her own career in the hotel industry started in 2000 after being enrolled in an in-house training programme at the Savoy Hotel in London. Thereafter, Simone held management positions within hotel operations in South Africa and the United Kingdom with Relais & Châteaux and Starwood. In December 2008, Simone decided to see the world and took up the challenge of an on-board F&B Manager position for Etihad Airlines based in Abu Dhabi, UAE. In May 2011 Simone joined the Carlson Rezidor Hotel Group and now forms part of the fast growing hotel group in Africa.



### **Geri Wessels**

*Director Development, Sub-Saharan Africa – Hilton Worldwide*

Upon her return to South Africa in 2013, Geri gained valuable experience by conducting market studies in Africa as a hospitality analyst. She joined Hilton Worldwide a few months later as part of the sub-Saharan Africa Development team to assist in realizing the growing number of opportunities on the continent. Prior to this, she spent 5 years in the United Arab Emirates focusing on the Middle East and North Africa hotel markets. She holds a Bachelor degree in Finance and an Honours degree in Marketing from Stellenbosch University. Geri is passionate about photography and experiencing new cultures and enjoys exploring destinations which are off the beaten track.

TABLE 4: How to drive revenue upside through intelligent use of data



### **Michel Augier**

*Director of Finance, Managed hotels EMEA – Wyndham Hotel Group*

Michel Augier joined Wyndham Hotel Group in 2014 as Director of Finance, responsible for supporting the company's growing portfolio of managed properties throughout Europe, the Middle East, Eurasia and Africa.

Operational properties under Augier's supervision include the upscale Wyndham Grand Regency in Doha, Qatar, the recently acquired Dolce Hotels and Resorts properties across Germany, France, Spain, Portugal and Belgium, as well as several midscale Ramada hotels across Qatar, the United Arab Emirates, Tanzania and the United Kingdom. Augier is also responsible for providing pre-opening support to the group's robust pipeline of managed properties in the region, which currently spans six brands and more than 10 properties, including the company's first managed hotels in Bahrain, Saudi Arabia, Ethiopia and Kenya.

Before joining Wyndham Hotel Group, Augier spent 28 years with InterContinental. Initially based on-property, Augier held a variety of finance and operations roles within owned, leased and managed hotels in locations as diverse as Gabon, Saudi Arabia, Lebanon, Germany, England and the Ivory Coast. After transitioning into the company's corporate office for the Middle East and Africa, Augier was a key member of the divisional executive committee and was instrumental in the introduction of two new brands to the region. In 2007, Augier moved to a similar role in the United Kingdom where in 2011 he joined the Cameron House management team in Scotland.

A French national, Augier holds a degree in Hotel and Restaurant Management and is based in Wyndham Hotel Group's Dubai office.



### **Philip Wooller**

*Area Director, Middle East & Africa – STR Global*

Philip Wooller is based in Dubai and is responsible for the organisation's expansion throughout Middle East & Africa. Philip spent many years in hospitality and his career combines the unique blend of senior positions in hotel operations and management, sales, marketing and revenue management for Britannia Hotels, Thistle Hotels, Intercontinental Hotels and Crown Hotels. Philip joined The Bench in 2006 and transferred to the STR Global team in 2008. Philip graduated from Bournemouth University with a degree in Hospitality Management.

TABLE 5: Northern Stars? Where are the bright sparks in development in the North African market?



### **Philippe Doizelet**

*Managing Partner – Horwath HTL, France*

Philippe currently serves as Managing Partner of Horwath HTL based in Paris. Before joining Horwath HTL, he was Corporate Head of Research at Accor. Philippe's business skills include Market and feasibility Studies, Due Diligence services, Appraisals and Hospitality Strategy. He has 25 years of International experience in the hospitality, tourism & leisure sector.

Philippe has worked in large international companies in the hotel and tourism business. He began his career in the economy lodging sector before joining a luxury group involved in hotels and casinos. Philippe held positions as senior consultant with KPMG Leisure and Tourism and was Strategic Project Manager with Europcar International car rental.

Graduated in Hotel and Tourism Management, his business skills are reinforced by a strong hotel and tourism background. His experience in sub-Saharan Africa includes Senegal, Guinea, Côte d'Ivoire, Burkina Faso, Togo, Benin, Ghana, Nigeria, Cameroon, Gabon...

Philippe is a contributor to leading industry medias (HotelNewsNow, Global Hotel News, Hotel Yearbook...) and holds speaking engagements or moderates' panels in major international hotel conferences held in Europe, the Middle East and Africa. He is a fellow member of the International Society of Hospitality Consultants.



### **Alan O'Dea**

#### ***Senior Vice President - Africa – Movenpick Hotels & Resorts***

With almost 20 years in the Hospitality field, O'Dea enjoys a wealth of experience and strong relationships with various business partners in Africa.

Ireland born in 1974, Alan O'Dea has held several senior Revenue Management positions with Le Meridien and IHG before joining Mövenpick Hotels & Resorts in 2005 as Vice President Revenue Management. Subsequently taking on additional responsibilities, O'Dea was appointed VP Revenue Strategy & Development during which time he played a key role in signing and opening several hotels across the African Continent.

Alan holds a BA Degree in Hotel & Catering Management from GMIT Galway, Ireland and is a member of the Executive Committee of MH&R since January 2013.

TABLE 6: Treasure Islands? A look at the Indian Ocean – Seychelles, Madagascar, Mauritius



### **Marc Descrozaille**

#### ***Area Vice President Sub Saharan Africa – Carlson Rezidor Hotel Group***

Africa is our most important growth region, and we are fully committed to further extending our network on the continent. We have therefore decided to establish sub-Saharan Africa as a separate operational area, which will include product and service quality, revenue and guest satisfaction. He also acts as the interface between the hotel owners and the organisation.

Marc has had a distinguished career in hospitality beginning with the Mandarin Oriental in Hong Kong and moving onwards and upwards to Hilton Hotels & Resorts before finally joining the Rezidor Hotel Group in 2012.

Marc's education includes a Hotel and Restaurant Management qualification from Lausanne and an MBA in Hospitality Management from Cornell-Essec. He is also the Honorary President of the IMHI Alumni Association and a member of the board.



### **Mark Dunford**

#### ***Independent Advisor & Seychelles Tourism Ambassador***

Mark is a consultant at LHC and works on numerous projects of varying types around the world. This includes; the development of learning centres in Asia, Europe and Africa as well as advising on the development of accommodation for Rio 2016.

Prior to moving to LHC Mark was based in Barcelona as Development Director for Stein management Company and Franklyn hotels and resorts giving him a strong knowledge of owner-operator structuring.

Mark has a comprehensive background in hospitality real estate, having also served in the London offices of Jones Lang LaSalle Hotels, where his primary responsibility was working on asset sales and acquisitions. He was involved in a number of transactions on both a portfolio and single asset basis.

Mark was part of the early team at industry-leading The Bench (Now STR Global) where his main role was the UK-wide rollout of the service and facilitating the organisation's overall development.

He has also spent time working in hospitality operations in Kenya, Seychelles and the Caribbean after graduating from Ecole hoteliere de Lausanne.

TABLE 7: Agreement advice – what do you need to know about entering into management and franchise agreements in the African market?



### **Haddis Tilahun**

#### ***Founder & Executive Director – United Africa Group (Pty) Ltd***

Haddis Tilahun is the Founder & Executive Director of the United Africa Group, a privately owned Namibian business conglomerate worth R1.8 Billion which has been in operation since 1992. While the Hospitality portfolio is the pinnacle of his business, financial services, property development, as well as renewable energy are ventures that the group has also pursued with success.

In 2001, United Africa Hospitality was established shortly after which a partnership with Protea Hotels South Africa was formed. United Africa Hospitality owns over 8 Protea branded hotels countrywide. UAG holds the master franchise for Protea Hotels in Namibia, Ethiopia and partly Angola. In May 2011 United Africa Group opened the doors to the first five-star Hotel in Namibia which is built on the collective strength of brand power and the remarkable growth of the Namibian hospitality industry.

Haddis' entrepreneurial drive and desire for innovation has led the Group to explore new Grounds in the Casino business. Consequently, in June 2015 the Plaza Casino, the first ever 100% Namibian owned and managed casino opened its doors to the public.

Tilahun aims at transforming the skyline of Windhoek in 2017 to a cosmopolitan one by developing the 4 star Hilton Garden Inn as well as the 1990 a mixed-use property development which will consist of high end apartments, penthouses and retail shops.

Haddis completed his tertiary education in the USA shortly thereafter he relocated to Namibia in 1990. His focus is on growth and development which has enabled the group to develop projects that have improved and enhanced both the country and the human experience in Africa. His mantra of "growth through quality, innovation and market consolidation has led the Group to success over the years.

In addition to his involvement in the running of the United Africa Group, Haddis holds the positions of Chairman, Director and Board member in a number of reputable business organizations such as:

- Protea Hotels Namibia a division of the United Africa Group (Pty) Ltd;
- Owner of the Hilton Windhoek;
- Chairman of Actom Namibia
- Chairman of Diaz Wind Power
- Chairman Liberty Life Namibia
- Chairman of Samaki Fishing Enterprises
- Honoree Consul of Democratic Republic of Congo to Namibia



- Trustee of Namibian Housing Trust Fund
- Trustee of Tilahun Family Trust
- Trustee of Namundjebo Family Trust Fund

Haddis attributes his success to the great business partnership with his wife & friend Martha Namundjebo-Tilahun who is 50% co-owner and Chairperson of the United Africa Group. Martha is in her own right a successful business woman who has been recognized both in Namibia and internationally, together Haddis & Martha have three children.



### **Wayne Troughton**

#### *Chief Executive Officer – HTI Consulting*

Wayne is Chief Executive Officer of HTI Consulting and has a three-year Hotel Management Certificate from the University of Johannesburg and an MBA from CASS Business School in London. He has 11 years of specialist management consulting experience and 11 years of operational experience in 5-star hotels in South Africa and London.

Wayne has undertaken and worked on numerous consulting assignments in the real estate industry, including integrated resorts, hotels, leisure, retail, residential and entertainment sectors. His experience covers the following disciplines: feasibility studies, concept development, investment packaging, capital raising and operator selection.

Wayne has worked on more than 250+ assignments in 35 countries namely:

South Africa, Angola, Benin, Botswana, Congo, Democratic Republic of Congo, Egypt, Gabon, Ghana, Gambia, Kenya, Lesotho, Libya, Liberia, Malawi, Mozambique, Mauritius, Madagascar, Nigeria, Namibia, Rwanda, Sierra Leone, Seychelles, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe, Zanzibar, Bahrain, Oman, Qatar, United Arab Emirates and Yemen.

TABLE 8: The Future of the MICE Market in Africa- With the rapid growth of many African economies and evidence that the large hotel groups are active on the continent, how can the MICE segment capitalise on this? What elements need to be in play from the private and public sectors to effectively develop the industry? What can be learnt from other destinations?



### **Bridget Baker**

#### *Managing Director – Bridget Baker Consulting*

Bridget Baker has spent more than 30 years in the hospitality business. She worked in the operations side of the industry in the UK and France for more than a decade before joining the hotel & leisure consultancy team at PKF London in 1990. Bridget worked at the City firm for 13 years and was the in-house specialist on the MICE market. She then spent, two years at a chartered surveying firm before setting up her own consultancy – Bridget Baker Consulting Ltd - in January 2006.

Bridget has undertaken hundreds of consultancy projects throughout the UK, Europe, the Middle East and Africa for a range of clients including hotel chains, conference centre operators, governmental/public sector organisations and funding institutions. Significant

engagements in the MICE market in recent years include projects in Nigeria, Bahrain, Kuwait, Abu Dhabi, Morocco, Turkey and leading UK cities.



**Frank Murangwa**

*MICE Division Manager – Rwanda Development Board (RDB)*

Rwanda Development Board since April 2014 and his core mandate is to drive the growth of Rwanda's MICE industry. He has experience in tourism marketing and tourism quality assurance.

Frank Murangwa has a strong tourism educational background and practical experience in the tourism sector, and has also gained significant expertise in developing strategies for tourism destinations.

Graduated in Tourism Management, his marketing skills are reinforced by a strong tourism background. Frank Murangwa holds a Bachelor of Degree in Tourism Management from Makerere University of Uganda and a Master's degree in Tourism Destination Management from Breda University of Applied Science (NHTV) Netherlands. Frank is fluent in English and Kinyarwanda.

Frank is passionate about travelling to different destinations to experience new cultures, explore beautiful sceneries and enjoys sport as well.



**Teklit Yikuno**

*Corporate Sales Manager – Sheraton Addis Ababa*

Teklit Yikuno has 17 years of hospitality experience. He is a corporate sales manager at Sheraton Addis, a Luxury Collection Hotel. He has started his hotel career as a waiter in 1998 and moved through several assignments over the years. Since 2011, he has been involved in planning, organizing and promoting the Ethiopian art, and contributed a lot for the success of Art of Ethiopia, an extraordinary art exhibition that takes place every year in Addis Ababa. He holds a BA degree in Sales and Marketing.

## SPEED NETWORKING

Make dozens of exciting new contacts before the conference has even started by participating in this fast-paced and very beneficial networking opportunity.

11:30 - 12:30

**Networking**

## NETWORKING LUNCH

12:30 - 13:30

**Networking**



# WELCOMING REMARKS

13:30 - 13:45



## **Matthew Weihs**

### *Managing Director – Bench Events*

Matthew Weihs is Managing Director of Bench Events. Within this role he focuses on the development of new business opportunities and sales for Bench Events and partners, whilst also supporting the direction of the business and providing commercial support for new product launches.

With over 15 years' experience in B2B conferencing with Guardian News and Media, IQPC and now Bench Events his main responsibilities have been to manage the sales across the portfolio, deliver the projects to the high standards our customers expect and to find new development opportunities for the business. In 2012 he successfully founded and launched the African Hotel Investment Forum (AHIF) and in 2013 he launched the Morocco Tourism Investment Forum (MTIF) - an invitation only event for the industry. 2014 will see the launch of the Global Restaurant Investment Forum (GRIF), the latest addition to the Bench Events hotel investment conference portfolio.

# AFRICA 2015 & BEYOND: SOCIAL AND ECONOMIC TRENDS TO SHAPE THE CONTINENT NOW AND INTO THE FUTURE.

13:45 - 14:15



## **Daniel Silke**

### *Director – Political Futures Consultancy*

Daniel Silke is one of South Africa's leading Independent Political Analysts and Keynote Speakers covering South African, African and Global political and economic issues. Silke holds a Master's Degree in South African and International Politics and has served, in a senior capacity, both as a Member of the Provincial Parliament and as a City Councillor in Cape Town. He lectures and consults to major corporates, academic institutions and think-tanks both locally and overseas. He is currently the Director of Political Futures Consulting and also regularly appears in print, on the Internet and on radio & television both in South Africa and abroad. He is also the author of the acclaimed new book "Tracking the Future".

# SHAPE OF THE INDUSTRY – WHAT ARE THE NUMBERS SAYING?

14:15 - 15:15

THE NUMBERS: STR Global reports on the year-on-year hotel performance in some of Africa's key markets.



### **Thomas Emanuel**

#### *Director of Business Development – STR Global*

Thomas Emanuel is Director of Business Development at STR Global. He is based in London, and oversees a team of 16 globally, who are responsible for STR Global's growth across EMEA, ASPAC, and Latin America.

He has spent his entire career in the hotel industry, most notably with Hyatt Hotel & Resorts, both at a corporate and unit level, and he started with the Deloitte HotelBenchmark team in 2006. Since the formation of STR Global in March 2008, he has led the Business Development department, and been part of their management team.

Travelling extensively, Thomas has worked in over thirty-five countries across six continents and is a regular speaker at leading hospitality conferences across the globe.

Thomas holds a Bachelor of Arts degree in International Business.

THE TRENDS: Digging into the demographics of air travel which are shaping the future of demand. Who is coming from where? What are the current trends and what impact having Ebola had on Africa arrivals? Looking to the future, what is the potential for air capacity in the region?



### **Olivier Jager**

#### *Chief Executive Officer – ForwardKeys*

Olivier Jager is the Co-founder and CEO of ForwardKeys, a tactical intelligence company analysing 14 million daily booking transactions to predict future travel patterns for businesses worldwide and help them monitor and anticipate traveller arrivals and trends.

Before launching ForwardKeys in 2010, Olivier had already accumulated cutting-edge experience in IT and travel with companies including AOL, Amadeus, PhoCusWright, Market Metrix and TravelCLICK.

A strategic thinker with a zest for innovating and solving problems, Olivier's expertise has focused on marketing and distribution, management and business development.

Key achievements:

- Opened up the EMEA market for Market Metrix, establishing the brand and securing major deals with leading companies.
- Led TravelCLICK's commercial efforts in Southern Europe, doubling sales and establishing its reservation system as the market leader in Spain.
- Internationalised PhoCusWright content as senior analyst, producing influential reports that enabled the company to penetrate the European market.
- Directed the product management efforts to create Amadeus' first online booking system – a leading technology now used by airlines and travel agencies around the world.
- Helped establish and further develop AOL's business in Europe through a major deal with Bertelsman.

French-born, Olivier graduated in marketing from the University of West London. He speaks 3 languages and has lived in seven countries. True to his technophile and entrepreneurial roots, he lists his interests as new technology and alternative business models.

THE PIPELINE: Looking at what the operators have coming online. How is branded supply on the continent shaping up?



**Trevor Ward**

*Managing Director – W Hospitality Group*

Trevor Ward is a specialist consultant in the hospitality and leisure industries. He is the Principal of the W Hospitality Group with offices in the UK, Kenya, Nigeria, South Africa, Ethiopia and Angola.

For nearly three decades Trevor has specialised in the provision of advisory services to clients in developing countries, and since 2003 has been based in Nigeria advising clients there and throughout sub-Saharan Africa. Trevor has extensive international experience, advising clients on hotel and tourism development in more than 35 countries in Africa, and more than 90 countries worldwide. He is regarded as one of the foremost experts on the hotel industry in sub-Saharan Africa, and is engaged primarily in development consultancy ranging from investment appraisals to operator selection, owner's representation and asset management.

## COFFEE BREAK

15:15 - 15:45

**Networking**

## THE ART OF ONLINE- DOMINATING IN THE DIGITAL AGE

15:45 - 16:15

HOTELS 2020: A presentation on the changing nature of hotels and their guests. What are millennials looking for in an increasingly digital environment? What is the balance between technology and human interaction?



**Gillian Saunders**

*Global Leader, Hospitality & Tourism - Grant Thornton*

Gillian Saunders is Global Leader Hospitality and Tourism for Grant Thornton, and Head of Grant Thornton Advisory Services in South Africa. She holds a BSC (Hons) from Surrey in hotel, catering and tourism management and an MBA. Gillian has a long track record, of more than 25 years in her specialty: consulting to the hospitality, tourism and leisure industries. In 2012 Gillian was appointed Global Sector Leader, Hotels and Tourism for Grant Thornton and leads a team of experts in various fields from over 25 countries. Gillian has consulted extensively in all aspects of these industries for the public and private sector through-out Africa.

Prior to consulting she worked in the industry in Europe and South Africa, with stints with EUREST (a contract catering subsidiary of Nestle and WagonLit), in France, and with Sheraton in Germany and Switzerland, before joining the Southern Sun Group in South Africa in 1982. Gillian is the author of a number of articles and a regular commentator in the media, particularly on mega events. She is Chairperson of the board of the University of

Johannesburg's Kerzner School of Tourism and Hospitality and is passionate about education and education in the Hospitality and Tourism sector.

**IN THE SPOTLIGHT:** With digital at the heart of Accor's corporate focus, what impacts are the digital plan and independent hotels market place strategy having on their business? Given their long history in the African market, how have they seen the landscape evolve and where do they see the opportunities for growth?



**Sébastien Bazin**

*Chairman & CEO – Accor Hotels*

Sébastien Bazin, 53, holds a degree in Economics from the Sorbonne University of Paris and began his career in the finance sector in 1985 in the United States.

In 1997, he joined Colony Capital to install and develop from Paris the European branch of the private investment firm. Within 15 years, he managed and participated in a number of investments in the hotel sector, including the buyout of the luxury hotel chains Fairmont and Raffles, acquisition and Management of hotel assets from La Générale des Eaux, Club Méditerranée and AccorHotels, acquisition of a stake in Lucien Barrière Group, and investment in AccorHotels.

Member of AccorHotels' board since 2005, he was appointed as Chairman and CEO of the Group in August 2013.

Administrator of Théâtre du Châtelet since 2013, Sébastien Bazin took over the presidency of this board on March 26th, 2015. He is also Vice-Chairman of the supervisory board of the Gustave Roussy Foundation.

## SECURING AFRICA'S MOST VALUABLE ASSETS

16:15 - 16:45

We hear from WWF's head of anti-poaching. What is happening on the ground, the approach and solution to the anti-poaching crisis and examples of private sector involvement to help save our heritage and tourism. What is required from the private sector?

**IN THE SPOTLIGHT:**



**Lamine Sebogo**

*African Elephant Program Leader – WWF*

Lamine is a Biologist; specialist in the management of natural resources, with twenty years' experience in large fauna conservation and community's engagement.

**IN CONVERSATION WITH:**



### **Patrick Fitzgibbon**

#### *Senior Vice President Development, Europe & Africa – Hilton Worldwide*

Based in London, Patrick has led the rapid expansion of Hilton Worldwide's portfolio of brands throughout Europe and Africa, achieving the company's largest development pipeline for the region to date. Since the Blackstone acquisition in 2007, the number of trading properties has increased to over 290 trading hotels and the number of properties under development across Europe and Africa has increased to more than 160.

Leading a team of more than 20 hotel and property development experts, based across 10 international offices, strategic development markets in the region include U.K., Russia, Turkey and Africa.

Key achievements:

- Expanding the core Hilton Hotels & Resorts portfolio which now features 165 hotels across Europe & Africa and more than 30 hotels under development.
- Bringing the iconic luxury hotel brand, Waldorf Astoria Hotels & Resorts, to locations such as Edinburgh, Berlin, Amsterdam and Jerusalem.
- Establishing DoubleTree by Hilton as one of the most successful growth stories in Europe & Africa, bringing the upscale conversion brand to more than 50 hotels across the region and over 20 in development.
- Extending the focused service Hilton Garden Inn and Hampton by Hilton brands to nine countries since 2007, with more than 130 properties now operating or under development.

Patrick was appointed to the role of senior vice president of development, Europe & Africa for Hilton Worldwide in 2005. His first position with Hilton was in 1997 as development manager for Hilton International's stand-alone health club business, LivingWell. Following this he moved to Miami for three years to head up the company's hotel development activities in Latin America, the Caribbean and Canada. In 2004, he returned to London as Managing Director of LivingWell before taking on his current position.

## THE ART OF THE OPERATOR

16:45 - 17:15

Which operators can owners consider for Africa?

HTI Consulting presents the findings of its research report on which operators are actively looking to grow in Africa, what types of agreements they are willing to consider.



### **Wayne Troughton**

#### *Chief Executive Officer – HTI Consulting*

Wayne is Chief Executive Officer of HTI Consulting and has a three year Hotel Management Certificate from the University of Johannesburg and an MBA from CASS Business School in London. He has 11 years of specialist management consulting experience and 11 years of operational experience in 5-star hotels in South Africa and London.

Wayne has undertaken and worked on numerous consulting assignments in the real estate industry, including integrated resorts, hotels, leisure, retail, residential and entertainment sectors. His experience covers the following disciplines: feasibility studies, concept development, investment packaging, capital raising and operator selection.

Wayne has worked on more than 250+ assignments in 35 countries namely:

South Africa, Angola, Benin, Botswana, Congo, Democratic Republic of Congo, Egypt, Gabon, Ghana, Gambia, Kenya, Lesotho, Libya, Liberia, Malawi, Mozambique, Mauritius, Madagascar, Nigeria, Namibia, Rwanda, Sierra Leone, Seychelles, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe, Zanzibar, Bahrain, Oman, Qatar, United Arab Emirates and Yemen.

Followed by a conversation with operators on exactly what they are looking for from potential partners and what they are bringing to the table.



### **Paul C Ansah**

*Vice President, Lodging Development Africa – Marriott International, Inc.*

Paul C. Ansah is Vice President of International Hotel Development, responsible for development of all Marriott brands in Africa. Paul began his career with Marriott in Development Finance, where he was responsible for complex financial analysis on Development and Asset Management deals across the world. Paul then joined Marriott's Mixed-Use Development group, where he led the company's branded residential due diligence efforts and negotiated branded residential deals on behalf of Marriott and Ritz-Carlton. Prior to entering the hospitality sector, Paul spent several years building mixed-use commercial real estate as a Civil Engineer and Project Manager in the United States.

Paul holds a Bachelor of Science degree in Civil Engineering (Structural Design) from the University of Maryland, and a Master of Business Administration degree (Finance and Real Estate) from The Wharton School at the University of Pennsylvania.



### **Mike Haemmerli**

*Senior Vice President Development – Kempinski Hotels SA*

Having gathered broad operational experience in hotels and restaurants around the world, complemented by a BSc in Hospitality Management from the Haaga Institute in Helsinki and later an MBA in Hospitality Management from IMHI (Cornell/ESSEC), Mike joined Kempinski as Development Manager in 2000. Throughout his time with the company, Mike has been instrumental in helping Kempinski achieve its ambitious growth objectives and creating a collection of truly individual hotels. In 2008, Mike was appointed as Senior Vice President Development, his mission being to spearhead the group's continued aggressive expansion, in line with Kempinski's strategy to position each hotel as the market leader in its destination.





**Maarten van den Nieuwenhuijsen**

*Vice President Operations – Moevenpick Hotels & Resorts*

## GETTING ON THE MAP: THE PLAYBOOK TO EXPANDING MARKET PRESENCE IN THE MID-MARKET

17:15 - 17:45

What structures and strategies are operators employing for expanding market presence and fuelling fast growth? How are the operators tackling the continent to get flags in the ground and achieve roll out through the mid-market?



**Philippe Doizelet**

*Managing Partner – Horwath HTL, France*

Philippe currently serves as Managing Partner of Horwath HTL based in Paris. Before joining Horwath HTL, he was Corporate Head of Research at Accor. Philippe's business skills include Market and feasibility Studies, Due Diligence services, Appraisals and Hospitality Strategy. He has 25 years of International experience in the hospitality, tourism & leisure sector.

Philippe has worked in large international companies in the hotel and tourism business. He began his career in the economy lodging sector before joining a luxury group involved in hotels and casinos. Philippe held positions as senior consultant with KPMG Leisure and Tourism and was Strategic Project Manager with Europcar International car rental.

Graduated in Hotel and Tourism Management, his business skills are reinforced by a strong hotel and tourism background. His experience in sub-Saharan Africa includes Senegal, Guinea, Côte d'Ivoire, Burkina Faso, Togo, Benin, Ghana, Nigeria, Cameroon, Gabon...

Philippe is a contributor to leading industry medias (HotelNewsNow, Global Hotel News, Hotel Yearbook...) and holds speaking engagements or moderates' panels in major international hotel conferences held in Europe, the Middle East and Africa.

He is a fellow member of the International Society of Hospitality Consultants.

In conversation with:



### **Philippe Baretaud**

*Senior Vice President Head of Development Africa, Indian Ocean - AccorHotels*

As Head of Development Philippe is responsible for the development of AccorHotels brands from luxury to economic segments in Africa.

Before taking over this position, Philippe, from 2012 to 2014, was in charge of coordinating and supporting AccorHotels Development Teams in Europe, Middle East & Africa.

As Head of Development in UK he was also based for 6 years in London between 2001 and 2006, before going to Dubai to lead AccorHotels Development in Middle East for 5 years.

Previously, Philippe worked for AccorHotels in France and Europe. He started his career in 1986 in the French public sector where he was in charge of economic and social development for a region.

Philippe has a Degree in law and a MBA.



### **Neil George**

**Senior Vice President, Acquisitions & Development Middle East & Africa – Starwood Hotels & Resorts Worldwide, Inc.**

Neil heads Starwood's Development team for the Middle East & Africa. He leads the team responsible for all aspects of the planning and execution of the growth of all ten distinct Starwood brands across the Middle East, Africa and Indian Ocean. He is also responsible for overseeing the negotiation and renewal of management contracts as they come up for renewal across the almost 100 hotels that make up Starwood's Middle East and Africa portfolio.

Within his over 20 years of experience in the hotel industry and an international career spanning India, the US, Europe, the UK and the Middle East, Neil has held roles in hotel operations, consultancy, corporate finance and development. Prior to Dubai, he was based in Starwood's divisional office in Brussels. Before he joined Starwood Neil was based in London for almost 10 years in various roles as an industry specialist with Deloitte and Arthur Andersen and has advised most major industry players during this time.

Neil holds a Masters degree in hospitality management from Cornell University, New York and enjoys skiing, scuba diving, tennis, squash and latin music.



### **Andrew McLachlan**

**Vice President : Business Development, Africa & Indian Ocean Islands – Carlson Rezidor Hotel Group**

A South African national, McLachlan is based at Carlson Rezidor's Development office in Cape Town, South Africa. Andrew is responsible for growing the company's dynamic portfolio of hotels and brands in sub-Saharan Africa and the Indian Ocean Islands. Carlson Rezidor currently has 65 hotels under operation and development in 27 countries in Africa - under either their upper upscale Radisson Blu brand, upscale lifestyle select Radisson Red brand or their upper midscale Park Inn by Radisson brand.

Andrew's career in the hotel industry started in 1990 before being formally enrolled in an in-house Hotel Management programme with Protea Hotels. In 1994 he won the Hotel Graduate of the Year Award in South Africa and held various management positions and by 1997 he

proudly took over the challenging task of a hotel General Manager at a Protea Hotel in Johannesburg. In 1999, he moved on to the position of Protea Hotels Group Brand Communications Manager and in 2002 stepped into the development world as Protea Hotels Special Projects Manager. In December 2006, Andrew joined Carlson Rezidor as Director Business Development and was promoted Senior Director and then Vice President Business Development in January 2009. He established the group's presence in the region through a dedicated development office in Cape Town and is now spearheading Carlson Rezidor's growth strategies in this important emerging market. Since January 2007 Carlson Rezidor has added 57 hotels to their African portfolio growing from 8 hotels in 5 countries to 65 hotels in 27 countries and today Radisson Blu has the largest hotel brand pipeline across Africa and Carlson Rezidor has more hotels rooms under construction than any other hotel group according to the 2015 study prepared by W-Hospitality. Andrew is married and has two sons.



### **Peter Penev**

Vice President, Acquisitions & Development – Hyatt International (EAME) LLC  
Peter Penev is Vice President of Acquisitions & Development for Hyatt Hotel Corporation. Mr. Penev is responsible for sourcing, evaluating and negotiating acquisitions and management contracts for all Hyatt brands in the Middle East and Africa. Prior joining the transactional side of the business, Mr. Penev worked for six years as Director of Feasibility and Development Finance for Hyatt Hotel Corporation. He was responsible for underwriting new development deals, acquisitions and dispositions in Europe, Africa and the Middle East. Prior to joining the team in Europe, Mr. Penev spent four years in Chicago and was instrumental in the underwriting of all Select Service deals from the launch of Hyatt Place and Hyatt House brands in North America. Before joining Hyatt, Mr. Penev worked for Fairmont Hotels & Resorts in various roles with increasing responsibility, with focus on operational analysis and hotel finance.

Mr. Penev received a bachelor's degree from Cornell University, School of Hotel Administration with a focus in Real Estate and Finance. He is a member of the SHA Dean's Young Alumni Advisory Council and past President of the Cornell Hotel Society Chicago Chapter.

## **PRESENT YOUR PROJECT**

17:45 - 18:10

Whether you are looking for investment, a hotel operator, a joint-venture partner or just want to profile your hotel project, submit it to us for the chance to have it presented in front of AHIF attendees. You will have three minutes and two slides to present your project. Contact [annie.commane@benchevents.com](mailto:annie.commane@benchevents.com) to find out more.

PROJECT 1: Harambe Renaissance

### **Sophia Guetaneh Aquettant**

Business Owner – Harambee Hotel

PROJECT 2: Kaza

**Valentina Zeisler**

Vice President, Tourism & Hotels – DEG German Development & Finance Institution

PROJECT 3: Nigist International Furnished Hotel

**Tesfahun petros Shawul**

General Manager - Tesfahun & Families P.L

PROJECT 4: Sustainable hospitality in East Africa: An architectural case study for Ethiopia

**Florian Geddert**

4390 Architecture with Qey Qebero

## NETWORKING RECEPTION

18:30 - 22:30

**Networking**