

HITEC DUBAI: THE MIDDLE EAST'S LARGEST HOSPITALITY TECHNOLOGY SHOWCASE AND DEAL FLOW PLATFORM

HITEC Dubai 2018, co-produced by Hospitality Financial and Technology Professionals (HFTP®) and Naseba.

In 2018, the two-day program will focus on trending topics of high importance to the fast-paced and lucrative hospitality industry, identified after six months of extensive research, conducted by Naseba and HFTP in collaboration with more than 200 decision makers. Devised by the HITEC Dubai Advisory Council, whose members represent leading international and regional hospitality brands, the agenda will cover PMS, Data Analytics, Alternative Accommodations, Robots, Smart Hotels, and case studies from regional and international properties.

HITEC Dubai's education sessions are tailored to meet the immediate needs, and upcoming developments, of the MENA region, therefore providing utmost value to hospitality decision-makers including CEOs, COOs, CIOs, CTOs, IT Directors and GMs. Rather than replicating other regional events, sessions are designed around topics of local and regional importance to ensure every second truly counts.

EXHIBITION	CONFERENCE	ONE-TO-ONE MEETINGS
		
<p>Sourcing: Meet leading solution providers in one location and source the most cost effective, up-to-date solutions and innovations in one platform</p> <p>Product showcasing: They get to experience hands-on the products and solutions by various international suppliers in one venue</p>	<p>Re-education: Attend keynotes and panels to learn and understand the benefits of specific hospitality solutions</p> <p>Networking: Participate in more than 10 hours of networking that help you build and cement business relationships and explore new ventures</p>	<p>Meetings: Pre-arranged one-to-one meetings are conducted between delegates and solution providers to ensure what's spoken in the agenda gets followed up in real-life by procurement, development and more.</p> <p>Dedicated Spaces: The summit's meeting tables give you the opportunity to showcase a range of products and services to all attending prequalified decision makers.</p>

Day 1: Wednesday, December 5, 2018

08:30 – 09:00 **REGISTRATION & WELCOME REFRESHMENTS**

Venue: Johara ballroom

09:00 – 09:30 **OPENING CEREMONY AND RIBBON CUTTING**

Venue: Johara ballroom



Issam Kazim
CEO

09:30 -10:00

ONE-TO-ONE BUSINESS MEETINGS AND TECHNOLOGY DEMONSTRATION

Venue: Johara ballroom

CONFERENCE OPENS

10:00 – 10:15

WELCOME ADDRESS BY HFTP, NASEBA AND PROMOBOT

Venue: Murjaan ballroom



Lucinda Hart
COO



Promobot
Humanoid Robot



Naveen Bharadwaj
Production Director

10:15 – 10:30

OPENING ADDRESS BY CHAIRPERSON

Venue: Murjaan ballroom



Laurent A. Voivenel
SVP, Operations and Development

10:30 - 10:50

TECH TALK (Presentation)

Venue: Murjaan ballroom

The unimaginable horizon of property management system

- Creating a seamless guest experience
- Actively interacting between departments and guest touch points
- Managing customer data efficiently



Ingo Dignas
Co-founder, Protel



Linda Vallner
Vice President, Protel

10:50 – 11:35

FUTURISTIC TALK (Panel Discussion)

Venue: Murjaan ballroom

The future of hospitality: humans, automation and everything in between

- Automation from the scratch
- Robots as common helpers in hospitality
- The right mix of technology and human touch

Chairperson



Nicholas Watson
CDO



Laurent A. Voivenel
SVP, Operations and Development



Mahmoud Kamal
CIO, Habtoor Hospitality



Ajay Rathi
Group Sr. Director IT








Lyle Worthington
Group CIO

11:35 – 12:35 Break for Dhuhr prayer, one-to-one business meetings, technology demonstrations & networking coffee

TECH TALKS ON EXPO FLOOR

Venue: Johara ballroom

TECH TALK 1	TECH TALK 2	TECH TALK 3
<p>11:40 – 11:55 UX – Rethinking guest interaction.</p> <ul style="list-style-type: none"> • Giving guests what they want, how they want it and when they want it • Finding ways for guests to seamlessly interact with your business • Using customer data to analyse preferences   <p>Simon I' Anson Sr. Vice President</p>	<p>11:55 – 12:10 Exceed your hotel revenue by exceeding your guest's expectations.</p> <p>What is a unified hotel</p> <ul style="list-style-type: none"> • Paradox of hotel image of the 21st century • Hotel as the center of touristic ecosystem by multiplying partnerships • New options to exceed your guest's expectations and increase your hotel revenue.   <p>Anastasia Besprozvannykh COO, Lendo Hotel</p>	<p>12:10 – 12:25 Innovation with the light and warmth of hospitality.</p> <ul style="list-style-type: none"> • How far can hospitality innovation go? • Can hospitality be driven by technology? • What are the futuristic trends   <p>Dr. Sanjay Nadkarni Director, Innovation</p>

12:35 – 12:55 **EYE OPENER (Presentation)**
Enabling a guest experience with the cloud

Venue: Murjaan ballroom

- Leveraging cloud technologies to deliver customer intimacy
- Real time access to data
- A seamless guest experience through cloud

ORACLE
Hospitality



Manfred Kaiser
Vice President

12:55 – 13:15 **INDUSTRY SPEAKS (Presentation)**
A case study in digital transformation

Venue: Murjaan ballroom

- Overcoming the challenges faced by organizations in their digital journey
- Evaluating the right digital strategy
- Designing and implementing


HOSPITALITY



Olivier Harnisch
CEO

13:15 – 13:35

IoT USE CASE (Presentation)

Venue: Murjaan ballroom

World's largest IoT deployment in hospitality

- What it took to deploy and integrate the largest and the most advanced IOT system on the planet
- Revolutionizing the hospitality industry through IoT
- A wearable device that enabled a frictionless guest experience



Vincent Ball
VP Product Innovation

13:35 – 14:10

TALK SHOW (Panel Discussion)

Venue: Murjaan ballroom

Are we blockchain ready?

- How blockchain could disrupt loyalty management programs
- Using blockchain to maintain transparency in the supply chain
- Is blockchain a weapon against the OTAs?

Chairperson

naseba



Nicholas Watson
CDO



Wael Othman
Corporate IT Director



Neil Menezes
SVP, IT



Atul Gupta
Regional IT Director



Christopher Fernandez
CEO

14:10 – 14:20

AN INTERACTIVE QUIZ TO WIN AN IPAD/SURFACE BY ZIOTECH

Venue: Murjaan ballroom

How well do you know technology in the hospitality sector?

ziotech



14:20 – 15:30

NETWORKING LUNCH & ONE-TO-ONE MEETINGS

15:30 – 16:30

THE BIG GENERAL MANAGER'S DEBATE
Touching all the pain points of hotel GM's

Venue: Murjaan ballroom



Leon Larkin
President and Founder

Day 2: Thursday, December 6, 2018

08:30 – 09:00

REGISTRATION, WELCOME REFRESHMENTS

EXPO OPENS

09:00 – 09:50

ONE-TO-ONE BUSINESS MEETINGS AND TECHNOLOGY DEMONSTRATION

Venue: Johara ballroom

CONFERENCE OPENS

09:50 – 10:00

WELCOME ADDRESS BY HFTP AND NASEBA

Venue: Murjaan ballroom



Lucinda Hart
COO



Promobot
Humanoid Robot



Naveen Bharadwaj
Production Director

10:00 – 10:10

INTRODUCTORY REMARKS BY THE CHAIRPERSON

Venue: Murjaan ballroom



Laurent A. Voivenel
SVP, Operations and Development

10:10 – 10:30 **TECH TALK (Presentation)**

Smart rooms for smart guests

Venue: Murjaan ballroom

- Personalising luxury through technology
- The ethical use of IoT and AI in rooms to generate customer insights
- The role of in-room entertainment in guest retention



Sania Abbas
Lead, IBM Watson IoT

10:30 – 10:50 **OPENING TALK (Presentation)**

Reimagining hospitality technology

Venue: Murjaan ballroom

- Technology as the face customer service
- Implementing the right technology
- Technology as a non-stop workforce



Mary Tannous
Vice President

10:50 – 11:35 **THE CEO PANEL (Panel discussion)**

Venue: Murjaan ballroom

- How digital is transforming the hospitality business?
- Is technology a threat or an opportunity?
- How can hospitality sectors' players use technology to establish sustainable competitive advantage?
- How can sector's players acquire strategic technologies through M&A?

Chairperson



Leon Larkin
President and Founder



Khalid Anib
CEO



Olivier Harnisch
CEO



Marloes Knippenberg
CEO





Mohamed Awadalla
CEO

11:35 – 12:50 BREAK FOR DHUHR PRAYER, TECHNOLOGY DEMOSTRATIONS, ONE-TO-ONE BUSINESS MEETINGS & NETWORKING COFFEE

TECH TALKS ON EXPO FLOOR

Venue: Johara ballroom

TECH TALK	ENTREPRENEUR 20X
<p>11:35 – 11:50 Sustainability and technology - ambivalent or complimentary?</p> <ul style="list-style-type: none"> • The green technology • Is sustainability just a PR buzzword? • What are the real benefits of substantiality   <p>Justin Taillon Global Director</p>	<p>11:50 – 12:50 The startup competition</p> <ul style="list-style-type: none"> • 5 startup pitches in front of the jury • Each startup will have 7 minutes for presentation and 3 minutes for the Q&A • Each startup will compete for: <ul style="list-style-type: none"> ➢ opportunity to pitch at either the HITEC Europe or HITEC Minneapolis competitions in 2019 ➢ An exhibition kiosk in the E20X Innovation Lab and two full conference registrations at the corresponding conferences ➢ Extensive media coverage via HFTP's BYTES and Pineapplesearch hospitality industry news distribution networks.

12:50 – 13:10 TECH TALK (Presentation)
A unified hotel ecosystem – staying connected to your guests

Venue: Murjaan ballroom

- Communicating efficiently with your guests
- Improving guest satisfaction
- Increasing revenue form the existing guests



Dion Jensen
CO- Founder

13:10 – 13:30 REGIONAL USE CASE (Presentation)
Information Resilience, the approach for effective protection of information even when under stress

Venue: Murjaan ballroom

- What owners and operators should do in order to maximize their information resilience when under stress
- Establishing a culture towards information resilience
- Investing in the right technical and management controls based on a holistic management approach



Notis Iliopoulos
Head of Information Resilience

13:30 – 14:15 **TALK SHOW (Panel Discussion)**
If data is oil, analytics is the engine

Venue: Murjaan ballroom

- Identifying new business opportunities through data analytics
- Improving the guest experience using hotel data analytics
- Using data analytics for more accurate pricing and distribution

Chairperson

naseba



Naveen Bharadwaj
Production Director



Fergal Purcell
COO



Carson Booth
CEO



Prashant Dutta
VP Information Technology



Reda Bin Abdoun
Director IT

14:15 – 14:25 **THE INTERACTIVE QUIZ TO WIN AN IPAD/SURFACE BY ZIOTECH**

How well do you know technology in the hospitality sector?

ziotech



14:25 – 14:30 **CLOSING REMARKS BY THE CHAIRPERSON**

Venue: Murjaan ballroom



Laurent A. Voivenel
SVP, Operations and Development

14:30 – 15:30 **NETWORKING LUNCH & ONE-TO-ONE MEETINGS**