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HOTEL Investment World

Africa 2010

26 - 29 July 2010

Cape Town International Convention Centre, South Africa

Hear from



Amaechi Ndili
Chairman
Golden Tulip Hotels
West Africa, Nigeria



Deepak Seth
Vice-president – Africa
& Europe
Hilton Hotels, France



Suzi Yoder
Vice-president – International
Hotel Development
Best Western Hotels,
United Kingdom



**Honourable Minister
Fernando Sumbana**
Department of Tourism
Mozambique



Hamed Ehsani
Managing Director
Greenhills Investments,
Kenya

More highlights Page 3 >>
Full programme Page 4 - 5 >>

At your
service.



Investment and strategy for operators, developers and investors

Structure profitable hotel investment deals

Finance win-win investment, management and lease agreements [page 4>>](#)

What's new for 2010?

Lenders from Kenya, Ghana, United Kingdom and South Africa who want to finance your projects and more of Africa's operators [page 4>>](#)

Get the latest updates on Africa's potential for hotel investment

Live case studies on big hotel deals: East, West and Southern Africa [page 5>>](#)

2 workshops, 2 days

Pre-conference workshop: 26 July 2010

Profitable hotel development – conventional and mixed-use projects

Post-conference workshop: 29 July 2010

Constructing the best hotel management agreements

Speaker line up – more details [page 3](#)

Full conference programme [pages 4 - 5](#)

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“In most African cities, demand for hotel accommodation outweighs supply and our offering is absent from most markets in Africa.”
Thabiso Tlelai
CEO
The Don Group

“An excellent opportunity to keep pace with the latest industry developments and network with key professionals”
Puneet Kanuga
Management Consultant
TRI Hospitality Consulting

Investing in the world's last hospitality market

The rate of return and the period of investment are the most integral components of how lucrative your investment is. The same applies to the hospitality sector.

Finding the ideal project has proven to be challenging. And with saturation in the majority of markets and fears of yet another recession you seem to be asking – why invest at all when you could save it for a rainy day?

This is why you need to be at *Hotel Investment World Africa 2010*, which I wouldn't mention if there weren't such massive returns involved. You need to block out the 27th and 28th of July 2010, and attend the conference at the Cape Town International Conventional Centre.

With the increase of visitors to the continent and the rise of tourism, the need for accommodation has increased sharply. And what better way than hotels to reap maximum rewards?

Let me be the first to acknowledge some political difficulties and unrefined policies which we will be addressing through our numerous government representatives.

Your absence at the event will present opportunities for your competitors; we have made finance available, delivered the regulators and discussed solutions, so make sure you're there to benefit.



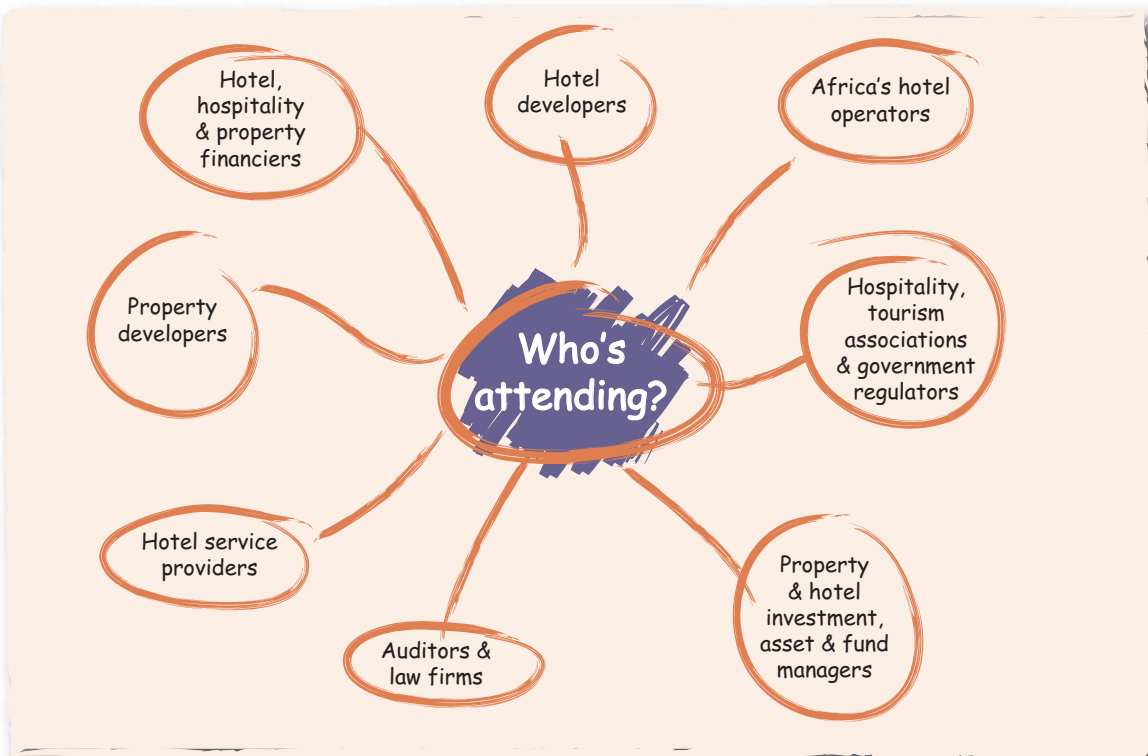
Delegates gain knowledge from leading industry experts

Your failure to invest means you don't get to reap the fortunes. Besides, we make it even easier and equip you how to get these transactions going, so you really have no excuses.

As you can see we have gone the extra mile just to accommodate you.

Five star at your service.

Tariro Kwaramba
Conference Manager
Terrapinn Ltd



7 REASONS

You can't afford to miss the 2nd annual *Hotel Investment World Africa* conference. Here are just a handful of reasons why you need to be there.

Finance available!

Get the latest word from lenders in Kenya, Morocco, Ghana, United Kingdom and South Africa. What's the latest on the debt vs. equity debate as well as risk management for these investments?

Deal-making & transaction structures

Get the latest on joint-ventures, partnerships, lease and management agreements and franchising in Africa.

Brand management, franchising and management agreements

Sustain you brand reputation and put together risk-free agreements for your franchising and management proposals.

Hotel regulation?

You already know of grading, but what about investment legislature, government incentives, compliance and land rights?

Mixed-use developments

Projects become more lucrative when partnered with retail, entertainment and accommodation. Come and compare your conventional project with a mixed-project and see the real picture.

Fractional ownership and sectional titles

Do we know enough about this? Is it being done properly? Does it make more money? What are the risks involved?


Africa showcase

Haven't we always focused on Southern Africa? Get updates from East and West Africa and find out what's available north of the Equator.

The Terrapinn difference

Terrapinn events create exciting places to...

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- meet and make contacts
- become inspired and re-energised.

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A snapshot of some of our speakers

Hotel Investment World Africa 2010 has dug deeper to bring you more operators:



Learn how to brand in different cities and how to manage different brands in your portfolio.

Graham Wood
Managing Director | **Southern Sun Hotels, South Africa**



Wyndham Hotels plans to penetrate the continent – development and management agreements.

Martin Armistead
Senior vice-president – Development (EMEA) | **Wyndham Hotels, United Kingdom**



Hear the latest on what's fueling Rezidor's hotel development.

Andrew McLachlan
Vice-president – Business Development Africa & Indian Ocean Islands | **The Rezidor Hotel Group, South Africa**



Transaction structures and doing deals with Wyndham Hotels.

Bani Haddad
Vice-president: Development – Middle East & Africa | **Wyndham Hotel Group, United Arab Emirates**



How does Hyatt International manage their brand in Africa.

Peter Norman
Senior Vice President Acquisitions & Development | **Hyatt International, Switzerland**



Find out how you can generate more money by developing mixed-used projects and guaranteeing clients for your hotel operations.

Mike Rodel
CEO | **Hyprop Investments, South Africa**



Preferred Hotels will give more details about their partnership with the Mantis Group.

Ananya Narayan
Global Vice-president – Strategy | **Preferred Hotel Group, United Arab Emirates**

Your event contact is
Brian Shabangu
+27 (0)11 463 6001
enquiry.za@terrappinn.com

"Great networking opportunities and interesting topics"

Peter Haaber
CEO
Zleep Hotels

"By building new hotels and renovating run-down hotels, we can help catalyse the growth process in Africa"

Martin Rinck
President – Asia Pacific
Hilton Hotels Corporation

Insight into Africa's hotel sector with financiers and operators from across the globe

Day One Tuesday, 27th of July 2010

07:30 Registration and welcome refreshments

08:30 Chairperson's welcome remarks

Trevor Ward, Managing Director, **W-Hospitality, Nigeria**

Big picture and demand forecasts

08:45 **Keynote address: Africa – the world's last untapped hotel and leisure market**



- Demand trends and outlook for the hotels market
- Setting the scene for hotel investment on the continent
- Preferred government participation in securing hotel deals
- Weighing the political landscape and the land rights debate

Honourable Minister Fernando Sumbana

Ministry of Tourism, **Mozambique**

09:30 **Keynote address: Enabling independent hoteliers/operators to compete with the world's hotel brands**



- Independent African hoteliers harnessing the power of the world's largest hotel chain
- Delivering global quality standards and international clients
- 4,000 Best Western hotels in over 80 countries – how does this deliver unparalleled brand recognition?
- Design solutions with ready made prototypes for use by the independent hotelier

Suzi Yoder, Vice-president – International Hotel Development
Best Western Hotels, United Kingdom

10:00 **Keynote address: Increasing the Wyndham portfolio through the African region**



- Putting together deals in Africa vs other continents
- Key drivers for investment and hotel hotspots on the continent
- Brand management in Africa and managing more than one brand

Martin Armistead, Senior Vice-president – Development (EMEA),
Wyndham Hotels, United Kingdom

10:30 Morning refreshments and networking

Financing and transactions

11:00 **Financiers' panel: Allocating your funds to Africa's hospitality sector**

- Lenders outlook and the lending criteria in Africa
- Possible hotspots on the continent and their performances
- Debt financing and other possible alternatives
- Hotel investment deals – how to do them and with whom?
- Financing hotels – equity, debt or preferred equity?
- Lending to asset free operators – risk management

Godfrey Tapela, Senior Investment Officer

International Finance Corporation, South Africa

Hamed Ehsani, Managing Director

Greenhills Investments, Kenya

Nuno Galvao Pinto, Managing Director, **Albus Capital Holdings, United Kingdom**

Ernest Asamoah, Executive Director, **Ghana Libya Arab Holding Company, Ghana**

11:45 **Transactor's panel: Formulating the win-win deal**

- Details of the financiers and operators relationships – policy and regulation
- Joint venture opportunities in the African market
- What to look for in leases and management agreements
- The fractional ownership options – for or against?
- Franchising in Africa – outlining best practice

Bani Haddad, Vice-president: Development – Middle East & Africa
Wyndham Hotel Group, United Arab Emirates

Derrek Anderson, Vice-president: Development Sub-Saharan Africa
Hilton Hotels, France

Patrick Finn, Senior Director: Acquisitions & Development
Starwood Hotels, Belgium

Andrew McLachlan, Vice President – Business Development
Africa & Indian Ocean Islands, **The Rezidor Hotel Group, South Africa**

12:30 **W-Hospitality welcoming remarks**

Trevor Ward, Managing Director, **W-Hospitality, Nigeria**

12:45 Networking lunch – sponsored by:



14:00 **Case study: Building a hotel brand and ensuring ROI on your hotel assets**

- Defining suitable project finance for hotel developments
- Financial modelling for hotel investments – structuring debt, assets and collateral
- Best operational management for new developments
- Successful partnerships with regards to finance and operations

Hamed Ehsani, Managing Director

Greenhills Investments, Kenya

14:30 **Case study: Expanding through strategic partnerships – Preferred Hotels & Mantis Collection**

- Acquiring the best strategic partners – selection criteria
- Infrastructure in the expansion through Africa debate
- Tourism and corporate travel as a driver for Preferred Hotels' African presence
- Opening the doors to other potential hotspots on the continent

Ananya Narayan, Global Vice-president – Strategy

Preferred Hotel Group, United Arab Emirates

15:00 networking session and afternoon refreshments

Operations

15:30 **Operator's panel: Major brands and hotel investment**

- Valuations of projects and operating in the current environment
- Multiple brands in single cities – how to best make this work
- Branding, managing reputation and their effects on ROI
- Views of the market and managing hotel chains – winning over your target markets

Andrew Hubbard, CEO, **Queensgate Hotels, South Africa**

Graham Wood, Managing Director

Southern Sun Hotels, South Africa

Bart Carnahan, Senior Vice-president: Acquisitions & Development
Starwood Hotels, Belgium

Peter Norman, Senior Vice-president Acquisitions & Development
Hyatt International, Switzerland

Government and incentives

16:15 **Panel session: Governing lucrative hotel investment across the continent**

- Hotel regulation in Africa – what can operators do and not do?
- Politics, stability and reassuring a conducive climate
- Grading, hotel setup, operation and compliance
- Government concerns and private sector incentives to assist
- The land rights debate – suitable title deeds for developments

Justus Tindigarukayo, Director of Tourism

Ministry of Tourism, Trade & Industry, Uganda

Sem Shikongo, Director of Tourism

Ministry of Environment & Tourism, Namibia

17:00 Chairperson's closing remarks and end of day one

Day Two Wednesday, 28th of July 2010

08:45 Chairperson's opening remarks

Kevin Murphy, Managing Director
Asiawide Hospitality Solutions, Hong Kong

African expansion

09:00 **Keynote address: West African market success – the Golden Tulip story**

- Tourism and corporate travel as hotel drivers
- The rise and rise of Lagos and its effects on hotel development
- West African hotspots and what they mean to hotel developments
- Emerging markets in the region – where are the next hotspots?

Amaechi Ndili, Chairman
Golden Tulip Hotels West Africa, Nigeria

09:30 **Panel session: Hotel investment challenges in West Africa – how do we fix this?**

- Assessing regional opportunities in hotel development and investment
- Understanding policy and complying with regulation
- Weighing up key-drivers for hospitality investment in West Africa
- The political landscape and its influence in hotel developments
- Infrastructure development and asset management in the hospitality sector

Ernest Asamoah, Executive Director
Ghana Libya Arab Holding Company, Ghana
Amaechi Ndili, Chairman
Golden Tulip Hotels West Africa, Nigeria

10:15 Morning refreshments and networking

10:45 **Case study: Reaping the benefits of investment in Africa's hospitality sector**

- Investing in property and hotels in the scheme of your investment
- Hotel demand and room for expansion in the market
- Financial structures and management agreements that yield positive returns
- Risk management and liability assessment in deals
- Hotel brand management, quality control and reputation assessment

Haddis Tilahun, CEO, United Africa Group, Namibia

11:15 **Case study: Hotel investment, growth and development – Premier Hotels**

- Key market drivers for hotel investment
- Initial investments for the Premier Hotel Group establishments
- Brand management, quality and assuring reputable standards
- Assuming locations and getting the most out of hotel hotspots
- Putting together hotel transactions and doing deals in the sector

Samuel Nassimov, CEO, Premier Hotels Group, South Africa

11:45 **Case study: Hilton Hotels has big plans for Africa**

- Expanding past the Egypt, South Africa, Algeria, Nigeria, Ethiopia, Kenya and Cameroon projects
- Preferred parties to do business with in Africa
- Expanding into the pockets of opportunity available
- Tourism as a driver for hotel development and expansion
- The state of African markets in comparison with one another

Deepak Seth, Vice-president – Africa & Europe
Hilton Hotels, France

12:15 **Hilton Worldwide welcoming remarks**

Deepak Seth, Vice-president – Africa & Europe
Hilton Hotels, France

12:30 Networking lunch – sponsored by:



13:30 Chairperson's remarks

Wayne Troughton, CEO, HTI Consulting, South Africa

13:40

**Things that keep you awake at night**

You have voted for these topics! Your chosen speakers will now offer you real-time, spontaneous solutions and commentary on the issues that keep you awake at night. Bring your questions to this discussion.

Mixed use developments

14:00 **Panel session: The financial implication of mixed use projects – do they make more money?**

- Top challenges and opportunities in sustainable mixed-use developments
- Who to team up with in a successful mixed-use development
- Increasing revenue through mixed-use projects – do mixed use developments do this?
- Real estate assessment within the mixed-use scheme of things
- Risk management in the mixed-use sphere

Graham Wood, Managing Director
Southern Sun Hotels, South Africa
Ben Nyaumwe, CEO, Auspex Properties, South Africa
Mike Rodel, CEO, Hyprop Investments, South Africa

14:45 **Case study: Getting the right return on fractional ownership developments**

- Best practice financing for a fractional ownership development
- Fractional ownership sustainable management and operational alternatives
- Governing the best relationship between owners and managers for fractional ownership
- Managing risk and keeping liabilities to a minimum for all parties

Henry Greyling, CEO, Seeff Fractional Ownership, South Africa

15:15 Afternoon refreshments and networking

Budget accommodation in Africa

15:45 **Innovation in the budget accommodation projects developments space**

- Innovatively expanding in the African budget hotels markets
- The mobile hotels theme and its potential markets
- Student budget hotels and their returns
- Mixed-use developments in the budget accommodation arena
- Financing models for budget hotels and minimising risks

Hans Heuer, Managing Director
African Bay Hospitality, South Africa

Alternative revenue streams

16:15 **Panel session: Increasing your returns from other aspects of your hotel development**

- Regarding wellness as a tool to generate extra revenue
- Taking your mixed-use development a step further
- Options of profitably diversifying your hotel development – alternate activities
- Setting up green building initiatives to make a profitable project
- Hotel efficiency – energy consumption reduction and economic development through hotels

Alan Vels, Managing Director
Signature Life Hotels, South Africa
Dino Urbani, Operations Director, Orion Hotels, South Africa
Frederick Kasese, CEO, Regency Africa, Zimbabwe

17:00 Chairperson's closing remarks and end of conference

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Pre & Post Conference Workshops

Monday, 26th of July 2010

Best practice to hotel development – conventional and mixed-use projects

Objective

This workshop illustrates how to put together your own hotel brand from financing, planning, operating through to maintaining quality.

08:30 Registration and refreshments

09:00 Finance, financial guidelines and structuring

- Clarifying financial guidelines
- Assuming financial structures
- Acquiring the ideal financial partners
- Lenders outlook and the lending criteria

10:00 Morning refreshments and networking

10:30 Phase I – Concept and planning

- Feasibility studies and site selection
- Hotel demand studies and pre-construction and related costs

11:30 Development phase II – Building

- Architectural planning and interior design criteria
- Conceptual design strategies and comparative space requirements

12:30 Networking lunch

13:30 Development phase III – Operation and maintenance

- Acquiring the ideal managing partners
- Quality management and brand appraisal
- Profitable maintenance strategy
- Applying profitable alternative hotel products

15:00 Afternoon refreshments and networking

15:30 Feasibility study – Identifying differences in your proposal – conventional vs mixed-use

- Effective multiple owner projects
- Securing funds – conventional vs. mixed use
- Hotel complementarity – how to maximise hotel usage

16:30 End of workshop

Your workshop leader



Kevin Murphy
Managing Director | **Asiawide Hospitality Solutions, Hong Kong**
Kevin heads a team of highly experienced hospitality professional advisors that provide informed guidance to existing and new hotel owners and hospitality investors with their hotel interests.

Thursday, 29th of July 2010

Constructing the best hotel management agreements

Objective

This workshop will provide insights into the selection process and tips on contract contents, trends, benchmarks and negotiation techniques for owners in Africa.

08:30 Registration and refreshments

09:00 Overview of agreements

- Types of agreements: lease and management agreements
- Roles and responsibilities of stakeholders

09:30 Benefits of management agreements

- A global brand – assuring quality and standards
- Centralised management systems
- Customer relationship management

10:00 The selection process

- Selecting management companies in accordance with the property
- Request for proposal (RFP)
- Evaluating and scoring the RFP

10:30 Morning refreshments and networking

11:00 Benchmarking and recent trends in management agreements

- Key areas management contracts should cover
- Benchmarking of contracts
- Short and long-term implications of clauses

12:00 Contract negotiation

- Use and application of critical market intelligence in the feasibility study
- General negotiation techniques

12:30 Networking lunch

13:30 Contract negotiation (continued)

- The owner/operator relationship and strengths and weaknesses of bargaining positions
- Property's unique selling points
- Using financial projections as leverage

14:30 Case study: Contract negotiation

- Application of concepts to an interactive case
- Preparation of bargaining positions

15:00 Afternoon refreshments and networking

15:30 Contract negotiation: Working groups

16:00 Case study: Feedback presentations

- Presentation of case study
- Questions and answers

17:00 End of workshop

Your workshop leader



Wayne Troughton
CEO | **HTI Consulting, South Africa**
Wayne is a very experienced hospitality professional with 8 years of high level 5-star hotel operations experience and 10 years of hospitality, tourism and real estate experience on the continent.

Becoming a sponsor

Do you want to position your organisation as a market leader in Africa's hotel industry? Think what it would mean for your organisation to access this prominent market ...

At a Terrapinn event you always deliver your message to the right audience. Not only that, but an audience whose brains are being stimulated by lively discussions and valuable insights. They'll be primed and ready to hear what you have to say.

Just take a look at the calibre of our speakers at *Hotel Investment World Africa 2010*.

Attendees are directors, CEOs, vice-presidents and managing directors from across the hospitality industry. These are the issues they tell us are front of mind:

- Financing hotels in Africa
- Transacting deals on the continent
- Brand management and franchising
- Management and lease agreements

And take a look at your fellow sponsors. *Hotel Investment World Africa* is the best sales and marketing opportunity of the year.

This is where your business needs to be, if you need to:

- address audiences of senior executives from the hotel industry
- cement your position as a thought leader in this sector
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Jurgen Herre
 CEO
Hines Middle East / North Africa
Real Estate Investment World Middle East

"The event was a great opportunity to connect with some of the leading players in the Middle East"

Alessandro Bronda
 Head of Investment Strategy
Aberdeen Property Investors, Belgium
Real Estate Investment World Middle East

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HOTEL Investment World

Africa 2010

26 – 29 July 2010

Cape Town International Convention Centre, South Africa

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