



# LATIN AMERICA IS SHAKING IT UP!

MAY 8-10, 2012

JW MARRIOTT MARQUIS MIAMI  
MIAMI, FLORIDA, USA



## TUESDAY, MAY 8, 2012

2:00pm - 5:00pm **REGISTRATION & INFORMATION**

5:30pm - 7:30pm **GALA OPENING RECEPTION**

The **HOLA** conference will open with an exciting networking reception. This event is also the closing cocktail reception for the Caribbean Hotel & Resort Investment Summit (**CHRIS**). This joint cocktail reception will bring the **HOLA** and **CHRIS** delegates together for what promises to be a fantastic networking event.



This reception is being hosted by Brilla Group, at their world-renowned art deco hotel in South Beach, **The Raleigh**. Bus transportation will be provided from the JW Marriott Marquis Miami to The Raleigh beginning at 5:00pm. Delegates are responsible for finding their way home or back to their hotel after a delightful evening on South Beach.



## WEDNESDAY, MAY 9, 2012

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

7:30am - 9:00am **CONTINENTAL BREAKFAST**

9:00am - 11:00am **PLENARY SESSIONS**

9:00am - 9:10am **WELCOME TO HOLA**  
Presenter: **James E. Burba**, *President*, BHN

9:10am - 9:40am **A FOCUS ON HOTEL INVESTMENT OPPORTUNITIES IN LATIN AMERICA**  
The HOLA conference co-chairs will present their insights on the opportunities they see for investing in the hotel industry in their respective regions of Latin America.

Presenter: **THE VIEW FROM CENTRAL AMERICA**  
**Raul F. Calvet**, *President*, Calvet & Associates

Presenter: **THE VIEW FROM SOUTH AMERICA**  
**Jose Koechlin**, *CEO*, Inkaterra

Presenter: **THE VIEW FROM BRAZIL**  
**Ricardo M. Rodrigues**, *Executive Vice President*, Jones Lang LaSalle Hotels

Presenter: **THE VIEW FROM MEXICO**  
**John A.E. McCarthy**, *Principal*, Leisure Partners

9:40am - 10:10am **THE OUTLOOK FOR LATIN AMERICA**  
With the global economy on the mend, what is the outlook for Latin America in 2012 and beyond. This session will examine some of the key economic and hotel performance indicators, and set the framework for the year ahead.

Presenter: **THE ECONOMY – WHERE WE'VE BEEN AND THE OUTLOOK**  
**Pablo Breard**, *Vice President*, *International Research*, Scotiabank

Presenter: **HOTEL PERFORMANCE – WHERE WE'VE BEEN AND THE OUTLOOK**  
**Konstanze Auernheimer**, *Director of Marketing & Analysis*, STR Global Ltd

10:10am - 11:00am **TOURISM LEADERS SPEAK OUT**  
Moderator: **Simón Suárez**, *Chief Development Representative - Central America and Caribbean*, Hilton Worldwide  
Panelists: **Daniel P. Aguilera**, *Secretary of Tourism*, Ministry of Tourism, Argentina  
**Nelly K. Jerez**, *Minister of Tourism*, Government of Honduras  
**Rodolfo López Negrete**, *Chief Operating Officer*, Mexico Tourism Board

11:00am - 11:30am **NETWORKING BREAK**



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**11:20am - 1:00pm**      **BREAKOUT SESSIONS**

**11:20am - 12:05pm**

**SESSION 01**

Leaders:

**OPPORTUNITIES IN CENTRAL AMERICA**

**Raul Amador**, *Corporate President*, Grupo INVERCASA

**José Antonio**, *Partner*, Arias & Muñoz

**Raul F. Calvet**, *President*, Calvet & Associates

**Edgar Garin**, *Director of Franchise Development*, Central and South America, La Quinta Inns & Suites

**12:15pm - 1:00pm**

**SESSION 02**

Leaders:

**OPPORTUNITIES IN SOUTH AMERICA**

**Arturo García Rosa**, *President*, HVS South America

**Jose Koechlin**, *CEO*, Inkaterra

**Laurent de Kousemaeker**, *Chief Development Officer*, Marriott International

**Francisco J. Rencoret**, *Principal/Partner*, Territoria

**11:30am - 12:30pm**

**SESSION 03**

Moderator:

Panelists:

**THE BRANDING OPTIONS – HOW TO LOCATE, ASSESS AND SELECT THE BEST BRAND FOR YOUR HOTEL**

**Scott D. Smith**, *Senior Vice President*, PKF Consulting USA

**Ted Middleton**, *SVP - Development*, Hilton Worldwide

**Marta Molina Seal**, *Senior VP*, Hotel Investments, Caribbean Property Group

**Daniel del Olmo**, *Managing Director*, Latin America, Wyndham Hotel Group

**Salo Smaletz**, *Regional Vice President Development Latin America*, IHG

**SESSION 04**

Moderator:

Panelists:

**DOING BUSINESS SUCCESSFULLY IN LATIN AMERICA – UNDERSTANDING THE ROLE OF THE PUBLIC SECTOR, LOCAL PARTNERS, LEGAL SYSTEMS AND MORE**

**Olivier Hache**, *Managing Partner*, Ernst & Young LLP

**Rogério Basso**, *EVP - Acquisitions & Development*, Terranum Hotels

**Stuart M. Berkson**, *Partner*, DLA Piper

**Jean-Marc Busato**, *Area Vice President Latin America*, Carlson Rezidor Hotel Group

**Yrene Tamayo**, *Managing Director*, Business Development & Investor Relations, Brilla Group

**1:00pm - 3:00pm**

**LUNCH & PLENARY SESSIONS**

**2:00pm - 3:00pm**

Moderator:

Panelists:

**THE VIEW FROM THE TOP – HOSPITALITY LEADERS SPEAK OUT**

**Clay B. Dickinson**, *Executive Vice President*, Jones Lang LaSalle Hotels

**José Carlos Azcárraga**, *CEO*, Posadas

**Geoffrey A. Ballotti**, *Chief Executive Officer*, RCI

**Joe Berger**, *President*, Americas, Hilton Worldwide

**Patricio H. Fuks**, *President*, Fën Hoteles

**Kirk Kinsell**, *President*, the Americas, IHG

**3:00pm - 3:30pm**

**NETWORKING BREAK**

**3:30pm - 4:45pm**

**BREAKOUT SESSIONS**

**3:20pm - 4:05pm**

**SESSION 05**

Leaders:

**ASK THE HOLA EXPERTS: HOW TO STRUCTURE A MIXED-USE PROJECT – UNDERSTANDING THE KEY BUSINESS POINTS AND IMPORTANT LEGAL ISSUES**

**Rick F. Davis**, *Shareholder*, Greenberg Traurig LLP

**Timothy Grisius**, *Senior Vice President*, Lodging & Mixed Use Development, Marriott International

**Javier Pimienta**, *CEO*, Terranum Hotels

**4:10pm - 4:55pm**

**SESSION 06**

Leaders:

**ASK THE HOLA EXPERTS: HOW TO ATTRACT AND STRUCTURE CAPITAL FOR THE MIXED-USE PROJECT**

**Mariano Carrizo**, *Director*, Horwath HTL

**Claude Paradis**, *Director and Co-Head*, Credit Solutions, Central America, Scotiabank

**Javier Pimienta**, *CEO*, Terranum Hotels



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3:30pm - 4:45pm

### SESSION 07

Moderator:

Panelists:

#### OPPORTUNITIES IN THE LUXURY HOTEL & RESORT SEGMENT

**Carlos Alonso**, *Managing Director*, PKF hotelexperts

**Adam D. Cohen**, *Managing Director & COO*, Brilla Group

**Robert Hee**, *Managing Director*, Canyon Equity LLC

**Serena Rakhlin**, *Vice President, Strategic Planning/Hotel Business Development*, The Trump Organization

**Gustavo de la Serna**, *Director Business Development*, RCI

### SESSION 08

Moderator:

Panelists:

#### OPPORTUNITIES IN BRAZIL

**Ricardo M. Rodrigues**, *Executive Vice President*, Jones Lang LaSalle Hotels

**Fabio Campos Mello**, *Managing Partner*, Campos Mello Advogados

**Brian Finerty**, *Senior Vice President*, Equity International

**Peter van Voorst Vader**, *CEO*, BHG S.A.

**Roland Mouly**, *VP Development, Americas*, Carlson Rezidor Hotel Group

5:00pm - 6:30pm

#### SPEED MEET THE OPPORTUNITY

Don't miss some intense networking at **HOLA!** During this special energetic feature, delegates will have the opportunity to hear from and meet the developers and/or project sponsors of some of Latin America's most exciting new hotel and tourism projects. In addition, delegates will be able to connect with other **HOLA** delegates in a quick exchange of business cards.

Facilitator: **Cristina Lanao-Rossel**, *Director of Business Development*, WATG

Projects:

**Argentina – 7 Lakes**

**Argentina – Uruguai Vacation Project**

**Peru – Baños del Inca**

**Peru – Paracas Beach Hotel**

\*Projects/opportunities as of print date.

6:30pm - 8:30pm

#### NETWORKING RECEPTION

## THURSDAY, MAY 10, 2012

7:30am - 12:30pm

#### REGISTRATION & INFORMATION

7:45am - 8:45am

#### CONTINENTAL BREAKFAST

8:45am - 11:45am

#### PLENARY SESSIONS

8:45am - 9:00am

#### WELCOME BACK & PRIZES

9:00am - 10:00am

#### OPPORTUNITIES IN MEXICO

Moderator: **John A.E. McCarthy**, *Principal*, Leisure Partners

Panelists: **Enrique Carrillo**, *Chief Executive Officer*, FONATUR

**Rodolfo López Negrete**, *Chief Operating Officer*, Mexico Tourism Board

**Anthony McCarthy**, *Managing Director*, Bancomext

**Patrick McCudden**, *SVP - Development, Latin America*, Hyatt Hotels Corporation

**Gustavo M. Ripol**, *Partner*, Hospitality Equity Partners

10:00am - 11:00am

#### CAPITAL MARKETS – EQUITY LEADERS' OUTLOOK

Moderator: **James Slattery**, *Director*, BCQS International

Panelists: **David D. Brillembourg**, *Chairman & CEO*, Brilla Group

**Javier Faus Santasusana**, *CEO*, Meridia Capital

**Eduardo Güémez**, *CEO*, LaSalle Investment Management Mexico

**Homi Vazifdar**, *Managing Director*, Canyon Equity LLC



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- 11:00am - 11:45am CAPITAL MARKETS – MONEY CONNECTION - THE LENDERS**  
What is the view from some of Latin America's leading lenders? Who is planning to lend in 2012 and what is their lending criteria? The rapid fire Money Connection session will give you a quick snapshot of lending prospects for 2012 and it will be followed by a networking session where you can meet with and talk to the lenders.
- Moderator: **Richard Pastorino**, *Principal*, REVPAR International  
Presenters: **Gerardo Corona Gonzalez**, *Head of Tourism Finance Unit*, Bancomext  
**Claude Paradis**, *Director and Co-Head*, Credit Solutions, Central America, Scotiabank  
**Santiago Porta**, *Senior Investment Officer*, IFC  
**Jean Pierre Serani**, *Managing Director - Origination*, Bancolombia  
**Stefan C.M. Wright**, *Senior Investment Officer*, Inter-American Development Bank
- 11:45am - 1:00pm MONEY CONNECTION (CONTINUED) - NETWORKING WITH THE LENDERS**  
Visit one-on-one with each of the lenders who spoke at the previous session to learn more about their lending interests and how they may 'connect' with your project.
- 12:00pm - 1:00pm BREAKOUT SESSIONS**
- SESSION 09 ASK THE HOLA EXPERTS: THE MID-MARKET SEGMENT – WHERE ARE THE OPPORTUNITIES AND HOW ARE THE DEALS GETTING DONE?**
- Leaders: **Paul Adan**, *Vice President*, Marriott International  
**Jeff Higley**, *Editorial Director/VP*, HotelNewsNow.com/STR  
**Robert Karver**, *Manager – US, Caribbean and Latin America*, Ernst & Young LLP  
**David Wilner**, *Senior Vice President, Development*, La Quinta Inns & Suites
- SESSION 10 OWNERS AND OPERATORS PREPARING FOR MARRIAGE – KEY ISSUES FROM BOTH SIDES OF THE AISLE IN THE MANAGEMENT CONTRACT**
- Moderator: **Carolina A. Spinelli**, *Director*, Horwath HTL  
Panelists: **Camilo Bolanos**, *Vice President Development & Real Estate*, Hyatt Hotels Corporation  
**Fernando Fernandez**, *VP Development Americas & The Caribbean*, Melia Hotels International  
**Fabrizio Muzzio**, *Director of Investments*, BHG S.A.  
**Ken Barrett**, *Vice President, Asset Management*, Strategic Hotels & Resorts
- 1:00pm - 2:30pm CLOSING NETWORKING LUNCH**

### PROGRAM PLANNING COMMITTEE

**Pablo Aramoni**, Centro Fox  
**Letvia Arza-Goderich**, Preston Arza LLP  
**Rogério Basso**, Terranum Hotels  
**Andrea Belfanti**, ISHC  
**James E. Burba**, BHN  
**Homi Byramji**, Nezua  
**Eduardo Calderon**, BLP Abogados  
**Raul F. Calvet**, Calvet & Associates  
**Clay B. Dickinson**, Jones Lang LaSalle Hotels  
**John Fareed**, JFHC, LLC  
**Fernando Fernandez**, Melia Hotels International  
**Fernando Garcia-Chacon**, Jones Lang LaSalle Hotels  
**Shawn Hoctor**, BHN  
**Kevin W. Holt**, intelliMeet  
**Andy Ingraham**, NABHOOD

**Cherie Jeffries**, RCI  
**Jose Koechlin**, Inkaterra  
**Cristina Lanao-Rossel**, WATG  
**David Larone**, PKF Consulting Inc.  
**Pat Martin**, BHN  
**John A.E. McCarthy**, Leisure Partners  
**Jonas Niermann**, PwC  
**Scott Preston**, Preston Arza LLP  
**Ricardo M. Rodriques**, Jones Lang LaSalle Hotels  
**Olivia Ruggles-Brise**, WTTC  
**Maria Helena Segovia**, Brilla Group  
**Simón Suárez**, Hilton Worldwide  
**Yrene Tamayo**, Brilla Group  
**Gabriel Tineo**, Banco BHD  
**Jonathon S. Zink**