



April 10
Day 1

PROJECT OWNER'S DAY ONE

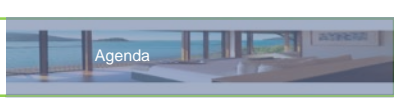
07:30	REGISTRATION + MORNING TEA
09:00	<p>WELCOME REMARKS</p> <p>Gloria Wong <i>Event Director</i> Escom Events</p>
09:10	<p>KEYNOTE: Government Opening Remarks</p> <p>Nguyen Thanh Binh <i>Deputy Director of Hotel Department</i> Vietnam National Administration of Tourism</p>
09:30	<p>MARKET PANEL</p> <p><i>Is the current growth trend in visitor arrivals sustainable; How can we improve the demographics of our China inbound; How are the main resort destinations performing (Ha long Bay, Danang/Hoi An, Nha Trang, Nha Trang /Cam Ranh, Phu Quoc; What are the main challenges in these locations; Other potential destinations (Van Doan, Quy Nhon, Tuy Hoa)</i></p> <p>➤ Moderator: Kenneth Atkinson <i>Executive Chairman</i> Grant Thornton Vietnam</p> <p>➤ Panelists: Paul Stoll <i>Co-Founder & CEO</i> Chao Global Kevin Wallace <i>CEO</i> T&T Hospitality Antoine Sirot <i>Head of Hospitality</i> Sovico Holdings Nguyen Vinh Tran <i>Chairman cum CEO</i> MIK Group Atilla Erda <i>Chief Operating Officer</i> Fusion</p>
10:15	MORNING TEA BREAK + SPEED NETWORKING
10:55	<p>PANEL - Developing Integrated Casino Resorts & Mixed-Use Projects: Lessons Learned and Successful Stories</p> <p>➤ Moderator: Lada Shelkovich <i>Partner</i> Withersworldwide</p> <p>➤ Panelists: Samuel Lim <i>Vice President, Hotel Development, Asia Pacific</i> Caesars Entertainment Luis Mesquita de Melo <i>Chief Legal Officer</i> Asian Coast Development Christian Pucher <i>Director Development, Asia</i> Hilton Prof. Augustine Ha Ton Vinh <i>President & CEO</i> Stellar Management Corp.</p>
11:40	<p>PANEL: Luxury: Is There still Money to be Made in Luxury Hospitality Development & What are Key Ingredients for A Successful Luxury Model?</p> <p>➤ Moderator: KC Moy <i>Executive VP</i> Capella Hotel Group</p> <p>➤ Panelists: Benjamin Chua Candari <i>Co-Founder & Principal</i> FSC ARCHITECTS Khanh Nguyen, MSc. MRICS <i>Senior Director, Capital Market</i> JLL Vietnam Anchalika Kijkanakorn <i>Managing Director & Founder</i> AKARYN Hotel Group Jean-Francois Chevance <i>Group Director of Hospitality and Design</i> Archetype Vietnam</p>



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12:25	<p>KEYNOTE: Mastering Timeless Resort Design</p> <p>Matthias Winkler <i>Principal</i> FSC ARCHITECTS</p>
12:50	<p>LUNCHEON + ONE TO ONE PARTNERING</p>
14:20	<p>PANEL - How to Continue to Develop Hospitality Industry in South-East Asia without Compromising Environment and Respect of Local Community?</p> <p>Mass Market Tourism versus Eco-Friendly Tourism Sustainable Architecture and Interior Design for a sustainable Tourism</p> <p>➤ Moderator: Charles Gallavardin <i>Founder & General Director</i> T3 ARCHITECTS</p> <p>➤ Panelists: Paola Orneli Bock <i>Vice President</i> HVS Matt Carlisle <i>Singapore Operations Manager</i> XCO2 Yasmine Mahmoudieh <i>Founder Principal</i> Yasmine Mahmoudieh Design Miquel A.P. Martorell <i>General Manager</i> Oakwood</p>
15:00	<p>KEYNOTE: Sustainability Trends in Vietnam and Southeast Asia</p> <p><i>With data from over 13,000 hotels globally, the session will present the industry trends in sustainability in Vietnam, Southeast Asia, and globally, comparing performance and best practices across local markets and giving tangible tips and resources for looking at sustainability in hotel development.</i></p> <p>Eric Ricaurte <i>Founder & CEO</i> Greenview</p>
15:25	<p>KEYNOTE: How Vital Today is Your PMS Platform When Delivering Your Enterprise Offering to the Hospitality Industry? Does your PMS Offering Represent the Heart of Your Business</p> <p><i>Costs and challenges associated with multiple PMS platforms operating throughout your hotel branding; Assessing PMS turn-key options to understand what do they offer and do they still rely on outlay for unnecessary 3rd party integration; Some of the key changes within PMS & Enterprise Platforms including: How important is flexibility for engaging 3rd parties through integration? & Are you calling ALL the shots when it comes to driving your business rules for Distribution fully managed at the core of the business, YOUR PMS and Enterprise solution</i></p> <p>Paul Blahuta <i>President Global Sales</i> RMS</p>
15:50	<p>AFTERNOON TEA BREAK</p>
16:40	<p>PANEL - Latest Trends in Technology</p> <p>➤ Moderator: Mauro Gasparotti <i>Director, Southeast Asia</i> Savills Hotel Asia Pacific</p> <p>➤ Panelists: Hannes Romauch <i>General Director</i> Eurowindow Nha Trang Investment and Tourism Akshay Kulkarni <i>VP APAC</i> DigiValet Bryan Chan <i>Director, Development, South East Asia & Korea</i> InterContinental Hotels Group Frederic Garnier <i>Director</i> NOVA Asset Management</p>
17:20	<p>LUCKY DRAW + INTERVIEWS</p>
18:00	<p>CLOSING OF DAY ONE</p>



April 11
Day 2

REVENUE GROWTH FOCUSED DAY TWO

07:30	REGISTRATION + MORNING TEA
09:00	<p>WELCOME REMARKS</p> <p>Gloria Wong Event Director Escom Events</p>
09:10	<p>KEYNOTE: Vietnam Update and Performance Outlook for the Region</p> <p><i>STR will explore the hospitality trends for Vietnam and key competitive markets in Asia and deep dive into the factors affecting profitability in the hotel and serviced apartment.</i></p> <p>Fenady Uriarte Business Development Manager - Southeast Asia STR</p>
09:30	<p>PANEL - Integrate Co-working Space into Hotels Segments & Other New Business Models</p> <ul style="list-style-type: none"> ➤ Moderator: Peter R. Ryder CEO Indochina Capital ➤ Panelists: Duong Do Founder and CEO TOONG Coworking Space Eudo Chan Director, Development ONYX Hospitality Group Eunice Aw Director Horwath HTL Rich Millar VP of Business Development, APAC Yoo
10:15	MORNING TEA BREAK + SPEED NETWORKING
11:00	<p>PANEL - Challenges with Condotels, Regulations and Branding</p> <ul style="list-style-type: none"> ➤ Moderator: Jean Paul Riby CEO Sun Hospitality Group ➤ Panelists: Cyrill Czerwonka Regional Director of Development Asia Best Western Hotels & Resorts Jonathan Wigley CEO/Founder Absolute Hotel Services Group Kevin Beauvais Founder & CEO InVision Hospitality
11:45	<p>PANEL - How to Select the Right Hotel Brand - Ways to Achieve Sustainable Management or Franchise Deal</p> <ul style="list-style-type: none"> ➤ Moderator: Ante Baric Head of Development, Asia Pacific Dusit Hotels & Resorts ➤ Panelists: Andrew Langston Senior Vice President Business Development Centara Hotels & Resorts Carolina Fagnani Senior Director, Development, South East Asia Radisson Hotel Group Andrew Langdon SVP Development Asia AccorHotels Paul D. Volodarsky Senior Associate DFDL

April 11
Day 2**REVENUE GROWTH FOCUSED DAY TWO****12:30****Keynote – Transforming Traditional Hotel Business in Digital Era**

Hotel industry distribution landscape has evolved faster than ever over the past ten years due to the Rise of OTA's forcing hotels to absorb large commissions in order to stay visible and competitive, Growth of metasearch booking engines, Non-OTA companies entering the booking market: Tripadvisor & Explosion of social media and digital marketing. The session will touch points on diversified aspects facets on distribution and marketing.

Adrien Lahoussaye *Founder* Artehos Concepts

12:50

- **GROUP PHOTO**
- **INTERVEIWS**
- **LUNCHEON @MING COURT (same floor)**
- **POST EVENT NETWORKING**

14:30**CLOSING OF THE EVENT**