

REGISTRATION + MORNING TEA

WELCOME REMARKS

Gloria Wong *Event Director* *Escom Events*

KEYNOTE A Deep Dive on Malaysia's Hotel Performance

Dive in with STR's report on country growth performance, supply and demand, key submarkets performance, trends, pipeline outlook, profitability for the country and challenges that will affect the hotel business in Malaysia.

Fenady Uriarte *Business Development Manager, Southeast Asia* *STR*

KEYNOTE Government Update

YB Tuan Muhammad Bakhtiar Bin Wan Chik *Deputy Minister* *Ministry of Tourism, Arts and Culture Malaysia*

MORNING TEA BREAK + 1 to 1 PARTNERING

PANEL Hospitality Investment Landscape -- Global & Malaysia

The panel intends to explore into the investment opportunities, challenges and upside of investing in Malaysian Hospitality assets. The intention is to look into different asset classes, different locations and different structures in Malaysia to determine, moving forward, what are the preferred asset classes, locations and structures to leverage the potential of tourism in Malaysia

Moderator:

Previndran Sathurgasinghe *Founder & Group CEO* *Zerin Properties Sdn Bhd*

Panelists:

Michael Ong *Vice President Development* *Pan Pacific Hotels Group*

Kevin Wallace *CEO* *T&T Hospitality*

David Roberts *Vice President, Development* *Onyx Hospitality Group*

PANEL Key Ingredients on Building a World Class Resort

What are the elements of a world class resort? With various resorts being developed, how should resorts in Malaysia be positioned in order to compete with more popular destinations in Asia? What certain opportunities for resort development are we seeing in Malaysia today? In terms of design, are resorts still being influenced greatly by millennials and the nomadic lifestyle? All these and more will be answered and unraveled to define what it truly means to be "World Class."

Moderator:

Kristin Thorsteins *Vice President Of Development - East and South Asia & Pacific* *Club Med*

Panelists:

Anders Dimbla *General Manager* *Banyan Tree & Pavilion Hotel Kuala Lumpur*

Timmy Ho *Head of Corporate Affairs* *Cornerstone Partners Group*

Richard Millar *VP of Business Development, APAC* *YOO*

Hok Yean Chee *President Asia Pacific* *HVS*

PANEL How to Select the Right Hotel Operator and Right Hotel Brand

A no holds, insiders look at how best to select the right hotel operator, best practice processes, the key commercial considerations and terms.

Moderator:

Andrew Langdon *SVP Development Asia* *Accor Hotels*

Panelists:

Ante Baric *Head of Development, Asia Pacific* *Dusit Hotels & Resorts*

Mauro Gasparotti *Director, South East Asia* *Savills Hotels Asia Pacific*

Jens O. Reichert *Chief Development Officer* *Cross Hotels and Resorts*

Dialogue Budget Travel and Growth of Social Hotels: An Untapped Potential in the Midst of Big Brands

Many social media savvy youngsters are looking for places where they can meet other like-minded flash packers as part of their travel adventure. They are looking for budget accommodations that provide luxury of 5-star beds, a social environment they want to be part of and freedom to choose to be in a group or by themselves. This growing segment of travellers are always in search of places that align with their ideology of being environmentally friendly, culturally sensitive, tastefully designed and above all well-serviced and clean. The market is addressing this gap through development of boutique social hotels / hostels. However, there is yet to be an interest shown by the big brand hotels to take this segment on. Panel will discuss how to bring this segment from its present informal and scattered presence into a more formal offering that young travellers can comfortably choose.

Moderator:

Dr. Saeed Zaki Regional Managing Director Design Worldwide Partnership

Panelists:

Norbert Vas VP Business Development Archipelago International

Hanley Chew Founder and Author of Hotel Tales Sdn Bhd

STANDING BUFFET LUNCH + 1 to 1 PARTNERING +Hanley Chew's "EVEN MORE HOTEL TALES" Book Launch

PANEL Management Models

Can franchising take off in SE Asia, as it has in Europe and the Americas?

Are management agreements starting to favour owners or do operators still have the whip hand?

Moderator:

Simon Allison Founding Chairman HOFTEL

Panelists:

Mohd K Rafin Chief Corporate Officer Park Hotel Group

Lada Shelkovnikova Partner, Hotels and Hospitality Withers Worldwide

Darren Cher Country General Manager The Ascott Limited

Rio Kondo VP Development & Executive Director, Indonesia - Malaysia Accor Hotels

PANEL Strategies on Improving Hotel Profits in Six Months

With more and more hotels opening in Malaysia, hotels are finding themselves squeezed between two pressures which are affecting their profitability. More hotels opening mean room rates are low with the heavy competition. There is a chronic shortage of both management and rank & file staff. These factors are having a major impact on the profitability of the hotels today.

Moderator:

Dennis Tan Managing Director The Everly Group

Panelists:

Christian Nannucci General Manager Traders Hotel Kuala Lumpur

Anita Selvaraju Director - Human Resources Ascott International Management Malaysia

Reginald T Pereira President and CEO Aariana Hospitality International

AFTERNOON TEA BREAK + 1 to 1 PARTNERING

LUCKY DRAW

- 4 vouchers for City Oasis king, Pavilion Hotel Kuala Lumpur Managed by Banyan Tree
- 4 vouchers for Suasana Suite Iskandar Johor Bahru
- 2 vouchers for Grand Ion Delemen Hotel
- 1 Omega Constellation Watch sponsored by SATS Dutyfree Watches

Panel Personalisation through Technology in Hospitality

What does personalisation mean in hospitality?

Customisation of guest experience vs. personalisation of guest experience

How the future of technology can assist in creating personalisation of guest experience and impacts guest's preferences?

Technology is currently an enabler but does it do enough for the guest experience?

Technology companies such as Netflix, Facebook, Google etc., through user preference create a personalised platform

– in the future would hotels use the same technology to understand individual guests?

Are Loyalty programmes the way forward on preferences and personalisation?

Moderator:

Tulsi Grover Senior Associate HASSELL

Panelists:

Akshay Kulkarni Vice President Asia Pacific DigiValet

Patrick Andres Regional Vice President - Hotels and Food & Beverage Oracle Hospitality

Bryan Chan Director, Development SEA & Korea IHG

Panel The Evolving and Disruptive Business Landscape For Hotels – Strategies to survive and thrive in the face of volatility and disruption

The hospitality industry is not immune to the VUCA (Volatility, Uncertainty, Complexity and Ambiguity) business environment and is facing major disruptions to its traditional business model(s). Hotel Managers are increasingly finding their hotels losing relevance in the market place. Let's hear from our panel of experts on some of the most pressing concerns of the Hospitality Industry today.

What are the trends in the Hospitality Business Landscape?

How can Hotels adapt to the Disruptions?

Are there further Disruptions ahead?

What are the Survival tips?

Moderator:

Ricky Ang Founder & Director Sepia Hotels & Resorts

Panelists:

Jack Lim General Manager Grand Ion Delemen Hotel

Shaharuddin M Saaid Executive Director Malaysian Association of Hotel Owners

Yap Lip Seng Chief Executive Officer Malaysian Association of Hotels

Sen Soon Mun Director Horwath HTL

Panel Hotel Revenue Management, Growth, Optimization, Distribution, and Marketing

Technology, business models, and changing consumer behaviour are fundamentally reshaping the hospitality industry. In this fast paced session Brett and the panelists will discuss and debate most important trends and the "must action" items for hotels to drive revenue growth with a focus on revenue management, distribution and marketing.

Moderator:

Brett Henry President Director MG Group

Panelists:

Zunaid Valli VP - Sales & Operations Guestline

Yonto Wongso CEO & Co-Founder Topotels Hotels & Resorts

Hans Schmidtner Co-Founder UpsellGuru

GROUP PHOTOS + INTERVIEWS + POST EVENT NETWORKING

CLOSING OF THE CONFERENCE