

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, will feature 30+ speakers, 600+ hospitality stakeholders and 60+ solution and service providers. The inaugural, 2017 event, gave Middle East buyers access to global top solution providers in the hospitality market, through a top-notch education program planned by the expert HITEC Dubai Advisory Council, as well as an exhibition where the latest hospitality technology will debut, and a summit with one-to-one business meetings.

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>

December 5th-6th, 2018
Madinat Jumeirah

Day 1: Wednesday, December 5, 2018

08:30 – 09:00 REGISTRATION & WELCOME REFRESHMENTS Venue: Johara ballroom

EXPO OPENS

09:00 – 10:00 ONE-TO-ONE BUSINESS MEETINGS AND TECHNOLOGY DEMONSTRATIONS Venue: Johara ballroom

CONFERENCE OPENS

10:00 – 10:10 WELCOME ADDRESS BY HFTP AND NASEBA

10:10 – 10:30 OPENING ADDRESS Venue: Murjaan ballroom

The big host: 25 million guests for Expo 2020

Dubai is racing against time to deliver a large number of hotel rooms and service apartments to be able to handle 20 million hotel guests per year and 25 million visitors during the Expo 2020.

- The smart Expo 2020 site
- The focus on technology while building new properties
- How smart hotels can help make Dubai one of the world's smartest cities

10:30 – 10:50 FUTURISTIC TALK (Presentation) Venue: Murjaan ballroom

The future of hotels: humans, robots and everything in between

- Robots as common helpers in hospitality
- The all robot hotel - a large-scale reality?
- Is the hospitality industry ready for robots?

10:50 - 11:35 EYE OPENER (Panel discussion) Venue: Murjaan ballroom

Are travelers open to alternative accommodations?

- The Airbnb effect
- The role of OTAs
- The growing choices in alternate accommodation
- Rethinking the distribution strategy to hourly accommodation

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>11:55 – 12:10 A unified hotel ecosystem - connected through open APIs</p> <ul style="list-style-type: none"> • Why do hotels need an open API? • Designing the application which will allow easy integration with other programs • Seamless data sharing within departments. 	<p>12:10 – 12:25 Sustainability and technology - ambivalent or complimentary?</p> <p>There is a great reliance on technology to solve environmental problems around the world. In the hospitality industry it is necessary to reduce waste and energy consumption to minimize environmental impact and reduce OPEX. Can these two competing influences actually solve each other's greatest challenge?</p>

CONFERENCE RESUMES

12:35 – 12:55 **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

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

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

13:15 – 14:00 **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?

14:00 – 14:20 **TECH TALK (Presentation)** Venue: Murjaan ballroom
Smart rooms for smart guests

- 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

14:20 – 15:00 **Networking lunch & one-to-one meetings**

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Day 2: Thursday, December 6, 2018

08:30 – 09:00 REGISTRATION, WELCOME REFRESHMENTS

EXPO OPENS

09:00 – 10:00 ONE-TO-ONE BUSINESS MEETINGS AND
TECHNOLOGY DEMONSTRATIONS

Venue: Johara ballroom

CONFERENCE OPENS

10:00 – 10:10 INTRODUCTORY REMARKS BY THE CHAIRPERSON

Venue: Murjaan ballroom

10:10 – 10:30 REGIONAL USE CASE (Presentation)
A case study in digital transformation

Venue: Murjaan ballroom

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

10:30 – 10:50 OPENING TALK (Presentation)
Artificial Intelligence and the human touch

Venue: Murjaan ballroom

- Artificial Intelligence in front-facing customer service
- Balancing technology and human interaction
- Leveraging AI as a non-stop workforce
- Real time and intelligent data analysis

10:50 – 11:35 TALK SHOW (Panel discussion)
Staying connected - better and faster

Venue: Murjaan ballroom

- The scope of 5G and what it means for the hospitality industry
- High Speed Internet Access beyond guest satisfaction
- Building a revenue model on top of free WiFi

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

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TECH TALKS ON EXPO FLOOR

Venue: Johara ballroom

TECH TALK 1	TECH TALK 2	TECH TALK 3
<p>11:35 – 11:50 Restaurants are getting smarter:</p> <ul style="list-style-type: none"> • Smart waiting lounges and queuing system • Waste control through technology • Innovative payments such as splitting bills, accepting crypto currencies 	<p>11:50 – 12:05 100% automated hotel</p> <ul style="list-style-type: none"> • Achieving guest-facing and back-end automation • Everything at a click... or word • Should Alexa always be listening? 	<p>12:05 – 12:20 Reshaping the travel market with technology</p> <ul style="list-style-type: none"> • The wonders of augmented and virtual reality • How will IoT and AI play a role in the travel market?

CONFERENCE RESUMES

12:35 – 12:55

TECH TALK (Presentation)

If data is oil, analytics is the engine

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

Venue: Murjaan ballroom

12:55 – 13:40

TALK SHOW (Panel discussion)

How do you integrate new technology into legacy systems?

- How to overcome challenges and deploy new connections in old structures
- Why the millennial focus is important during implementation
- Balancing functionality and user experience
- Increasing productivity and outcomes

Venue: Murjaan ballroom

13:40 – 14:00

SECURITY TALK (Presentation)

Quick change: How a momentary cyber-attack can destroy everything

- What owners and operators should do to counter malware such as Darkhotel
- Establishing a culture of security
- Investing in the right technology to counter super-efficient cyber criminals

Venue: Murjaan ballroom

14:00 – 14:05

Closing remarks by chairperson

14:05 – 15:00

Networking lunch & one-to-one meetings

Disclaimer: This document is for promotional purposes only and shall not be considered contractually binding. The content of the event, its dates, venue, agenda, or speakers may be subject to change during the course of the event's preparation.