



## CARTAGENA DE INDIAS TO HOST SAHIC 2010 – SOUTH AMERICAN HOTEL & TOURISM INVESTMENT CONFERENCE

*The region's most important annual conference on hotel and tourism investment will be held for the third running year.*

**Buenos Aires, March 19, 2010-** On its 10th anniversary, **HVS Buenos Aires** announces that **SAHIC 2010 - South American Hotel & Tourism Investment Conference**, will be held in Cartagena de Indias, Colombia, on September 27-28, 2010.

Key players from the Hotel & Tourism business will meet again for two days to rethink and recreate the hospitality industry. It will be a great occasion to exchange information related to investment opportunities in the region.

**Arturo García Rosa**, President of SAHIC and President of HVS Argentina and HVS Peru, said that *"this new SAHIC edition will be a further opportunity for interaction between the region's major players and those interested in investing in a business that continues to demonstrate that South America is a great option. The marked interest shown by the early registrations anticipates the success of this new edition"*.

Proexport will be the host patron of the event. **Nubia Stella Martínez Rueda**, Proexport Vice President of Tourism, stated that *"it is a great honor for Colombia to have The South American Hotel and Tourism Conference, SAHIC, held in Cartagena de Indias, on September 27-28, 2010. For our country's global positioning, it is very important to host an event of this scope, as we are thus positioned as one of Latin America's best venues for holding conferences. Furthermore, it is an excellent occasion for many of the world's leading businessmen to believe in Colombia and to realize that it is a good place to invest, by changing their perspective and generating more business opportunities."*



**Steve Rushmore**, President, Founder, and CEO of HVS Global, which is celebrating 30 years in the industry, claims to be proud of supporting SAHIC year after year. *“The growing interest in the development of the hotel industry and related activities in South America is a clear sign of the relevance of this conference, which has undoubtedly become the number one event of its kind in the region”.*

SAHIC 2010 will keep the traditional scheme of general and break-out sessions, with the addition of a space for interaction where investors are invited to learn about projects. The celebrated Networking Express model will be present at SAHIC 2010.

Just like in the last edition, a series of awards will be presented to projects, events, organizations, companies, and people who have contributed to the development of the Hotel & Tourism industry in the region.

For more information, visit [www.sahic.com](http://www.sahic.com)

#### **About HVS Buenos Aires:**

HVS Argentina, which this year celebrates its 10th anniversary, actively works in the Latin American market offering a wide range of services both for the hotel industry and for tourist destinations and projects. This consulting firm founded by Arturo García Rosa in 1995 was established as HVS Argentina in 2000. It is focused on providing services to the hotel and tourism industry in the region, including, in addition to Argentina, other countries such as Chile, Peru, Ecuador, Colombia, Venezuela, Panama, Costa Rica, Bolivia, and Paraguay, among others.

#### **Press Contact:**

Flavia Salvatierra

Press Coordinator SAHIC

Tel: +54 (11) 4515-1461 ext. 200

[fsalvatierrasahic.com](mailto:fsalvatierrasahic.com)