

## UNPARALLELED GROWTH IN INVESTMENTS

The nearly 57% stark rise in investments in the last 24 months towards star hotel and resort developments across Africa has shifted the focus from virtual pipelines to available rooms.



## RECURRING DELAYS IN EXECUTION AND DELIVERY

Despite the growing demand for hotel rooms, Africa remains entrenched in disorganised business processes leading to inevitable delays in matching supply with demand.



6<sup>TH</sup> EDITION  
**HOTELIER  
SUMMIT  
AFRICA**  
April 2016  
South Africa



## PAST SPEAKERS:



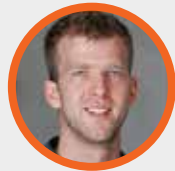
**STUART COOK**  
Managing Director  
**Protea Hotels East Africa**



**MARK MARTINOVIC**  
Head of Design and Construction  
**Hotel Partners Africa**



**MARTHA NAMUNDJEBO -TILAH**  
Executive Chairperson  
**United Africa Group**



**ANDRÉ HARMS**  
Founder & Sustainability Engineer  
**Ecolution Consulting**



**DION CHANG**  
Innovator, Creative Thinker, Visionary and Trend Analyst  
**Flux Trends**



**LOÏC GOGUE**  
Managing Partner  
**Siyaha Advisors**



**FADI JAMALI**  
Chief Development Officer  
**Trust Real Estate SPA - Nest Investment Holding**



**CHRIS GARROD**  
Chief Executive Officer  
**Chris Garrod Global**



**IMAD BARAKKAD**  
President  
**Moroccan Agency for Tourism Development (SMIT)**

Positioned as the ideal gateway to figuring out your company's growth and development trajectory in the African hospitality sector, HSA 2016 is wholly dedicated to easing market accessibility for you, gaining insights on market nuances, finalising contractual work and speeding up procurement activities.

### ON THE CURRENT DESIGN BOARD:

14

new product and service categories included

900+

Scheduled Meetings

Redefining your out-of-office business experiences

### HOT SUBJECTS:

- Regional break down of hotels market trends
- Unravelling the mystery of the sourcing and procurement crisis in Africa
- Advancing the reach of e-procurement
- Knowing how to seize the right opportunities and keep pace with Africa's hospitality boom
- Branding done right – key insights to strategizing the right hotel concept, design and execution
- Designers impact on cost of development

# WHO CAN BE A SOLUTION PROVIDER?

Apart from the basic qualifying criteria set, it's easy to identify if your business goals match ours based on this checklist:

1

Do you address the requirements in the Constructional, Architectural, Interior Design, Engineering and Technology segments for the hospitality industry?

2

For a sale, do you liaise / deal with any of the adjacent buyer profiles?

3

Do you currently / plan to cater to the African continent?

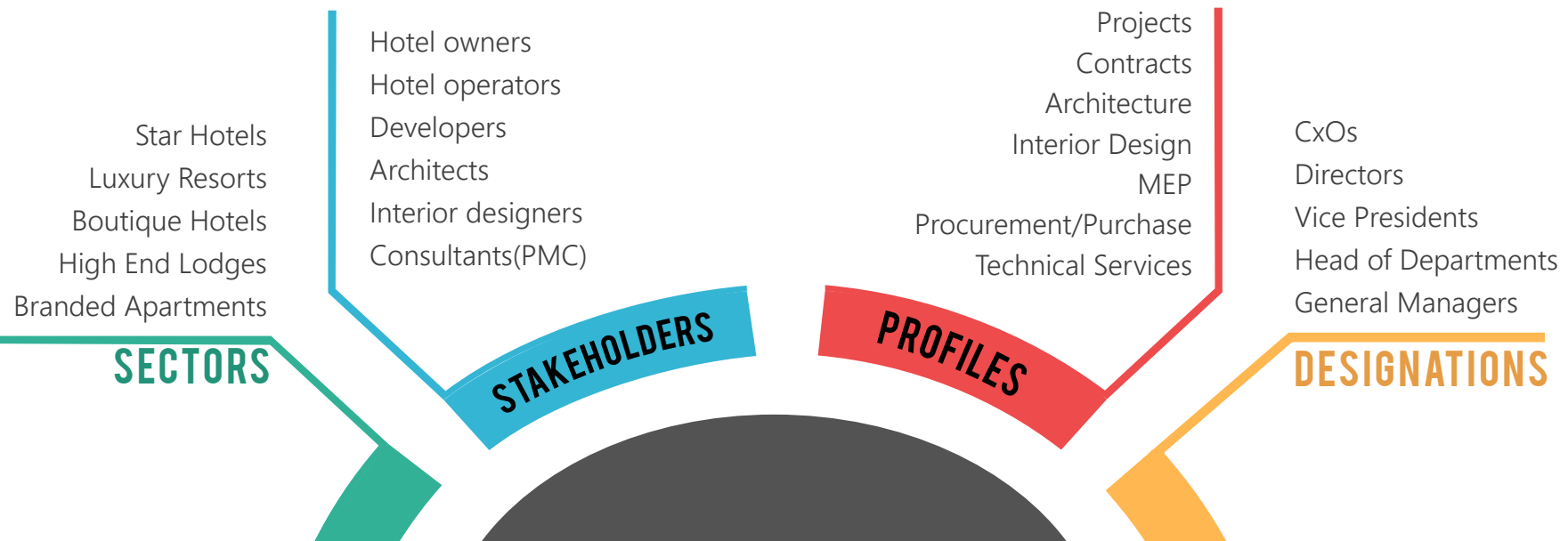


If YES to all, then you can be a Solution Provider!

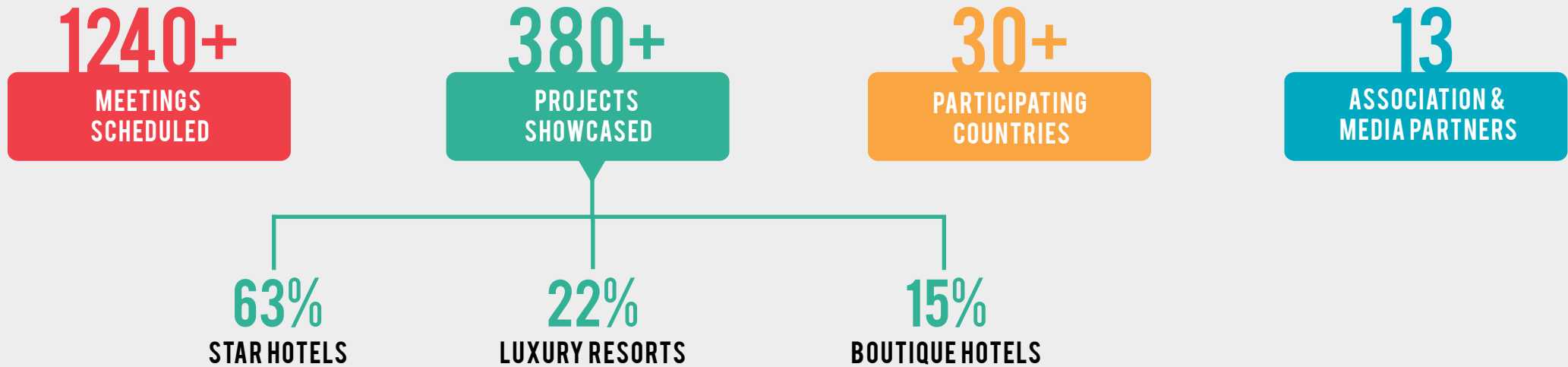
Our current pool of solutions includes 75+ categories. Even when we are notified about requirements in a category from outside of this, we're only more than glad to scout and find the right provider!



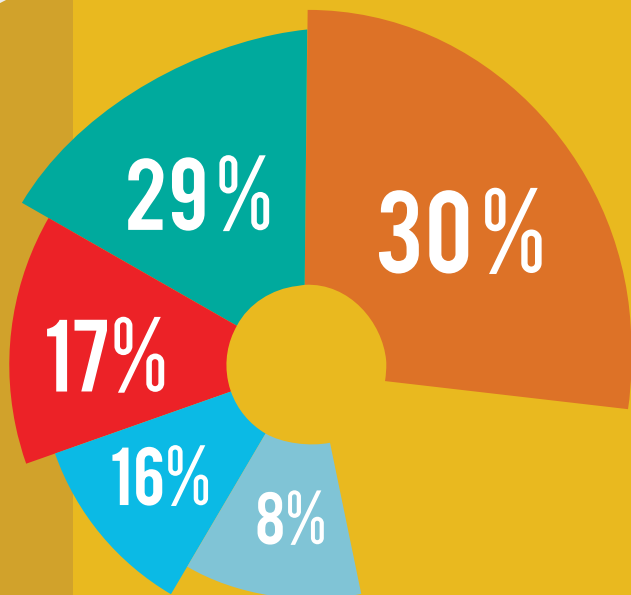
## BREAKDOWN OF TARGET BUYER PROFILES:



# PROGRESS BY NUMBERS:

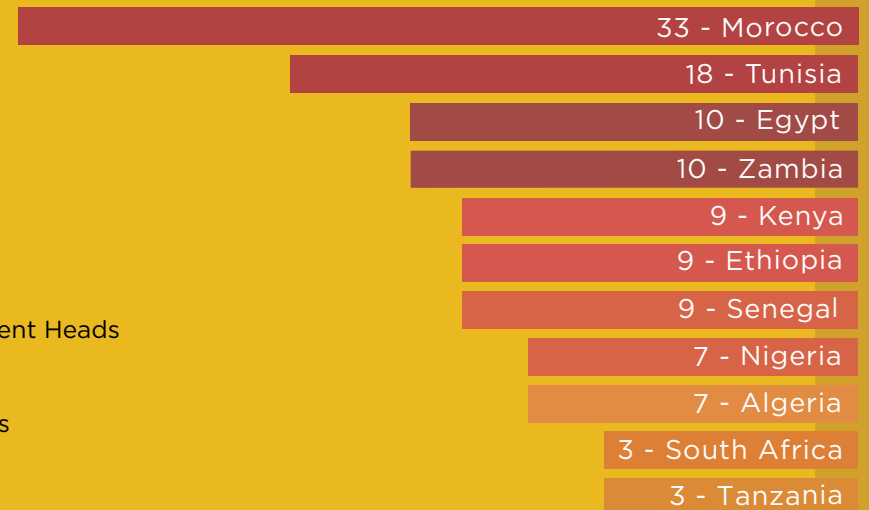


## GLIMPSE OF 4<sup>TH</sup> EDITION HOTELIER SUMMIT 2015



- 30% - Architects & Principal Architects
- 29% - CEOs, COOs, CDOs, Chairmen, Directors & Hospitality Heads
- 17% - Presidents, Vice Presidents, Strategy Development & Managing Directors
- 16% - Heads of Procurement, Business Development Heads, Area Managers & Purchasing Managers
- 8% - Hotel Owners, Founders & General Managers

### Project Regions Include



# TESTIMONIALS



*"You managed to bring buyers to the party and that's no small achievement in itself in Morocco or anywhere in Africa. You promised 20 meetings and I believe I had 22 in total, most of which were directly relevant to our business, so from that perspective alone it was a success. Well done and thank you very much. On a personal level, I think you guys have worked very hard to pull this summit together and have been very dynamic and friendly so it's been a pleasure to work with you."*

International Sales Manager, Burgess Furniture

*"It was a good networking opportunity and the speaker's presentations were excellent. Overall, a really good summit!"*

Director of Hospitality, Emaar MISR Development



*"The success of this "speed-dating" concept relies completely on the quality of the buyers who attend. The quality of companies and projects represented was excellent! The event was well organised and the IDE team made sure that we met with as many buyers as was physically possible! I regard this event as a great success and we will certainly attend future events."*

Director of International Sales, Hypnos Limited

*"The Hotelier Summit Africa was a pleasure to attend! As an Architectural company, our network to meet Suppliers and Solution Providers outside of Kenya is limited. But here, we met with suppliers and client who have a big business potential in the near future. That by itself is a great opportunity for us!"*

Associate Design Director, Studio62 Interiors



*"For a company such as ours, this summit proved to be very interesting. The organisation of the event was great. The Face to Face meetings format was very informative to gain a perspective on the Buyers from the region. Going by the professionalism of IDE, I suggest you must host an event of such scale for markets like Egypt."*

Area Manager, Reynaers Middle East

*"Definitely a very big and important summit for the Hotelier Industry! The companies I met were interesting as a first contact in the North Africa Hotelier Markets. There were Architects and Design Studios that are very important to know for this market."*

Managing Director, Rivolta Carmignani SpA



*"The entire summit was very good, excellent peers and suppliers and IDE's team is so professional! Highly recommend this summit to companies that target Africa!"*

FF&E Manager, La Roseaie de l'Atlas - Oberoi Marrakech (Groupe El Alami)

*"I would like to thank you for the invitation and also to congratulate you for the event organisation performance. It was an excellently organised event and we certainly will attend in the future."*

HoD - Project Management, NOVEC Engineering

