

MONDAY 27th SEPTEMBER

08:00 - 19:00	Registration Open	
09:00 - 11:00	Networking Express	
11:00 - 11:30	Coffee and Pastries - Sponsors' Exhibition	
	General Sessions	
11:30 - 12:00	Conference Opens & Welcoming Remarks	
12:00 - 12:30	Worldwide Hotel Business Overview	
12:30 - 12:50	The State and Evolution of Hospitality Industry Education	
13:00 - 14:30	Luncheon Address - <i>Hosted by Ministerio de Comercio Exterior y Turismo Peru (Mincetur)</i>	
	General Sessions	
14:45 - 15:15	South American Business Overview. What is happening? What could happen?	
15:15 - 16:30	The Economist's Update	
16:30 - 17:00	Networking Coffee Break - Sponsors' Exhibition	
	General Sessions	
17:00 - 18:00	SWOT about Brazil, the South America BRIC country. The impact of FIFA World Cup 2014 and Olympic Games Rio 2016	
	Breakout Sessions	
18:00 - 19:00	Mixed Use Projects, Condo hoteles and Real Estate Developments	Opportunities in Colombia
19:00 - 21:00	Cocktail Reception - <i>Hosted by Proexport</i>	

TUESDAY 28th SEPTEMBER

07:30 - 08:30	Networking Breakfast - Sponsors' Exhibition - <i>Hosted by Corporación Turismo Cartagena</i>	
	General Sessions	
08:30 - 08:40	Welcome Back - Opening Agenda	
08:40 - 09:45	Global Investment Panel - Hotel Capital Markets	
09:45 - 10:45	A View from the Top - Hotel Leaders Hard Talk	
10:45 - 11:00	SAHIC Special Recognition Awards	
11:00 - 11:30	Networking Breakfast - Sponsors' Exhibition	
	Breakout Sessions	
11:30 - 12:45	Branding, Rebranding and Up-Scaling Hotel Properties	Shared Ownerships Trends - Fractional and Vacation Club
13:00 - 14:30	Luncheon Address - <i>Hosted by Ministerio de Turismo de Brasil</i>	
	Breakout Sessions	
14:45 - 16:00	Arquitectural & Interior Design Trends	Opportunities in Argentina
16:00 - 16:30	Networking Breakfast - Sponsors' Exhibition	
16:30 - 17:45	Management, Franchise and Lease Agreements	Opportunities in Peru & Uruguay
17:45 - 19:00	Budget & Mid-Market Hotels	Luxury Hotels, still having sense in the actual scenario?
19:00	Conference Ends	