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INVEST

CEE Hospitality Real Estate

**FIND YOUR
investor
owner
brand**

27-28 November 2024
Bucharest, Crowne Plaza

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education group





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Theme of the 1st edition in 2024:
INCREASING PROFITABILITY IN ROMANIA AND THE CEE REGION



Event held under
the High Patronage
of the Prime Minister
of Romania



Under the
Auspices of the
Romanian Royal Family

27-28 November 2024
Bucharest, Crowne Plaza*

* the information in this brochure may be subject to change. To make sure you are always up to date, please follow our website

Key takeaway from this summit: Find the Investor, Find the Owner, Find the Brand!



Our conference is built around a central theme: **The sole think tank exclusively dedicated to pioneering investment in hospitality real estate development.**

We strive to offer more than just knowledge and networking opportunities. Our goal is to enrich your professional journey by instilling a sense of inspiration that extends beyond the event itself. This inspiration isn't just an added value; it's the core product we deliver, designed to invigorate your projects and partnerships.

“INVEST” International Advisory Board, a team of esteemed professionals in the field

- ✓ **Mugur Isărescu**, Governor of the National Bank of Romania, former Prime Minister
- ✓ **Victor Ponta**, former Prime Minister of Romania
- ✓ **Petre Roman**, former Prime Minister of Romania
- ✓ **Prof. Mihai A. Ghigiu**, Head of the Chancellery of the Prime Minister of Romania
- ✓ **Simona Constantinescu**, President FIHR, CEO Ana Hotels
- ✓ **Prof. Dr Gabriela Țigu**, Dean of the Faculty of Business and Tourism, ASE
- ✓ **Dr Adriana Cioca**, President, Chamber of Commerce Switzerland-Romania (CCE-R)
- ✓ **Radu Savopol**, President, Romanian Hotel and Restaurant Employers' Organisation- HORA
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- ✓ **Yateendra Sinh**, Principal, YS & Associates – Switzerland
- ✓ **Prof. Dr Ray F. Iunius**, CEO, winsed.swiss

Why this theme?

Real estate and hospitality: when one and one makes three

The theme of our summit, "Real Estate and Hospitality," explores the dynamic synergy where combined efforts yield more than their sum. In the wake of the pandemic, the global hospitality industry is seeing a robust revival. This is particularly true in Central and Eastern Europe, with Romania experiencing unprecedented investments in the hotel real estate market.

A hotel property serves a dual purpose: it is both a tangible real estate asset and a service-driven business. For example, an economy-class hotel can quickly recoup its initial investment, often faster than other real estate investments, due to high returns — assuming the project is well-executed. At the same time, luxury hotels, while potentially offering lower percentage returns initially, can significantly increase the value of the initial investment over time. This increase in value, realized at the time of sale, is heavily influenced by the brand under which the hotel operates, underlining the crucial role of brand reputation in enhancing property value¹.



² The evolution of hotel investment can be traced through three main stages:

- In the first stage, the prominent investors were families passionate about hospitality. The number of these owners, however, has fallen dramatically.
- In the second phase, which is still ongoing, structural investors such as investment funds and banks took the lead. This phase has witnessed significant shifts in hotel management and business models. At the top of hotel chains, financially and/or legally trained leaders have emerged, making it easier to align with financiers. Additionally, major hotel groups have transitioned from direct management to franchising, allowing management companies without a known brand, but with the ability to manage the property under franchises ("Manchise"), to take over the management of many hotels on behalf of the owner.
- In the new contemporary third stage, we see a growing appetite of real estate companies and groups to invest in the hotel market to diversify their core business and increase profitability. This paradigm shift, also based on the abovementioned changes, has produced a new dynamic in the hospitality real estate investment market (here we are talking about hospitality in a broad sense, introducing both restaurants and clinics and other hospitality real estate areas such as corporate campuses but also aparthotels and serviced apartments).

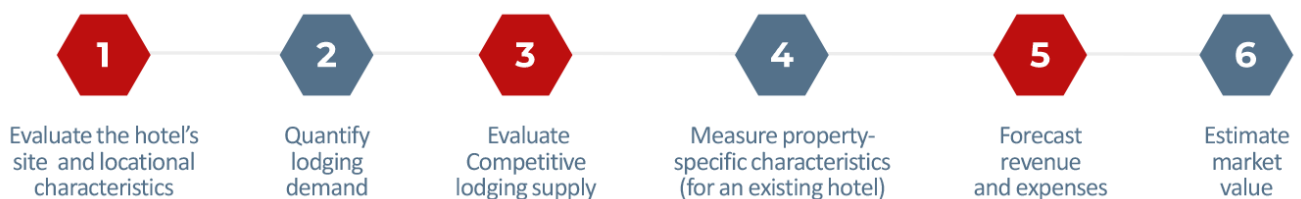
Purpose: What do we aim to achieve?

At the "INVEST – Investment in Hospitality Properties Think Tank" this November in Bucharest, our focus is to harness the remarkable synergy between real estate and hospitality. We are dedicated to equipping investors with a comprehensive package that includes awareness and valuable connections, facilitating their involvement in successful projects.



Our goal is to assist key stakeholders in the hospitality market to navigate and overcome the industry's significant challenges while capitalizing on its vast potential.

We place special emphasis on the Central and Eastern European countries (CEE), a region that has shown impressive dynamism in recent years.



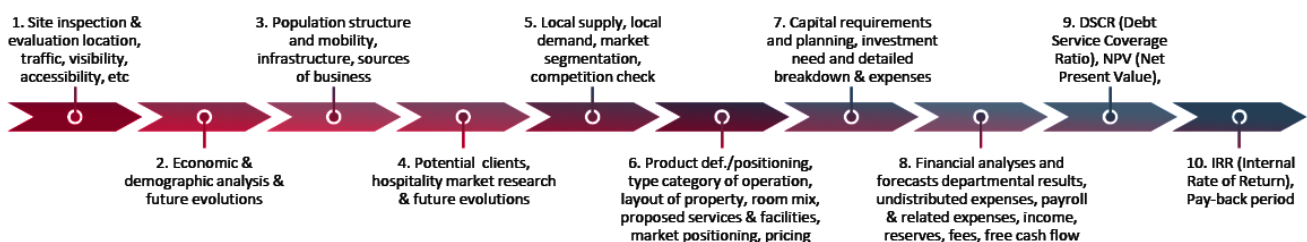
Unique insights and strategic focus

At the **INVEST** Think Tank, we focus on cultivating a comprehensive understanding of the distinct dynamics of Real Estate and Hospitality development, from IDEAS to IMPLEMENTATION. This specialized emphasis creates a rich learning environment specifically designed for industry leaders, from ENTREPRENEURS to Consultants, Lenders, Architects, Project Managers, Engineers, Building Technology Experts, Lawyers, and other key project stakeholders.

The summit facilitates advanced sessions on the latest strategies and innovations in hotel project development. These sessions are designed to equip attendees with knowledge and practical skills for navigating today's market complexities and spotting emerging business opportunities.

Additionally, our summit provides a thorough exploration of significant economic trends affecting the hospitality sector, with a strong emphasis on sustainable practices, energy efficiency, and ethical governance.

These discussions aim to prepare participants for the industry's evolving demands, ensuring they are ready to understand the role of each expert in the Project Value Chain.



The speakers

Our conference will feature a distinguished lineup of keynote speakers and panelists from Romania, Switzerland, and the USA. The roster includes prestigious economists, private investors, and developers deeply entrenched in the real estate sector, alongside representatives from international financing structures, major Romanian banks, and active investment funds within the CEE region. Our experts, ranging from project managers and architects to construction engineers and building science specialists, bring a wealth of knowledge and expertise in real estate project development.



In an era where energy efficiency and sustainability are at the forefront of the real estate industry, our speakers will address crucial topics such as energy self-sufficiency, prosumer strategies, home and building automation, and their integral role in the sustainability of projects. These discussions will help delineate the difference between a project destined for success and one that might not yield a return on investment.

Moreover, we will have representatives from leading hotel chains, both those currently active and those planning to enter the Romanian market, along with suppliers of cutting-edge technologies, FF&E (Furniture, Fixtures, and Equipment), and other essential products vital for the hospitality sector.



Who is the **INVEST** Think Tank for?

The **INVEST** Think Tank is designed for a diverse audience within the hospitality and real estate sectors. This includes:



Hospitality Real Estate Investors:

from individuals to institutional players, attendees will gain access to pivotal knowledge and network with key influencers that can enhance their investment strategies.



Real Estate Professionals:

developers, management agencies, and other specialists will find invaluable insights and opportunities to advance their operations and client relationships.



Hoteliers:

from budding entrepreneurs to seasoned executives, hoteliers will discover innovative ways to enhance their properties and guest experiences.



International Financial Institutions (IFI):

Banks, investment funds, trusts, family businesses investing (or interested to invest) in hospitality real estate

Building the **INVEST** Community

We expect the **INVEST** Think Tank to become a vibrant community hub. This event will facilitate meaningful interactions among participants, allowing them to connect, share insights, and collaborate in both plenary and specialized sessions. We aim to give you the opportunity to connect with the ideal **International Financial Institution (IFI)**, **property owners and developers**, the most suitable **hotel brand** and **management company** for your property, as well as top-tier **architects**, **project managers**, **designers**, **engineers**, and **equipment suppliers** to support your business.

Additionally, a bespoke digital platform will be launched for this event, ensuring continuous engagement, and learning beyond the physical confines of the summit. This community-focused approach promises to forge lasting relationships and foster a collaborative environment for all attendees.



Why Bucharest?

A Dynamic hub for Hospitality and Real Estate



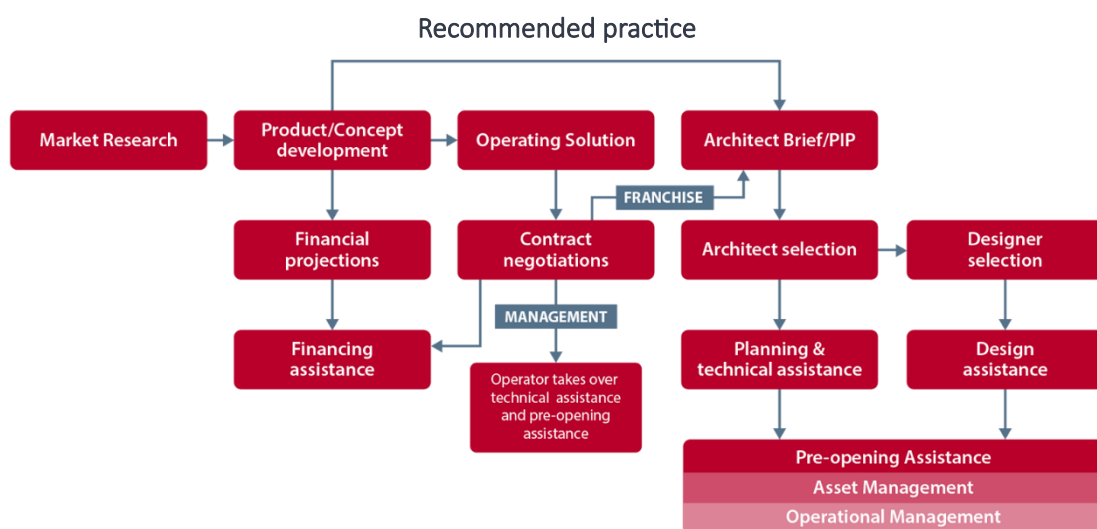
Bucharest has been the lively capital of Romania since 1862, flourishing as a multifaceted hub that encompasses the political, economic, cultural, financial, business, scientific, tourism, and sports sectors. Here's why Bucharest stands out as the ideal venue for the **INVEST** Think Tank:

- ✦ **Historical and cultural significance:**
dating back almost six centuries, Bucharest combines a rich history with a dynamic present, making it a fascinating destination for visitors.
- ✦ **Centre of activity:**
as the country's hub, Bucharest plays a central role in Romania's economic and cultural life, drawing professionals and tourists alike.
- ✦ **Extensive accommodation options:**
the city offers approximately 10,000 hotel rooms, featuring both renowned international hotel chains and boutique options, ensuring comfortable and varied lodging choices for all attendees.
- ✦ **Real estate and hospitality boom:**
driven by strategic investments, Bucharest has experienced significant growth in both residential and commercial real estate, making it a hotspot for investors and developers.
- ✦ **World-Class conference facilities:**
Bucharest is home to the Palace of Parliament, the largest building in Europe and the second largest administrative building in the world, providing top-tier facilities for large-scale events.
- ✦ **Natural and cultural richness:**
the surrounding areas of Bucharest boast unspoiled natural landscapes and rich cultural sites, offering attendees leisure and tourism opportunities beyond the conference.

- ✓ **Vibrant social and artistic scene:**
the city’s intense artistic life and innovative social programs offer a lively and engaging atmosphere.
- ✓ **Culinary diversity:**
Bucharest’s restaurants give a wide range of dining options, from local delicacies to international cuisines, complemented by award-winning wines, all at affordable prices.
- ✓ **High-quality, affordable services:**
the cost of services in Bucharest remains competitive compared to Western European capitals, making it an economical choice for international events.
- ✓ **Real estate and hospitality boom:**
driven by strategic investments, Bucharest has experienced significant growth in both residential and commercial real estate, making it a hotspot for investors and developers.
- ✓ **Positive economic forecast:**
Projected increases in the gross value added by the construction sector suggest continued robust economic activity, with expectations of over 9% annual growth leading into 2025-2026.



Hotel development process flow



Plenary Sessions Overview



A.1 Quo vadis economy?

– *keynote Presentation and on-stage interview*

Explore the global economic landscape following recent challenges like the COVID-19 pandemic, geopolitical tensions, and shifts in trade dynamics.

This session will offer insights into economic trends, projections, and strategic opportunities for investors and businesses navigating this evolving context.

A.2 Hospitality property: blooming opportunities in a growing market

– *the Hospitality panel discussion*

There has been a massive change in customer behaviour in tourism. People are looking for unique experiences and short stays instead of low-cost long-stay journeys. With an attractive offer, most European tourism would be ready to switch to an alternative offer.

In examining the intersection of hospitality and real estate, the outlook hinges on deciphering market trends as industry leaders indicate. These leaders serve as barometers, offering valuable insights into the evolving dynamics shaping the hospitality and real estate landscape. From boutique hoteliers to real estate developers specialising in hospitality projects, their strategies, investments, and forecasts provide a glimpse into the market's future direction. By analysing their actions, such as expansions into emerging markets, adoption of innovative technologies, or focus on sustainability initiatives, stakeholders can glean valuable intelligence to inform their investment decisions and strategic manoeuvres. Ultimately, understanding what the leaders tell us offers a roadmap for navigating the complexities of the real estate hospitality market, guiding towards opportunities for growth and resilience in an ever-changing landscape.

A.3 From economy to upper market. Where to invest?

– keynote presentation and on-stage interview

Transition from the broader economic landscape to a more focused perspective with the leaders of the global hospitality industry. During this session we will delve into the realm of real estate and hospitality investments, exploring new opportunities. By strategically aligning with the evolving demands of the upper market segment and delivering exceptional value propositions, investors can capitalise on the growth potential of the real estate and hospitality sectors, forging a path towards sustainable returns and enduring success.

A.4 Insight capital market: opportunities in the Hospitality Real Estate market

– the Real Estate panel discussion

The panel on "Insight Capital Market: Opportunities in the Hospitality Real Estate Market" focuses on investment prospects in Central and Eastern Europe (CEE) and Romania. It gathers lenders, investors, and industry experts to evaluate the significant growth potential in the region's hospitality sectors. The session highlights market trends, regulatory updates, and tailored investment strategies for CEE and Romania. Discussions will include risk management, funding strategies, and opportunities for market entry and growth, providing attendees with essential knowledge to leverage the expanding hospitality real estate landscape in these regions.



A5. Identifying successful investments in Hospitality Real Estate

– *the Lender and Investors panel discussion*

Understand the fundamentals of investing in hospitality real estate in a market poised to grow significantly. This session examines what makes hotels lucrative investments through a detailed analysis of market trends, property performance metrics, and risk assessment. Participants will learn to identify promising investment opportunities, mitigate risks, and optimize returns, equipped with strategies from industry experts and real-world examples.

A.6 Energy and sustainability: problem or opportunity?

– *keynote presentation and on-stage interview*

"Energy: Problem or Opportunity – Managing Costs and Building Projects" offers a dynamic exploration of the dual nature of energy as both a challenge and a gateway to innovation. Delving into the realm of cost management and domotics projects, the discussion navigates the intricate balance between mitigating energy expenses and leveraging technology to optimize efficiency. With experts from diverse backgrounds, including energy management, technology integration, and sustainable development, we will debate strategies for identifying cost-saving opportunities, implementing smart home automation solutions, and harnessing renewable energy sources. Attendees gain valuable insights into transforming energy challenges into sustainable growth and innovation opportunities through insightful discussions and real-world case studies.



Breakout Sessions Overview

B.1 Hospitality property as a business multiplier: evaluate your asset



Learn the importance of robust asset management strategies in maximising hotel operations and guest satisfaction. This session covers the essentials of physical and intangible asset management, including maintaining facilities, optimising capital expenditures, and enhancing brand reputation and guest loyalty. Through expert presentations and case studies, gain a deep understanding of hotel asset valuation and strategies to maximize investment returns.

Address the shifting foundations of the global commercial real estate market and explore strategic responses to the current economic challenges. This session provides insights into effective real estate underwriting in times of change, covering market analysis, feasibility assessments, and risk evaluation. Discover how to capitalize on emerging opportunities through expert-led discussions, real-life case studies, and an interactive Q&A, preparing you to make informed investment decisions.

B.2 Hospitality management models: now, new, next

Explore the four principal hotel ownership models: franchised, privately owned and operated, leased, and managed. This session uncovers each model's distinct characteristics, control levels, risk factors, and the extent of financial and operational involvement required. Learn how effective management under any ownership model can drive profitability and determine the best model for your business based on your desired involvement level and industry expertise.

B.3 Wide hospitality as a social connector



This session examines how to effectively plan and design hospitality properties that cater to diverse demographics and market trends, such as aparthotels, service hotels, residences, and offerings for the silver economy. Learn about the unique challenges and opportunities each category presents and gain insights into successful planning, design, operational strategies, and marketing techniques essential for achieving profitability and customer satisfaction across a broad spectrum of hospitality offerings.

B.4 Celebrating excellence in Real Estate and Hospitality – showcasing the most beautiful hospitality projects

The breakout session on the most beautiful hospitality projects will showcase stunning global examples through expert presentations, multimedia virtual tours, and case studies. Attendees will explore the design principles, development processes, and operational strategies that make these projects stand out, with insights from award-winning architects, developers, and project managers. This session aims to inspire and educate on what contributes to the beauty and functionality of top-tier hospitality projects.



« INVEST » Gala Dinner

Under the Auspices of the Romanian Royal Family

Experience an evening of sophistication and festivity at our distinguished Gala Dinner, graced by the presence of the Royal Family of Romania. Join us for a night filled with fine dining, engaging entertainment, and outstanding networking opportunities.



Set in the luxurious ambiance of our selected venue, and joined by key industry figures and thought leaders, you will be fully engaged in the spirit of hospitality as we celebrate innovation, collaboration, and achievement.

The gala will feature an array of exquisite dishes and enthralling performances, making for a memorable event that truly represents the pinnacle of hospitality. A prominent guest speaker will enlighten you with insights into the future of the economy, offering inspiration and foresight. Secure your place today and prepare for an exceptional gathering at this premier conference event.

Exhibition Hall

Get ready to explore a world of innovation and inspiration at the Exhibition Hall of our International Conference!

Step into a dynamic showcase featuring cutting-edge technologies, groundbreaking research, and visionary solutions from leading industry exhibitors. From interactive displays to live demonstrations, immerse yourself in the latest advancements shaping the future of your field. Engage with experts, discover new opportunities, and forge valuable connections to propel your work to new heights. Don't miss this unparalleled opportunity to experience the forefront of innovation firsthand. Join us at the Exhibition Hall and ignite your imagination at the heart of the conference!

Educational Day

This second day of the summit (28 November) is dedicated to learning and development, with four parallel modules covering various aspects of the hospitality industry. Designed to enhance skills, knowledge, and expertise, these sessions provide valuable insights and practical tools for industry professionals. The sessions promise to be interactive, engaging, and tailored to the needs of today and tomorrow.

Hotel asset management

Hotel asset management requires a holistic overview and understanding of the complete hotel business – it is one of the few disciplines which requires both strategic thinking and analytical application. Thus, this course will enable you to develop a strong strategic perspective on what is needed to enhance value for the owner. This practical hotel industry course uses real life experiences and examples to provide an understanding of hotel asset management and the various contracts and hotel business models employed to improve performance and thus increase value.



Data driven Hospitality Business

The hospitality sector caters to millions of travelers every day, and each one of them checks in with their own set of expectations. Meeting and addressing these needs of each and every customer is a top priority for high-performing businesses. Understanding customer desires, both in the present and future, is critical for business success. Knowing when, how, why, and where to appeal to them, be it through personalized marketing or a larger, mass-market approach, can mean the difference between occupied rooms and empty ones. Big Data is the solution for the hospitality industry in terms of appealing to customers more effectively. The sheer amount of information regarding customer behavior, decision-making, past experiences, and other relevant metrics is larger now than it has ever been in the past.

Market scan and feasibility study

A business always operates in an interconnected environment that contains several forces that affect the success of a business. Competitors, customers, economics, geopolitics to name a few. In order to make decisions about the future, businesses need to be aware of how & by how much the environment will affect future value of a project.

Hotel Performance Analysis

While your hotel's survival today is closely linked to its current financial performance, its long term success is driven by a wider set of strategic, financial and operational dimensions. With Hotel Performance Analysis you identify your opportunities or threats with expert advice from the largest Swiss hospitality advisory services.

Sponsor Benefits: what do we offer to our sponsors?

Sponsors at **INVEST** will gain a multifaceted platform for promotion, starting with the opportunity to showcase their brand online through our extensive media channels. Additionally, sponsors can engage directly with conference attendees by hosting their own exhibition stands, providing a tactile presence and direct interaction.

Visibility extends into the evening, with prominent acknowledgment during the gala that marks the culmination of the conference. This setting offers a distinguished backdrop against which sponsors can enhance their brand recognition among key industry leaders.

Furthermore, sponsors are invited to participate in the second day of the conference, which is dedicated to professional development. This segment features a series of targeted seminars led by renowned international experts, designed to foster learning and training. Here, sponsors not only learn but also connect with professionals driven to refine their expertise in specialized domains.

These diverse opportunities ensure that sponsors can achieve significant exposure, build meaningful connections, and gain valuable insights, making their participation an enriching experience.





Event held under the High Patronage of the Prime Minister of Romania



Under the Auspices of the Romanian Royal Family

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Contact details

Cristina NEACSU

+40 756 105 032

cristina.neacsu@wined.swiss