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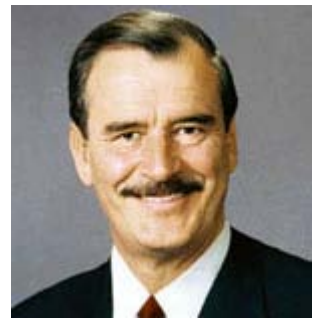
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## **Vicente Fox to Attend HOLA Conference Former President of Mexico to Give Keynote Address**

COSTA MESA, California, USA Mexico's former President, Vicente Fox, will present the keynote address at the upcoming Hotel Opportunities Latin America (HOLA) conference, to be held April 12-14, 2011, at the new JW Marriott Marquis hotel in downtown Miami, Florida, USA, according to HOLA host Burba Hotel Network (BHN).



Vicente Fox served as President of Mexico from 2000 to 2006, the first candidate from an opposition party to be elected president since 1920. Under his leadership, the country experienced a stretch of fundamental economic strength and stability.

President Fox's upbringing on a ranch in Guanajuato taught him to value the loyalty of everyday people, and to appreciate Mexico's enormous potential to become one of the world's leading nations. He said, "I fully understand the value of opportunities. I grew up on an ejido with peasant children and the only difference between myself and my childhood friends lies in the opportunities I received."

Since leaving office, Vicente Fox has been involved in public speaking and in the development of *Centro Fox*, a center for the advancement and study of democracy that encourages a sense of commitment and solidarity among the Mexican population for the underprivileged and for those who have not enjoyed the benefits of development.

In his book, released in October 2007, "Revolution of Hope," President Fox outlines a new vision of hope for the future of the Americas.

Jim Burba, president of HOLA host BHN, said about President Fox, "We are honored and delighted that President Fox will be joining us at HOLA as the keynote speaker. As a prominent world leader, he understands not only the issues and opportunities in governing a nation, but also appreciates the important role that tourism can play in a country." Burba added, "We are looking forward to hearing his views not only on tourism but also on the political landscape in Mexico and Latin America."



HOLA will take place immediately following the Caribbean Hotel & Resort Investment Summit (CHRIS), which will be held in the same hotel in Miami April 10-12, 2011. The back-to-back nature of the two events, will be an efficient way for the hotel investment community that is interested not only in Latin America, but in Caribbean region, to conduct their business while in Miami, the gateway to Latin America and the Caribbean.

HOLA will address the entire Latin America area through a series of focused panels and workshops - from Mexico in the north, to the southern tip of Argentina, including the huge countries like Brazil, and the emerging markets of Central America. The conference will be chaired by four hotel industry veterans who are located throughout the various regions to help ensure that the program is focused, topical, and a productive event for the delegates interested in doing business in Latin America.

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### **About the Host**

BHN is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. With more than two decades of experience, over 80 events completed or in production to-date, and more than 60,000 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 San Diego; the ALIS Summer Update in Los Angeles; the Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; the Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP Update in Singapore; HICAP Japan in Tokyo; the Hotel Investment Forum India (HIFI) in Mumbai; the new Hotel Opportunities Latin America (HOLA) conference in Miami; and the new Hotel Investment Conference Europe (Hot.E) in London. 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.