



15 - 16 May 2017 | Melia Cohiba Hotel | Havana, Cuba

SAHIC, Presenter of Latin America Hotel Investment Conferences Presents Inaugural Event in Cuba:
Hospitality Investors and Developers Anticipated to Discover Cuba Tourism Industry Outlook and Investment Opportunities

(May 15, 2017) – Arturo Garcia Rosa, President and Founder of the SAHIC Latin America Hotel Investment Conferences welcomes approximately 200 international hotel developers to the first hospitality investment conference for Cuba, scheduled for today and tomorrow at the Melia Cohiba Hotel in Havana. The topics of discussion will enable attendees to learn and focus on facilitating meetings between groups of investors and international hotel brands, as well as share insights into the opportunities in Cuba.

- Over the course of two-day event, general sessions and panel discussions will cover:
 - Global and regional trends for the hotel & tourism industry;
 - An overview of the Hotel & Tourism Industry in Cuba and The Caribbean;
 - The potential of the cruise market;
 - Hotel design in the country;
 - Supply issues regarding products, FF&E and general services for hotels;
 - How to do business in Cuba;
 - A hotel leaders' "Hard Talk" with local hotel groups;
 - The investment climate in Cuba and business opportunities;
 - Technology and connectivity;
 - Airlift to Cuba.
- SAHIC Cuba's two keynote speakers are David Scowsill, President & CEO of the World Travel & Tourism Council, and renown Cuban historian Mr. Eusebio Leal, who will set the stage for this first-of-its-kind conference.
- Among the officials who will speak to the attendees are:
 - Manuel Marrero Cruz, Minister of Tourism of Cuba;
 - Ivet Caballero Roque, Deputy Commercial Director, National Port Administration;
 - Jesus Lacera Linde, Executive Secretary Project Front, Ministry of Construction;
 - Deborah Rivas, Director General of Foreign Investment, Ministry of Commerce and Foreign Affairs of Cuba;
 - Jose Daniel Alonso, Director General of Tourism Development, Ministry of Tourism of Cuba.

- Cuban Hotel Executives participating in SAHIC include:
 - Carlos Miguel Latuff Carmenate, President Grupo Gaviota;
 - Eduardo J. Acosta de Arriba, President Hotelero Gran Caribe;
 - Abelardo Fernández Falero, President Cubasol;
 - Marisabel Gonzalez Hernandez, Commercial Vice President Grupo Cubanacan;
 - Raniel Leyva Medina. Vice President of Business Development, Grupo Gaviota;
 - José Manuel Pérez Gonzalez, Business Director, Hotelero Gran Caribe;
 - Yoslandi Alvarez, Main Business Specialist, Cubanacan;

- The conference will also include SAHIC's tradition of the successful *Showcase your Project Series*, a platform designed to highlight hospitality projects for development. Here the government of Cuba will present those in the pipeline. This session intends to promote extensive networking so that people may connect, discuss and develop full-scale projects.

For more information about the SAHIC Latin America Hotel Investment Conferences visit www.sahiccuba.com

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ABOUT SAHIC and SAHIC Cuba

SAHIC, the premier Latin America hotel and tourism investment conference organizer promotes business and related real-estate projects in the region. The inaugural SAHIC Cuba, scheduled for May 15-16, 2017 will be the must-attend event, designed to promote the hotel, tourism and related real estate businesses in Cuba. The Conference is destined to be 'the' place to meet and network with the leading industry players in the island nation: hotel chains and groups, investors, banks, mutual funds, developers, architects, and interior designers, regional government representatives and other decision makers of the industry. For more information, visit www.sahiccuba.com

The 10th anniversary edition of SAHIC South America is scheduled for September 13-14, 2017 and will be held in Buenos Aires, Argentina. www.sahic.com.

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