

## AGENDA - EGYPT TOURISM INVESTMENT BRIEFING (ETIB) 2016 10AM-3PM – RITZ CARLTON,

- 9:30 – 10:00 Registration and welcome refreshments
- 10:00 – 10:15 **Welcome remarks** from **Jennifer Pettinger-Haines**, Bench Events, **Chadi Hauch**, Director of Development, Middle East & Africa, Marriott International, Inc. & The Ritz-Carlton Hotel Company & **Mohamed Kamel**, Chief Executive Officer, Egyptian Resorts Company
- 10:15 – 10:30 **Welcome Address** - **H.E Hisham Zazou**, Minister of Tourism, Egypt
- 10:30 – 10:45 **Egypt Outlook** – Progress on Egypt’s economic development programme and the road map for the country’s project plans
- Richard Thompson**, Editorial, Director, Meed
- Global Review** - key hotel performance indicators & pipeline with a focus on Egypt
- 10:45 – 11:00 **Philip Wooller**, Area Director – Middle East & Africa, STR Global
- 11:00 – 11:40 **Government outlook** - In the current climate what is the government doing to support & encourage the tourism industry?
- Richard Thompson**, Editor, Meed
- In conversation with:  
**Elhamy El Zayat**, President, Tourism Chamber  
**Prof Dr Adla Ragab**, Professor of Economics, Economic Advisor to the Minister, TSA  
General Coordinator, Ministry of Tourism
- 11:40 – 12:30 **Investor Appetite** – is now the time to invest for those with a vision to the long term? Where are the long term opportunities?
- Presentation by:  
**Hala El Khatib**, Secretary General Egyptian Hotel Association, and Board Member  
International Hotels & Restaurants Association
- Followed by conversation with:
- Ahmed Kira**, Managing Director, Horof Group
- In conversation with:  
**Mohamed Kamel**, Chief Executive Officer, Egyptian Resorts Company  
**Ihab El Kerdani**, CHA, Chairman and Managing Director, Misr Hotels Co.  
**Hala El Khatib**, Secretary General Egyptian Hotel Association, and Board Member  
International Hotels & Restaurants Association  
**Hesham Elsafty**, Head, Financial Institutions & Country Risk Management, National Bank of Egypt
- 12:30– 13:30 LUNCH BREAK**
- 13:30 – 14:10 **Insight into Egypt’s Resort Tourism Market** - where is the demand going to come from? What is being done to develop tourism infrastructure and diversify the appeal of the market?

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**Grant Salter**, Director, Head of Travel, Hospitality and Leisure Advisory, Middle East Region, Deloitte

In conversation with:

**Elhamy El Zayat**, President, Tourism Chamber

**Dr. Hesham A. A. Mokhtar**, Chief Executive Officer, EGYDREAM for Tourism Development

**Sameh Saad**, Managing Director, Business Match Solutions Co

14 :10– 14:25 **Guest Experience Index** - hotel performance forecasts in Egypt for the year ahead.

**Selim El Zein**, Associate Director, Head of Hotel Asset Management, Hotels & Resorts, MENA, Colliers International

14:25 - 14:50 **The Outlook for Tourism** – what’s happening on the ground? How are demand patterns changing, what are the new source markets?

**Selim El Zein**, Associate Director, Head of Hotel Asset Management, Hotels & Resorts, MENA, Colliers International

In conversation with

**Mohamed Kaoud**, Chief Executive Officer, Egyliere Travel

14:50 - 15:00 **Raj Kotecha**, Content Creator, Bench Event