



**Hospitality Asia**  
**Forum 2021 (Virtual)**

December 8 – 10, 2021  
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# ROAD TO RECOVERY

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Cover Page

Delegates Demography

Speakers

Agenda

Project Lists

Attendees

Sponsorship

Testimonials

Event Platform

Marketing

**Hotel Data Track**

09:00	<b>Hopin Feature Video Tutorial</b>
09:10	<b>Keynote: Abstract and Topic to be Revealed</b> Speaker: <b>Dan Voellm</b>   Founder and CEO, AP Hospitality Advisors
09:40	<b>Tracking Recoveries: Where is Asia Pacific in the Cycle?</b> This session will focus on the collection of interesting recovery stories and profitability trends in the region Speaker: <b>Fenady Uriarte</b>   Business Development Manager SEA, STR
10:10	<b>CEO Talk</b> 1. Market Updates    2. Recovery Profile    3. Key Challenges    4. Key Growth Areas and Opportunities Moderator: <b>Steve Carroll</b>   Senior Managing Director, CBRE Panelist <b>Cristiano Rinaldi</b>   President, Capella Hotel Group <b>Garth Simmons</b>   CEO Southeast Asia, Japan, & South Korea, Accor <b>Rainer Stampfer</b>   President of Hotel Operations APAC, Four Seasons Hotels & Resorts <b>Marc Steinmeyer</b>   Founder, TAUZIA International Management

**Property Owners Track (1/2)**

11:00	<b>Keynote: Investing in Recovery</b> Global hospitality markets around the world have been upended by the effects of Covid-19. As the world emerges from the pandemic, how can investors identify and capture the best opportunities and what markets are best suited for investment? Speaker: <b>Corey Hamabata</b>   Senior Vice President, JLL
11:20	<b>Panel Discussion: ESG and Certification: Increased Expectations from Investors and Customers</b> such as GSTC certification and carbon reduction targets. This session will explore the trends and examples from various angles of owner, operator, customer, certification, and lender. Moderator: <b>Eric Ricaurte</b>   Founder, Greenview Panelists: <b>Marcia Yu</b>   Senior Investment Officer, International Finance Corporation <b>Victoria Shepherd</b>   APAC Manager, International WELL Building Institute <b>Randy Durband</b>   CEO, GSTC <b>Fabricio Muzzio</b>   Director of Business Development, GOCO Hospitality
12:00	<b>Resort vs. Urban: Who Performs Better?</b> With Covid, we are seeing several resort properties in leisure destinations outperform city hotels, since people cannot travel abroad for holiday or business, and are instead traveling to proximate resort destinations for fresh air and relaxation. This session will explore this trend amongst the different hotel operators, and will discuss the changes and opportunities that have arisen from the pandemic. Moderator: <b>Shi'ai Liang</b>   Director of Hotel Development, Marriott International Panelists: <b>Ryan Chen</b>   VP Business Development, Far East Hospitality <b>Gavin Faulk</b>   Chairman and President, Swiss-Belhotel International <b>Karan Kaul</b>   VP Business Development, Absolute Hotels Services Group <b>Armand Steinmeyer</b>   Vice President, Business Development, The Ascott Limited
12:40	<b>LUNCH BREAK</b>

**Property Owners Track (2/2)**

13:30	<b>Panel Discussion: Lifestyle Hotels - What are They, are They Really any Different, are They the New Way?</b> What are they, are they really any different, are they the new way forward, what are the advantages for an Owner and for the guest, what are the lifestyle brands form the leading operators Moderator: <b>Andrew Langdon</b>   SVP Development Asia, Accor Panelist: <b>Kyu Baek Kim</b>   Head of Acquisition & Development, Ovolo Group <b>Kevin Wallace</b>   CEO, TNH Hotels <b>Dan Aldred</b>   Head of Lifestyle Development Asia, Ennismore
14:10	<b>Panel Discussion: Serviced Apartments vs Hotels - Which is More Profitable and Resilient?</b> Profitability as defined by GOP% vs absolute GOP. Different classes of hotels and serviced residence. Different fit for difference geographies and market segments. Moderator: <b>Brian Tan</b>   Country General Manager (Thailand & Laos), The Ascott Limited Thailand Panelist: <b>Caspar P. Schmidt</b>   Managing Director, QCC Collection Group Pty Ltd <b>Roy Liang Ming Kai</b>   Director of Operations (SG, MSIA, VN) General Manager, Oakwood Premier AMTD Singapore <b>John Gardner</b>   Principal Partner, Optimum Hospitality
14:50	<b>Panel Discussion: Life after Pandemic</b> What were the Key Lessons Learnt from International Hotel Chains? Moderator: <b>Arnaud Millecamps</b>   Managing Director, Minett Prime Square Panelist: <b>Erwann Mahe</b>   Managing Director, International Operations –Asia, Best Western Hotels and Resorts <b>Manish Jha</b>   Chief Hospitality & Property Officer, Boutique Corporation Public Company Limited <b>Cameron Burke</b>   Director of Investments & Portfolio Growth, Choice Hotels APAC
15:30	<b>Battle of Survival: How Operators, Owners, &amp; Lenders can Collectively Position their Properties During the Pandemic</b> Moderator: <b>Benjamin Hirasawa</b>   Founder, Managing Director, BH21 Pte Ltd Panelists: <b>Kevin J Beauvais</b>   CEO, Fusion Hotel Group <b>Vishal Daga</b>   Vice President of Business Development, Capella Hotels and Resorts <b>Adil Mubarak</b>   Vice President Operations, RedDoorz <b>Nikhom Jensiriratanakorn</b>   Director, Horwath HTL

**Design Track**

16:10	<b>Looking for Commercial Partner</b>
16:40	<b>Keynote: The Road to Net Zero and the Importance of Commissioning</b> Speaker: <b>Kevin Hughes</b>   Regional Business Development Director, Commtech
17:10	<b>Hotel Designs: Re-invent or Re-purpose?</b> Moderator: <b>Tulsi Grover</b>   Managing Principal, Hassell Studio Panelist: <b>Matt Carlisle</b>   Associate Director, XCO2 <b>Gaurang Khemka</b>   Founder & Design Director, URBCNarc <b>Sarah Bader</b>   Principal Representative in Japan, Gensler

**Economy & Budget Hotel Track**

17:50	<b>Panel Discussion: The Future of Economy and Budget Hotels</b> 1. What is the role of economy and budget hotels in a post pandemic world 2. What will a recovery look like 3. Emerging trends – what is the future of the sector 4. Investing in economy and budget hotels – dollars and sense 5. Brand proliferation – are there too many brands in this sector? What's the impact? Moderator: <b>Govinda Singh</b>   Executive Director, Colliers Panelist: <b>Miguel Capistrano</b>   Country Manager, Philippines, RedDoorz <b>Albina Lanina</b>   Managing Director, ZenRooms <b>Chris Cho</b>   Vice President Development Singapore, Philippines, Japan, Korea and Maldives, Accor <b>Yonto Wongso</b>   CEO & Founder of Topotels Hotels and Resorts
18:30	<b>End of Day 1</b>

HotelTech Track	
09:00	<p><b>Panel Discussion: Exploring the Very Latest Technology Trends</b>                      Moderator: <b>Vignesh Kaushik</b>   Regional Design Technology, Asia, Gensler                      Panelist: <b>Nguyen Trieu Khang</b>   Group Chief Technology Architect, Accor  <b>Vishal Arora</b>   Vice President, Head of Technology, WeWork Japan GK  <b>Armika Jaya</b>   Director of Technology, Potato Head Family  <b>Derek Harnett</b>   Chief Operations Officer, Switch Automation</p>
9:40	<p><b>Keynote: Digital Transformation of Guest Network Services with ANTLabs</b>                      A brand new world: Post-Covid. The sudden travel curbs and quick re-opening stresses hospitality operations with huge swings in customers demands and user traffic, against a backdrop of tight manpower and physical restrictions.                      Speaker: <b>Ang Kwat Tat</b>   Vice President of Customer Solutions, ANTLabs Pte Ltd</p>
10:00	<b>Presentation: Reserved for Carrier</b>
10:30	<b>Presentation: Reserved for Carrier</b>
11:00	<p><b>Keynote: Topic and Abstract to be Revealed</b>                      Speaker: <b>Lawrence Tang</b>   Senior Regional Business Development, LG Electronics Asia</p>
11:30	<b>Presentation: Reserved for HPE Aruba</b>

Guest Experience Track	
12:00	<b>Looking for Commercial Partner</b>
12:30	<b>LUNCH BREAK</b>
13:30	<p><b>Panel Discussion: Futurist Thoughts on Travel</b>                      Are we really changing? Are the new generation travellers wanting something different, do branded hotels make a difference - these are all a little controversial but we should talk about it.                      Moderator: <b>Paul Wilson</b>   Executive Vice President, Cross Hotels and Resorts                      Panelists: <b>Frank Sorgiovanni</b>   Head of Development APAC, Six Senses Hotels and Resorts Spas  <b>Steve Woods</b>   Director of Marketing, Distribution and Sales, Jet Park Hotels  <b>Gabriel Gn</b>   Senior Vice President and Group Head of Business Development, Banyan Tree Group  <b>Gabrielle Daniels</b>   CEO, Gabrielle Daniel's Hospitality &amp; Business Solution</p>

Revenue Rebound Track	
14:10	<p><b>Rebound Ready: Revenue Management, Commercial, and Leadership</b>                      1. The rise of commercial function 2. Analytics in revenue management 3. Leadership in travel recovery 4. Upskilling hospitality staff                      Moderator: <b>Tejveer Singh Bedi</b>   Group Revenue Director, Park Hotel Group                      Panelists: <b>Ankur Badhwar</b>   Marketing Director Revenue, Marriott International  <b>Deepshikha Sehgal</b>   Regional Director of Revenue Optimization, Shangri-La Group  <b>Anand Jindal</b>   Group Director, Revenue Management &amp; Distribution, Wharf Hotels Management Limited</p>
14:50	<p><b>Panel Discussion: The Rise of Co-living and Co-working and Alternative Accommodations</b>                      In this session, speakers will be talking about how millennials and Gen Z are shaping the future of hospitality                      Moderator: <b>Cyndy Tan Tajarabata</b>   President, TAJARA Hospitality Group                      Panelists: <b>Dean Schreiber</b>   CEO, Oakwood  <b>Andy Tan</b>   Senior Vice President, Commercial, Onyx Hospitality Group  <b>Chelsea Perino</b>   Managing Director, Global Marketing Communications, The Executive Centre</p>

Marketing Track	
15:30	<b>Looking for Commercial Partner</b>
15:50	<p><b>Post Pandemic Hotel Marketing: More of the Same or a Total Paradigm Shift?</b>                      The Covid 19 pandemic hit the hospitality and travel industry very hard. Signs of recovery for the crippling effects of the Pandemic to the industry are there albeit moving slowly and cautiously. In the new post pandemic world, how should hotels improve their marketing? Will it be more of the same as per the pre-pandemic era or will there be a revolution to the entire marketing approach for hotels? Hear opinions from a panel of senior Hospitality Experts on how hotels can pivot their Marketing plans and activities to remain relevant, and to capitalise on rebounding opportunities.                      Discussion points will include:                      • What will change, what will remain in Hotel Marketing post pandemic                      • Has the distribution platform been affected? How should hotels approach this?                      • Marketing Communication messages in the post pandemic era. Will selling messages change? What needs to be said?                      • Segmentation disruptions. What segments will take precedence, what has changed and what may never fully recover.                      • Human Resources: will the pandemic require a revamp of the human resource structure of the Marketing Division in a hotel?                      • Opportunities and threats the Marketing can address                      • Ideas &amp; Takeaways from the Panel                      Moderator: <b>Ricky Ang</b>   Founder &amp; Director, Sepia Hotels &amp; Resorts                      Panelists:  <b>Radit Mahindro</b>   Area Marketing Communication Director, AMAN  <b>Prachoom Tantiprasertsuk</b>   Vice President Sales, Dusit Hotels &amp; Resorts (based in Thailand)  <b>Lynn Poh</b>   APAC Senior Director, Loyalty &amp; Marketing at Wyndham Hotels &amp; Resorts (based in Singapore)  <b>Kevin Cheah</b>   General Manager, Iconic Hotel, Penang</p>
16:30	<p><b>Hotel Marketing Deep Dive: Dissecting COVID &amp; Future Strategies</b>                      With the world we currently live in very different to 18 months ago when COVID was declared a pandemic, the way people dream about, search and book travel is very different. Do you know the new ways that the changed traveller is booking travel? Do know you where to find people that want to book directly with you right now? In this session you will learn from some of APAC's top hotel and agency marketers about what is working now and what they expect will become future trends to get your guests to click your BOOK NOW button.                      Key points:                      • The new changed traveller - who they are, how do they now search for travel and what channels.                      • What appeals to them the most now that will get them to press your BOOK NOW button?                      • How are you best preparing for the new normal and recurring lockdowns                      • How to be 'open' when you're 'closed'                      • What channels are you using where people are booking right now                      Moderator: <b>Adrian Caruso</b>   CEO, Fastrack Digital                      Panelists: <b>Paul Wilson</b>   Executive Vice President Commercial - Cross Hotels and Resorts  <b>Chantelle Veness</b>   Group Director of Sales and Marketing – Lancemore Group  <b>Dylan Cole</b>   Managing Director APAC, Revinate</p>
17:10	<p><b>Panel Discussion: Creating a Distinct and Differentiating Brand Strategy for your Hotel</b>                      Forming your own brand vs working with hotel operators key points:                      • Getting internal stakeholders behind the importance of brand positioning and concept development                      • Building a relevant brand strategy for your hotel - understanding your target audience, analysing your competitors, learning from best practice                      • Ensuring your brand resonates with your guests through distinct and memorable guest experiences                      Moderator: <b>Catherine Monthienvichienchai</b>   Chief Branding Officer, QUO Global                      Panelists: <b>Alice Jenkins</b>   Director of Marketing and Loyalty Upper SE Asia, Accor  <b>Michael Piro</b>   CEO, Wink Hotels  <b>Lee Kit Pui</b>   Vice President, Brand Marketing &amp; Communications, Pan Pacific Hotels</p>
17:50	<b>End of Day 2</b>

Japan Track

09:00	<b>Hopin Feature Video Tutorial</b>
09:10	<b>Panel Discussion: The Market for New Luxury Hotels &amp; Branded Residences in Japan</b> Moderator: <b>Seth Sulkin</b>   CEO, Pacifica Capital K.K Panelist: <b>Kiyoshi Tsuchiya</b>   Director, CBRE <b>Yukihiko Ito</b>   Managing Director, Asterisk Realty <b>Ken Ikeo</b>   Founder & CEO, Flat Collaboration
09:50	<b>The Rise of the Accidental Hotelier in Japan</b> During the boom years many diverse businesses bought hotels and brought in operators or operated them. During the pandemic these accidental hoteliers struggled because they had no real hotel experience. However, the original business (be it real estate or trading etc) remained profitable so they could keep their hotels investments afloat. As a panel discussion we could look at the rise of the accidental hotelier in Japan. As we come out of the pandemic and into the endemic phase what does the rise of the accidental hotelier mean for the Japan hotel landscape. Moderator: <b>Ashley J Harvey</b>   Country Manager, Aviareps Japan Panelist: <b>David Abraham</b>   Co-Founder, Outpost <b>David Spence</b>   Director of Operations, Apex K.K <b>Seiji Toshinari</b>   Intellex, CE

Vietnam Track

10:30	<b>Panel Discussion: Vietnam – Hopes and Doubts, and Hopes Again</b> Moderator: <b>Mauro Gasparotti</b>   Director, South East Asia, Savills Panelist: <b>Carolina Fagnani</b>   Senior Director of Business Development, Radisson Hotel Group <b>William Haandrikman</b>   General Manager, Sofitel Legend Metropole Hanoi <b>Paul Volodarsky</b>   Senior Associate, DFDL Legal & Tax <b>Frederick Burke</b>   Senior Adviser, Baker & McKenzie Vietnam
11:10	<b>Keynote: Sustainability Progress on Post-Pandemic Era</b> Speaker: <b>Miquel Angel</b>   Head of Human Resources and Quality Working Group, Vietnam Tourism Advisory Board

Singapore Track

11:30	<b>Singapore – Phoenix from the Flames? Will it, Can it, Become the New Hotel, Tourism, &amp; Financial Hub of Asia?</b> Moderator: <b>Alan Christie</b>   Senior Vice President Advisory & Hotel Asset Management, JLL Panelist: <b>Sashi Rajan</b>   Senior Vice President, JLL
12:10	<b>LUNCH BREAK</b>

Philippines Track

13:10	<b>Keynote: The Evolving Landscape in Philippine Real Estate and Tourism Industry</b> 1. The situation of Philippine Real Estate in the new normal. 2. The historical performance of Philippine properties 3. Hotel and Resort opportunities. Speaker: <b>Eric Manalo</b>   CEO, EIM Realty
13:50	<b>What to Stay and What to Go - Shaping the Post COVID-19 Travel</b> More of the strategies for post COVID19 when it comes to travel, tourism/hospitality industry Moderator: <b>Garry A. Garcia</b>   Regional Director - Operations and Business Development, Swiss-Belhotel International – Philippines Panelist: <b>Angel Sueiro</b>   COO, PH Resorts <b>Amanda Carpo</b>   President, Kittelson & Corpo Consulting <b>Alfred Reyes</b>   Vice President & General Manager, bai Hotel Cebu
14:30	<b>NETWORKING BREAK</b>

Malaysia Track

14:50	<b>Fireside Chat: Malaysian Owners Pivoting the New Norm</b> Moderator: <b>Previndran Sathurgasinghe</b>   Founder & Group CEO, Zerin Properties Sdn Bhd Panelist: <b>Michael van Ommen</b>   Chief Hospitality Officer, Filoxenia Sdn Bhd
15:30	<b>Looking for Commercial Partner</b>

Indonesia Track

15:50	<b>Panel Discussion: Industry Mega Shift During Pandemic</b> Moderator: <b>Eric Levy</b>   Managing Director, Tourism Solutions International Panelist: <b>Deny Izra</b>   President Director, SKH Management / Continent Hotel Management <b>Law Zen Wen</b>   Director of Business Development & Asset Management, The Ascott Limited <b>Javier Salgado</b>   Executive Vice President, Nilamani Hotels (Saphir Group)
16:30	<b>Reserved for Event Partner</b>
17:50	<b>Closing Remarks of Day 3</b>



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### We are operating in China, Southeast Asia, Japan and Middle East and here is our upcoming plans:



2nd Hospitality Asia Forum –  
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3rd Hotel Marketing &  
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Conference - Manila



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HMR Middle East –  
Riyadh



6th Hospitality Indonesia  
Conference - Jakarta



5th Hospitality Vietnam  
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