

REBEC 2017

19-21. June 2017, Beograd

HOTEL DEVELOPMENT DAY, June 20th

In partnership with



1. HOTEL INVESTMENTS – risk and return perspective 10⁴⁵-11⁴⁵

- *Reasons to invest in hotels?*
- *How to manage investment risk?*
- *How to structure a bankable project?*

Speakers: Owners, investors, developers, banks

*Confirmed speakers: [Branko Trkulja](#) (PSP Farman), [Paul Pisani](#) (Corinthia), [Tarik Bilalbegović](#) (Ascendant),
[Veljko Janjić](#) (BEXEL)*

Moderator: Marriott International, [Silvija Lovreta](#)

2. LOCALIZING THE GLOBAL – looking at the region from global brand's perspective 12⁰⁰-13¹⁵

- *What is different in emerging markets when it comes to negotiating deals?*
- *Major barriers for global brands to grow faster?*
- *How global brands should adapt?*

*Speakers: Global brands: IHG ([Hytko Versteeg](#)), Hilton ([Adela Cristea](#)), Rezidor ([Darren Blanchard](#)), ACCOR /
Orbis ([Sykora-Wintrebert Emeline](#)),*

Moderator: Horwath HTL, [Siniša Topalović](#)

3. WHAT IS NEW IN THE REGION? – what, where, why? **14³⁰-15³⁰**

Speakers: Delta Holding - Ljubljana project ([Žile Vasić](#)), MK Group - Novi Sad project ([Nikola Avram](#)), Falkensteiner ([Aleksandar Vasijević](#)), STR ([Ivana Nešković](#))

Moderator: [Takuya Aoyama](#) (Hyatt)

4. DESIGNING PROFITABLE HOTELS – where are the pitfalls? **15⁴⁵-16⁴⁵**

- *Why hotels are specific compared to other real estate classes?*
- *Who should guide an architect / designer?*
- *Hotel profitability from designer's perspective?*

Speakers: Reardon Smith Architects ([Patrick Reardon](#)), FBA ([Zoran Balog](#)), A2 (Oliver Massabni), Lindner ([Jelena Nikić](#))

Moderator: Leko Architects ([Alexander Leko](#))

5. COMPETING IN THE DIGITAL WORLD – the new rules of the game? **17⁰⁰-18⁰⁰**

- *Technological challenges facing the hotel industry?*
- *How to cope with the growing power of OTA's?*

Speakers: Valamar ([Mirella Premeru](#)), Expedia ([Petar Rimac](#)), Marriott ([Robert Gasser](#)), Mona hotels ([Ivan Vitorovic](#))

Moderator: Horwath HTL: [Andrej Šimatić](#)