

# 3<sup>rd</sup> Annual Turkey Hotel Expansion Summit

*Shaping The Hotels Of Tomorrow*

12<sup>th</sup> & 13<sup>th</sup> September 2013, Istanbul, Turkey

Supported By:



In order to celebrate the 100th anniversary of the Turkish Republic, a goal has been set to reach 50 million tourist arrivals to Turkey with US\$50 billion of tourism revenue and to become 5th largest tourism destination by 2023. Over 36 million visitors created over US\$ 29 billion annual tourism income in 2012.

The number of hotel rooms increasing rapidly to satisfy the demand. Hilton, Starwood, Marriott, Wyndham, Shangri-La and Marti, among others, opened new properties in 2012 and plan more investments to keep pace with the annual influx of tourists. Other brands with the intention to invest include Nikki Beach Hotels, MGM, Emaar, Bvlgari, Armani, Jumeriah, Mandarin, Rezidor, and Soho House. Istanbul alone will be home to 100 new hotels, about 40 of them five-star properties, over the next two years, taking the city's bed capacity to 100,000.

Among the major markets in the region, Istanbul, Turkey, reported the largest number of rooms under construction in January with 4,228 rooms. The country's Mediterranean resort of Antalya is listed with Paris, London, New York, and Singapore as one of the top 5 tourist destinations in the world. The country itself is the 6th most popular country in UNWTO's "Tourism Highlights 2012" report.

Noppen's 3<sup>rd</sup> Annual Turkey Hotel Expansion Summit will gather Developers, Investors, Regulators, Construction Companies, Architects, Solution Providers, Financial Institutes and Associations to discuss projects, future investment, international involvement, design trends and technology updates.

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**Chairperson of The  
"3<sup>rd</sup> Annual Turkey  
Hotel Expansion  
Summit"**



**Güniz Çelen**  
Chairperson  
Çelen Corporate Property Valuation  
& Counseling Inc.

**On Behalf of TYD:  
(Turkish Tourism  
Investors  
Association)**



**Turgut Gür**  
Former President & Chairman of The  
High Advisory Council, Turkish  
Tourism Investors Association

## Confirmed Speakers - ( In Alphabetical Order )



**Sary Arab**  
Chief Operating Officer,  
Nikki Beach EMEA Hotels &  
Resorts



**Serra Arıkoğ,**  
Tourism Group Coordinator, Demsa  
Group - Owner, Beyoğlu Hotel  
Management & Consultancy



**Philippe Attia**  
CEO Hospitality  
GRL Hotels & Resorts - Switzerland



**Şenay Azak-Matt**  
General Manager  
Aareal Bank Representative Office  
Turkey



**Alaeddin Babaoğlu**  
Founding Partner &  
Chairman of The Board  
Amplio Real Estate Investments



**Kamil Berk**  
Tourism Group Coordinator  
NG Hotels & Resorts



**İbrahim Birkan**  
Board Member, Turkish Tourism  
Investors Association



**Ferzan Çelikkanat**  
General Manager  
Er Investment & Development



**Umman Çetinbaş**  
CEO  
Crystal Hotels, Resort & Spa



**Daniel During**  
Principal & Managing Director  
Thomas Klein International



**Kees van Donk**  
Director Hospitality EMEA  
NEC Enterprise Solutions



**Metin Erdoğan**  
President  
Horwath HTL - Turkey



**Defne Gezen,**  
Vice President  
Jones Lang LaSalle Hotels &  
Hospitality Group



**Özlem Gökçe,** Vice President -  
Gyoder (Association of Real Estate  
Investment Companies)  
General Manager - Extensa Turkey



**Hüseyin Gürel**  
Manager, Financial Analysis  
TSKB (Industrial Development  
Bank of Turkey)



**Ömer K. İsvan**  
President  
Servotel Corporation



**Kaan K. Kavaloğlu**  
General Coordinator  
Limak International Hotels &  
Resorts



**Eileen Keribar**  
Founder  
Proxi Design Consultancy



**Tavit Köletavitoğlu**  
President  
Atlas Project & Land Development



**Onur Kurç**  
Developer  
Accor



**İlhan Mürsel**  
President of The Executive Committee,  
Tavros Group Hospitality &  
Investment



**Tarık Nasser**  
Vice President Development - Turkey  
Marriott International



**Haluk Özdoğan**  
Chairman  
Access Hospitality Development &  
Consulting



**Haydar Özkan**  
CEO  
Viatrans AS - Meydanbey JV  
(Subject to Final Confirmation)



**Tahsin Öztiryaki**  
Board Member  
Öztiryakiler



**Peter Penev**  
Vice President, Acquisitions &  
Development, EMEA  
Hyatt International LLC



**Christophe Piffaretti**  
Vice President Development Europe  
Fairmont Raffles Hotels  
International



**Paul Pisani**  
Senior Vice President - Development  
Corinthia Hotels



**Filippo Sona**  
Head of Hotels & Resorts, MENA Region  
Colliers International



**Marie-Noële Schwartzmann,**  
Operations & Development Director for  
Turkey  
Louvre Hotels Group



**Erdem Şatıroğlu**  
Project Manager,  
GEMDSE Project Management LLC



**Tuğrul Temel**  
Development Director  
Hilton Worldwide



**Fatih Tosun**  
Deputy General Manager  
TSKB Real Estate Appraisal



**Sotiris Tsoulos**  
Associate Architect  
RMJM



**Mr. Erol Turanhoğlu**  
CEO  
Alkoçlar Hotels & Resorts



**Bilge Turcan**  
Chief Business Development Officer  
Dedeman Hotels & Resorts  
International



**Nile Tüzün**  
President and Chief Creative Officer  
NILEbrand Hospitality International



**David Vely**  
Senior Vice President Development,  
Middle East & Africa  
Premier Inn International



**Ayşe Yağcı**  
General Manager  
Jules Verne Travel & Event



**Yalın Yaltraklı**  
Development Director, Turkey  
InterContinental Hotels Group



**Cemil Yaman**  
Principal, LEED Faculty, LEED AP,  
BREEAM Assessor  
Erke Tasarım



**Murat Yılmaz**  
Senior Director, Acquisition &  
Development, EMEA  
Starwood Hotels & Resorts  
Worldwide

► For further information, please contact : Bora Erel – Conference Manager, [bora@inoppen.be](mailto:bora@inoppen.be)

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## Agenda – Not Final – 12 September 2013

- 08:15 Registration and Morning Tea
- 08:45 Welcoming Address from Noppen
- 08:50 Opening Speech of the Chairperson  
**Ms. Güniz Çelen, Chairperson of The “3<sup>rd</sup> Annual Turkey Hotel Expansion Summit”  
Chairperson, Çelen Corporate Property Valuation & Counseling Inc.**
- 09:00 TRANSACTIONS, TRENDS AND THE OUTLOOK  
Overview of the hospitality sector in Turkey over 2013 and predicting 2014 performance.  
Where Are We Now and Where Are We Headed?  
**Mr. Turgut Gür, Former President & Chairman of The High Advisory Council, Turkish Tourism Investors Association**
- 09:30 Panel 1 – THE OPERATORS & INVESTOR’S OUTLOOK AND PERSPECTIVE  
What lessons did investors and operators learn? Where are the opportunities in 2014 and beyond? What they are focused on and why?  
**Chairperson: Ms. Özlem Gökçe, Vice President, Gyoder (Association of Real Estate Investment Companies) & General Manager, Extensa**  
**Panelists:**  
**Mr. Tuğrul Temel, Development Director, Hilton Worldwide**  
**Mr. Umman Çetinbaş, Ceo, Crystal Hotels, Resort & Spa**  
**Mr. Onur Kurç, Developer, Accor**  
**Mr. Murat Yılmaz, Senior Director, Acquisition & Development, EMEA, Starwood Hotels & Resorts Worldwide**
- 10:15 Networking Tea Break
- 10:45 ENHANCING GUESTS EXPERIENCE FOR GROWTH & PROFITABILITY: Competitive Strategy Is About Being Different For Long Time  
**Mr. Philippe Attia, CEO Hospitality, GRL Hotels & Resorts - Switzerland**
- 11:15 HOW TO DEVELOP SUCCESSFUL LUXURY RESORTS IN TURKEY  
First Rule: Make it unique! What are the other key ingredients to create a profitable project?  
**Mr. Ömer K. İsvan, President, Servotel Corporation**
- 11:45 Panel 2 – FOCUS ON THE GROWTH ENGINE OF THE HOTEL INDUSTRY: FRANCHISING  
What are the plans, challenges and opportunities as seen by leading developers and franchise companies?  
Where are the opportunities and what are the challenges to grow in those market?  
**Chairperson: Ms. Defne Gezen, Vice President, Jones Lang LaSalle Hotels & Hospitality Group**  
**Panelists:**  
**Mr. Peter Penev, Vice President, Acquisitions & Development, Hyatt Hotels Corporation**  
**Mr. Ferzan Çelikkanat, General Manager, Er Investment & Development**  
**Mrs. Marie-Noële Schwartzmann, Operations & Development Director for Turkey, Louvre Hotels Group**  
**Mr. Yalın Yaltraklı, Development Director, Turkey, InterContinental Hotels Group**
- 12:30 Luncheon and Networking
- 14:00 HOW TO MAKE YOUR HOTELS A LIFESTYLE CHOICE FOR THE CUSTOMERS?  
**Mr. Sary Arab, Chief Operating Officer, Nikki Beach EMEA Hotels & Resorts**
- 14:30 EMPOWERING SMART HOSPITALITY COMMUNICATION SOLUTION: Integrated Hospitality  
**Mr. Kees van Donk, Director Hospitality EMEA, NEC Enterprise Solutions**
- 15:00 Panel 3 – MONEY TALKS: FINANCING THE DEVELOPMENT OF NEW HOTELS & RESORTS  
Availability of Funding: What are the challenges? Who are financing them? What needs to be done to convince them to finance your project?  
What are other alternatives?  
**Chairperson: Mr. Tavit Köletavitoğlu, President, Atlas Project & Land Development**  
**Panelists:**  
**Mrs. Şenay Azak-Matt, General Manager, Aareal Bank Representative Office Turkey**  
**Mr. İbrahim Birkan, Board Member, Turkish Tourism Investors Association**  
**Mr. Fatih Tosun, Deputy General Manager, TSKB Real Estate Appraisal**
- 15:30 Networking Tea Break
- 16:00 DEVELOPING MIDSACLE HOTELS & ECONOMY BRANDS TO INCREASE REVENUES IN GROWING SEGMENTS  
**Mr. David Vely, Senior Vice President Development, ME & Africa, Premier Inn International**
- 16:30 TRAVEL TO WELLNESS: Today and Tomorrow of Thermal Tourism  
**Mr. Kamil Berk, Tourism Group Coordinator, NG Hotels**
- 16:50 Panel 4 – RISE OF THE LOCAL BRANDS  
Benefitting from local knowledge and experience to expand beyond the borders  
What the World can learn from Turkish brands? Challenges & benefits of becoming an international brand?  
**Chairperson: Ms. Ayşe Yağcı, General Manager, Jules Verne Travel & Event**  
**Panelists:**  
**Mr. Bilge Turcan, Chief Business Development Officer, Dedeman Hotels & Resorts International**  
**Mr. Kaan K. Kavaloğlu, General Coordinator, Limak International Hotels & Resorts**  
**Mr. Mehmet Aygün, Chairman, Titanic Hotels (Invited TBC)**
- 17:30 End of Day One

## Agenda – Not Final – 13 September 2013

- 08:30 Registration and Morning Tea
- 08:50 Opening Remarks of the Chairman  
**Ms. Güniz Çelen, Chairperson of The “3rd Annual Turkey Hotel Expansion Summit”**
- 09:00 NEW HOTEL DEVELOPMENT METHODOLOGIES AND STRATEGIES ON FEASIBILITY, DESIGN, BRANDING AND PROJECT MANAGEMENT  
**Ms. Güniz Çelen, Chairperson, Çelen Corporate Property Valuation & Counseling Inc.**
- 09:30 Panel 5 – NEGOTIATING THE RIGHT MANAGEMENT AGREEMENTS & CONTRACTS  
What is the proper balance in a management agreement for owners and the operator.  
Key issues and why they matter from both sides of the negotiation.  
How do the leading management companies see the future for hotel investors and their own growth?  
What are the big challenges and the big opportunities?  
**Chairperson: Mr. Filippo Sona, Head of Hotels & Resorts, MENA Region, Colliers International**  
**Panelists:**  
**Mr. Tarık Nasser, Vice President Development – Turkey, Marriott International**  
**Mr. Christophe Piffaretti, Vice President Development Europe, Fairmont Raffles Hotels**  
**Mr. Paul Pisani, Senior Vice President – Development, Corinthia Hotels**  
**Mr. İlhan Mürsel, President of The Executive Committee, Tavros Group Hospitality & Investment**
- 10:30 Networking Tea Break
- 11:00 COMMERCIAL KITCHEN INDUSTRY IN TURKEY AND ÖZTİRYAKİLER  
**Mr. Tahsin Öztiryaki, Board Member, Öztiryakiler**
- 11:30 Panel 6 – INDEPENDENT OWNER’S DECISION: TO BRAND OR NOT TO BRAND?  
What should owners be looking for when making the brand decision ?  
What are the options, the benefits and the costs? Insight from owner’s, leading and innovative brands  
**Chairperson:**  
**Mr. Haluk Özdoğan, Chairman, Access Hospitality Development & Consulting**  
**Panelists:**  
**Ms. Serra Arıkkök, Tourism Group Coordinator, Demsa Group / Owner, Beyoğlu Hotel Management & Consultancy**  
**Mr. Erol Turanhoğlu, CEO, Alkoçlar Hotels & Resorts**  
**Mr. Haydar Özkan, CEO, Viatrans AS - Meydanbey JV (Subject to Final Confirmation)**  
**Mr. Serkan Göçmen, CEO, Ferro Construction / Viceroy Istanbul (Subject to Final Confirmation)**
- 12:30 Luncheon and Networking
- 14:00 Case Study: Hilton Garden Inn Istanbul Golden Horn  
Creating Eco Friendly Hotels That Are Saving Earth and Your Money  
**Mr. Alaeddin Babaoğlu, Founding Partner & Chairman of The Board, Amplio Real Estate Investments**
- 14:15 Panel 7 – INVESTING & DEVELOPING GREEN HOTELS TO STRIVE FOR EXCELLENCE  
Where are we now and What the future holds? How to create financially feasible Green Hotel projects?  
How to harmonize tourism and environmental sustainability to deliver high performance green hotels for responsible, efficient and healthy growth. Is it only for attracting environmentally conscious consumers or is it a necessity? Experts Insight on Energy Consumption, Water Conversation & Waste Issues for developing sustainable green hotels.  
**Chairperson:**  
**Mr. Metin Erdoğdu, President – Turkey, Horwarth HTL**  
**Panelists:**  
**Mr. Alaeddin Babaoğlu, Founding Partner & Chairman of The Board, Amplio Real Estate Investments**  
**Mr. Hüseyin Gürel, Manager, Financial Analysis, TSKB (Industrial Development Bank of Turkey)**  
**Mr. Erdem Şatroğlu, Project Manager, GEMDSE Project Management LLC**  
**Mr. Cemil Yaman, Principal, LEED Faculty, LEED AP, BREEAM Assessor, Erke Tasarım**
- 15:00 Networking Tea Break
- 15:30 HOW TO DESIGN UNIQUE DESTINATIONS WITHOUT CONFUSING THE BRAND’S CURRENT CUSTOMERS.  
How to successfully create a concept all the way through the creative process from conceptual development and interior design while preserving the brand’s image?  
**Ms. Nile Tüzün, President and Chief Creative Officer, NILEbrand Hospitality International**
- 16:00 Panel 8 – HOW TO USE DESIGN & TECHNOLOGY TO DELIVER THE NEXT GENERATION HOSPITALITY EXPERIENCE  
**Chairperson:**  
**Ms. Eileen Keribar, Founder, Proxi Design Consultancy**  
**Panelists:**  
**Mr. Daniel Doring, Principal & Managing Director, Thomas Klein International**  
**Mr. Sotiris Tsoulos, Associate Architect, RMJM**  
**Ms. Nile Tüzün, President and Chief Creative Officer, NILEbrand Hospitality International**
- 16:45 Chairman’s Closing Remarks – End of Day Two  
**Ms. Güniz Çelen, Chairperson of The “3rd Annual Turkey Hotel Expansion Summit”**



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## Participants From

- Government Officials
- Associations
- Hotels / Hotel Chains
- Investment Companies
- Financial Institutes
- Development & Management Companies
- Construction Companies
- Architects & Design Companies
- Consultants
- Equipment and Service Suppliers
- Technology Developers
- Law Firms

## Job Titles

- Government Official
- CEO / President
- General Manager / Managing Director
- VP / Director of Project Development
- Business Development Director
- CTO / Technical Director
- CIO / IT Manager
- Procurement Director
- F&B Manager
- Architect
- Consultant
- Lawyer

## 2<sup>nd</sup> Annual Turkey Hotel Expansion Summit Testimonials

*It Was A Very Documented, Lively Conference With High Level Of Expertise And In A Dynamic City And Country For Hotel Development.*

- **Accor**

*Very Focused + Positive.* - **Mandarin Oriental Hotel Group**

*Good Event Giving Good Overview Of The Market And The Future.*

- **Halton**

*It Was My Great Pleasure And Also Honour To Be Present In This Very Professionally Organised And Executed Conference...Looking Forward To Be Always Of Assistance In Future Too.*

- **Amplio Real Estate Investments**

*The Event Was A Success. We're Happy To Co-Operate And Support It. We Hope To Enrich Our Partnership In Your Forthcoming Events.*

- **Reidin.Com**

*I Was Also Delighted To Be Considered Part Of Such A Valuable Organization, And Take Active Roles In Several Round Tables. I Noted With Delight That The Sessions I Participated Were Really Worthy And Speaker's Presentation Containing Priceless Information About The Industry From Major Players.* - **Astaş Holding**

*High Level Of Participants. Good Combination Of Investors / Operators / Suppliers.* - **Leds C4**

*It Was A Very Nice Summit For Networking, Thanks For Your Hospitality And Kindness.* - **Yön Group**

*We Were Really Impressed By The Hotel Expansion Summit And Was Happy That We Have Been Participating. We Also Met Some Interesting People And With Some Of Them We Would Like To Follow Up.* - **Skyline Parking**

*Very Well Prepared! Very Beneficial.* - **DocomoIntertouch**

*Many Thanks For Making My Participation In This Very Relevant And Well-Organized Event Happen And Congratulations To The Whole Team.* - **Green Growth**

## Venue

# TITANIC

## BUSINESS BAYRAMPASA



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