



presents

43RD CYPRUS HOTEL SUMMIT & EXHIBITION

BROCHURE

Tuesday 29 June 2021
Hilton Nicosia

THE CYPRUS HOTEL SUMMIT & EXHIBITION

Act Local, Think Global: A Roadmap for Recovery

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40+
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INTRODUCTION

The hotel industry has been one of the hardest hit by the COVID-19 pandemic. Hoteliers and other hospitality professionals are now being called to adapt to the new reality and while the restart of the industry is inevitable, the road to recovery is predicted to be a long one. **What actions can hotel industry professionals and governments around the world take to revive tourism and restore the hotel industry to its former glory? What are the key success factors that everyone needs to consider in order to stay relevant and recover?** All the latest local and international developments and trends in the hotel and tourism industries will be highlighted at this year's Summit.

The annual summit of the Cyprus Hotel Association is a key event for the hotel and tourism industries in Cyprus and is long established as the biggest annual meeting of industry professionals and executives. **The summit will include a Products & Services exhibition area**, where visitors and participants will have the opportunity to network with representatives from companies and organisations in the field. The Cyprus Hotel Association, in collaboration with IMH, is organising the 43rd Cyprus Hotel Summit & Exhibition on June 29, 2021 at the Hilton Nicosia.

TARGET AUDIENCE

The Summit & Exhibition is addressed to CEOs and executives of hotels, tourism-related businesses and all companies involved in the tourism and hospitality industries.

INFORMATION

-  Tuesday, June 29, 2021
-  Hilton Nicosia, Cyprus
-  The summit will be conducted in Greek and English, with simultaneous translation.
-  Registrations & Cyprus Breakfast: 08:30 - 09:30
Summit time: 09:30 - 16:00



ORGANISERS



The Cyprus Hotel Association is the Hoteliers National Trade Union. The history of its foundation goes back to the beginning of the 1930s. Today the vast majority of all hotel establishments and other licensed tourist accommodation units, all over Cyprus, are members of the Cyprus Hotel Association. In order to protect and promote its members' interests, the Association takes the necessary steps and makes representations to the Government, to the House of Representatives, to various Official Organisations and to the Workers Unions on economic, industrial, commercial, labour, legislative, social and other subjects related directly or indirectly to the hotel and tourist industry of Cyprus. The Association houses in its owned offices in Nicosia, a qualified secretarial occupied with current affairs and problems, and carrying out researches, studies and planning related to the collective agreement ruling the salaries and terms of employment in the hotel industry, examining and instructing accordingly the hoteliers on legislative and other matters and guiding and advising the members of the Association in general. The Association is an active member of the Hotels, Restaurants & Cafés in Europe (HOTREC), of the International Hotel & Restaurant Association (IH&RA) and affiliate member of the United Nations World Tourism Organisation (UNWTO), of the Universal Federation of Travel Agents Association (UFTAA), of the Cyprus Chamber of Commerce and Industry (CCCI) and of the Association of Cyprus Travel Agents (ACTA).



IMH is the largest business knowledge and information transfer organisation in Cyprus. Its services include the coordination and running of conferences, seminars and commercial exhibitions, specialist business media publishing and human resources consulting. Every year, IMH organises more than 110 conferences related to every sector of the market, commercial exhibitions and training seminars, and undertakes the entire process of five business award ceremonies. IMH publishes the only dedicated business magazines in Cyprus: the Greek language monthly IN Business and the English-language monthly GOLD, which are read by tens of thousands of Cypriot and non-Cypriot professionals, managers and entrepreneurs. It also operates the magazines' accompanying news portals (www.inbusinessnews.com and www.goldnews.com.cy) and REPORTER online (www.reporter.com.cy) and delivers their daily newsletters via e-mail. The IMH Business Development Department bids for tenders published by local public sector bodies, the European Union and other international organisations. Through its activities, IMH gives businesses a chance to develop, to network, to find new clients and business associates, to communicate with new audiences and discover growth opportunities. www.imhbusiness.com



UNDER THE AUSPICES

The Deputy Ministry of Tourism constitutes a transformation of the Cyprus Tourism Organisation (CTO) and was established and operates in accordance with the provisions of the Law providing for the Establishing of a Deputy Ministry of Tourism, the Appointment of a Deputy Minister of Tourism to the President and for relevant matters of 2018. According to the Law, the objective of setting up the Deputy Ministry of Tourism is to establish a strategic and supervisory authority with powers to develop a national strategy for tourism, promotion and projection of Cyprus as a tourist destination, as well as implementation of tourism legislation.

PRELIMINARY SUMMIT PROGRAMME

08:30 - 09:30 Registrations & Cyprus Breakfast

09:30 - 09:35 Introduction by the Summit Chair
 **Philippos C Soseilos**, Partner, Advisory, PwC Cyprus

09:35 - 09:50 Welcome Addresses
 **Haris Loizides**, President, Cyprus Hotel Association
 **Evgenios Evgeniou**, CEO, PwC Cyprus
 **Savvas Perdios**, Deputy Minister of Tourism, Republic of Cyprus

09:50 - 10:00 **Outlook of the Cyprus Economy**
 **Constantinos Petrides**, Minister of Finance, Republic of Cyprus

10:00-10:30 **The Tour Operators Panel Discussion**

- Market Outlook: How Tour Operators view 2021 and 2022
- How does Cyprus fit into the Tour Operators' plans?

Speakers:

 **Taras Demura**, CEO TUI Russia and Ukraine
 **Nicole Pfammater**, Deputy CEO and Director Distribution & Marketing, Hotelplan Suisse, Switzerland
 **Sven Schikarsky**, Chief Product Officer, DER Touristik Deutschland GmbH, Germany
 **Ivor Vucelic**, Director of Hotel Product and Purchasing East Of The World, Product and Purchasing Board Member, TUI GROUP, Germany

Panel Moderator:

 **Haris Theocharous**, Treasurer, Board of Directors and President, Limassol District Committee, Cyprus Hotel Association

10:30 - 11:15 **The Airlines Panel Discussion**

- The Airlines' strategy and how this is affected by COVID-19
- How do you see the future for Cyprus?
- Sustainability in the aviation industry is the new big thing
- What are the main risks that the industry is expected to face in the next few years?
How airlines are prepared to deal with them?

Speakers:

 **George Michalopoulos**, Chief Commercial Officer, Wizz Air, Switzerland
 **Roland Jaggi**, Chief Commercial Officer, Aegean Airlines, Greece
 **Ray Kelliher**, Director of Route Development, Ryanair, Ireland
 **Paul Schwaiger**, Commercial Director, Marketing & Sales, Condor Airlines, Germany

Panel Moderator:

 **Maria Kouroupi**, Senior Manager Aviation Development, Marketing and Communication, HERMES Airports, Cyprus

11:15 - 12:00 **The Ministerial Panel Discussion**

- European Roadmap to Recovery
- Governments' Policies & Actions to restart the Mediterranean Hotel and Travel Industry
- The EU Plan for European Tourism

Speakers:

 **Savvas Perdios**, Deputy Minister of Tourism, Cyprus
 **Sofia Zacharaki**, Deputy Minister of Tourism, Greece
 **Yiannis Karousos**, Minister of Ministry of Transport, Communications and Works, Cyprus
 **Haris Loizides**, President, Cyprus Hotel Association
 **Jens Zimmer Christensen**, President, HOTREC, Denmark
 **Rita Marques**, Secretary of State for Tourism, Portugal

Panel Moderator:

 **Philippos Soseilos**, Partner, Advisory, PwC Cyprus

*invitation

12:00 - 12:45 **Official Opening Ceremony of the Exhibition of Products & Services and Networking Cocktail**

12:45-13:15 **The Online Booking Panel Discussion**

- How has the pandemic affected online hotel bookings?
- How can online booking companies prepare for the post-pandemic future?

Speakers from:

 **expedia group**

Vasiliki Mavrokefalou, Director, Market Management for Greece, Cyprus & East Adriatic, Expedia Group

 **hotelbeds**

Petros Mylonas, Regional Director for Greece, Balkans, Malta & Cyprus, Hotelbeds*

Panel Moderator:



Haris Theocharous, Treasurer, Board of Directors and President, Limassol District Committee, Cyprus Hotel Association

13:15-13:35 **The Hoteliers Panel Discussion**

- COVID-19 and the disruption of the Resort Hotel Business
- Market Outlook: How Hoteliers view 2021 and 2022
- Major global and regional industry trends

Speakers:



Kostas Kanaras, Chief Commercial Officer, KOKARI LTD, Greece



Jerome Lassara, Development Director for Southern Europe, Accor Hotels, Italy



Yiannis Retzos, President, SETE-Greek Tourism Confederation, Greece



Alexandros Vassilikos, President, Hellenic Chamber of Hotels, Greece



Panel Moderator:

Philokypros Roussounides, Director General, Cyprus Hotel Association

13:35-14:15 **Foreign Direct Investment in the Cyprus Hotel Sector**

- Global Investment Trends in the hotel sector
- What do investors want?
- What returns can be expected and under what conditions?
- Appetite for investment in the Hotel sector in Cyprus
- The role of banks in investment in the hotel sector
- Mergers & Acquisitions in the Hotel Sector - Business Opportunities

Speakers:



Andreas Petsas, Senior General Manager, Eurobank Cyprus



Constantinos Savvides, Director, Advisory, PwC Cyprus



Elie Milky, Vice President Development, Radisson Hotel Group, Middle East, Pakistan, Greece & Cyprus



George Campanellas, CEO, Invest Cyprus



Grant Johnson, Property General Manager, City of Dreams Mediterranean and Cyprus Casinos

Panel Moderator:

Michalis Stephanou, Partner, Advisory, In charge of Banking, PwC Cyprus

14:15-14:30 Closing Remarks by the Summit Chair



Philippos C Soseilos, Partner, Advisory, PwC Cyprus

14:30-16:00 Networking and bites at the Exhibition Area

*invitation

MAIN SPONSOR



We support you to create the value you are looking for by providing specialised solutions based on quality. Together we build relationships based on trust and we say things as they are, to assist you to deal with issues that tomorrow will prove important. We adapt the expertise of more than 1,000 professionals in Cyprus and the power of our global network of 284,000 people in 155 countries to your specific needs, helping you make the difference. www.pwc.com.cy

SILVER SPONSOR



Swissport profile - Swissport is the world's leading independent provider of airport ground services and air cargo handling based on revenue and the number of airports served. Swissport operates with currently around 45,000 employees at over 269 airports in some 47 countries on six continents and serves more than 850 corporate clients globally. Swissport Cyprus has been providing ground handling, cargo and executive aviation services at Larnaca and Paphos airports since May 2008. These services include activities like the movement of the aircraft, baggage handling as well as check-in and gate services.

SPONSORS



City of Dreams Mediterranean, the first Integrated Resort in Cyprus, is expected to be the largest and premier integrated destination resort in Europe. Set to open its doors in summer 2022, this landmark project is poised to transform the country's tourism industry. It will feature a sixteen-story, five-star hotel, 7 luxury restaurants and bars, a world-class gaming area, extensive Expo, ballroom, convention and meeting areas, a high-end retail area, and premium spa, sports and leisure facilities.



Cyta, is the leading brand in the Cyprus telecommunications sector with 60 years of experience. Cyta Business by Cyta emerges as the "One Stop Telecommunications Solution" provider by offering a wide range of innovative and integrated electronic business solutions for Telephony, Internet, Mobile, Cloud and Networking services. It focuses on the overall needs of each business, irrespective of its size or sector of activity using cutting-edge technology that make it the ideal partner for every kind of business.



Eurobank Cyprus has been operating in Cyprus since 2007. Focusing on the wholesale side of business, specifically in the areas of Corporate for local and foreign entities, Wealth Management for High Net Worth Individuals local and foreign, International Business Banking, Treasury Sales, Shipping and Affluent Banking. Eurobank Cyprus operating model is distinct from the rest of the banking industry in Cyprus. Its strong capital base, substantial liquidity, and solid financial results allow Eurobank Cyprus to continue its dynamic growth and its ongoing support of the Cyprus economy. Eurobank Cyprus Ltd is a Cyprus registered company founded in 2007, operates autonomously and is subject to all laws and regulations of the Republic of Cyprus.



Knauf - Knauf Cyprus Limited is the leading building- materials and –systems producer in Cyprus. Based in Limassol, the company maintains industrial and commercial activity in its new state-of-the-art factory since 1997. Knauf produces plasters, tile adhesives and other special cement- based products for the Cypriot market and it's export activities to Greece, to the Balkans, to the Middle East and to North Africa. Additionally, the company is providing the market with high value added Drywall -Systems including plasterboards, cement boards, metal profiles, finishing and jointing compounds, as well as internal and external thermal insulation systems.

OFFICIAL LUNCH SPONSOR



Hermes Airports is the operator of both Larnaka Airport and Pafos Airport. A consortium comprised of nine local and international shareholders, it assumed management & control of the airports in 2006, under a 25-year BOT Concession Agreement with the Republic of Cyprus. Hermes Airports is committed to improving Cyprus' connectivity and enhancing the overall passenger experience, with an emphasis on operational excellence and customer service.

EXHIBITORS



MEDIA SPONSORS



GOLD magazine was founded in 2011 as the first English-language business monthly in Cyprus. Today, it is not only synonymous with the promotion of good business practices but it has a unique and valuable readership of High Net Worth Individuals, international company executives, English-speaking Cypriot and non-Cypriot businessmen and women. GOLD provides a comprehensive and informed overview of the local business scene, the economy and the market and has gained a reputation for its in-depth articles and revealing interviews with key local and international personalities. www.goldnews.com.cy



IN Business magazine has a monthly readership of more than 40,000. It is the only monthly business magazine in Cyprus that provides a comprehensive overview of all segments of the economy, from retail to services, as well as reporting on new deals, presenting new faces and, generally, everything that's happening in the local business sphere. IN Business is a pioneer in local business journalism, thanks to its in-depth analysis and research backed by previously unpublished facts and figures. www.inbusinessnews.com

Booking Form

43rd Cyprus Hotel Summit & Exhibition

Tuesday, June 29, 2021 | 09:00 EEST | Hilton Nicosia, Cyprus

(REGISTRATION DEADLINE: Monday, 28 June 2021)

EASY WAYS TO REGISTER

@ E-mail: events@imhbusiness.com

☎ Fax: +357 22 679820

🌐 Website: www.imhbusiness.com

REGISTRATION DEADLINE PAYMENT

Participation fees must be paid in advance by Friday, 25 June 2021.

WHAT DO THE FEES INCLUDE?

Participation fee per person includes registration, a coffee break, networking cocktail and documentation.

PARTICIPANT INFORMATION

Company / Organization:

Address: City: Postal Code:

Telephone: Fax:

E-mail: Website:

Invoice Information (if different from above):

1st PARTICIPATION

Mr Mrs

Name:

Job Title:

Mobile:

E-mail:

Member of Cyprus Hotel Association

2nd PARTICIPATION

Mr Mrs

Name:

Job Title:

Mobile:

E-mail:

Member of Cyprus Hotel Association

3rd PARTICIPATION

Mr Mrs

Name:

Job Title:

Mobile:

E-mail:

Member of Cyprus Hotel Association

4th PARTICIPATION

Mr Mrs

Name:

Job Title:

Mobile:

E-mail:

Member of Cyprus Hotel Association

BY FILLING OUT THIS FORM YOU AGREE TO OUR TERMS AND CONDITIONS

PARTICIPATION FEE PER PERSON

€85
+ 19% VAT

Members of Cyprus Hotel Association

€45
+ 19% VAT

METHODS OF PAYMENT

- Cheque**
Please mail your cheque by mail or courier to:
IMH Consulting Ltd, P.O.Box 21185, 1503, Nicosia, Payable to IMH Consulting Ltd
- Bank Transfer**
Please inform the bank that you will pay all charges.
Name of bank: **Hellenic Bank Public Ltd**
Exact designation of account holder: **IMH C.S.C LTD**
Full account number including codes: **115-01-188831-01**
IBAN code: **CY27 0050 0115 0001 1501 1888 3101**, SWIFT BIC: **HEBACY2N**
Description: **43rd Cyprus Hotel Summit & Exhibition / Participant's name**
- Credit Card**
An IMH representative will contact you to complete the transaction.

CONFERENCES:

TERMS & CONDITIONS OF PARTICIPATION

Confirmation of your registration will be sent as soon as possible once we have received your application in writing – either online or by fax or mail. Please note that, in order for you to take part in the conference, your participation fee must be paid in full two days before the first day's deliberations. Please note, furthermore, that the organisers reserve the right to make changes to the details – though not to the substance – of the conference without prior warning, even if these do not appear in the programme because they occurred after printing and due to unforeseen circumstances. Additionally, you should be aware that, if the organisers are obliged to cancel a conference, they have a responsibility to reimburse any fees paid. They cannot be held responsible, however, for any consequential damage or loss. Finally, please note that an application to participate and an online registration are considered legally binding.

CANCELLATION POLICY

- Participation fees are paid in advance.
- Cancellations must be made in writing two days before the start of the conference, otherwise you will be charged 50% of the participation fee.
- In case of a no show without a written cancellation two days before the conference, you will be charged 100% of the participation fee.

EVENT PRIVACY NOTICE

1. WHAT IS THE PURPOSE OF THIS DOCUMENT?

IMH CSC Ltd is committed to protecting the privacy and security of your personal information. This privacy notice tells you about the information we collect from you when you register to attend one of our events. In collecting this information, we are acting as a data controller. By law we are required to provide you with information about us, about how and why we use your data and about the rights you have over your data.

2. DATA PROTECTION PRINCIPLES

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

3. THE KIND OF INFORMATION WE HOLD ABOUT YOU

When you register to attend one of our events, we will collect, store, and use the following categories of personal information about you:

- The information you have provided us when completing a booking form or when registering online to attend our events, including organisation, title, first name, last name, job title, telephone number, mobile number, email address, address, city and postal code.
- As there is a participation fee to attend the event we also ask for payment and if you choose credit card as a method of payment we ask for card number, expiry date, cardholder name and signature.
- Communication information. When you send us an e-mail or other communication we retain that communication in order to process your enquiries and respond to your requests.
- Surveys you may be requested to fill out in some events.

ONLINE EVENTS

Additionally, when you register to attend one of our online events, our online events platform provider collects the following information about you on our behalf:

Account information. To access various parts of the platform you must have an online account. To register for an account on the platform, you must provide your name, email address, telephone number, company name, and other information necessary to confirm that you are authorised to use the platform.

End User Information. To access webinars, virtual environments and other events administered by us via the online platform, you may be required to register. The requested personal information typically includes name, email address, telephone number, company name and job title as well as information about your company such as country and industry sector.

4. HOW IS YOUR PERSONAL INFORMATION COLLECTED?

We collect personal information about you from the following sources:

- You directly.
- From our online platform service provider
- Your employer/organisation.
- Other companies wishing to invite you to an event organized by IMH

5. HOW WE WILL USE INFORMATION ABOUT YOU

We will only use your personal information when the law allows us to. Most commonly, we will use your personal information in the following circumstances:

- Where we need to perform the contract, we have entered into in order to provide a service to you and your organisation. In other words, we will use your information in order to arrange that you attend our events.
- Where we need to provide you with the information, products and/or services that you request from us.
- Where we need to comply with a legal obligation.
- We may in some circumstances rely on your consent. In those circumstances, we will specifically ask whether you agree to us using your data in specified ways. You can withdraw your consent and ask us to delete your information at any time - please see section 11.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests. As you have shown interest in attending our events, we rely on this legal basis to send you information and updates about future events that may be of interest to you. If you DO NOT wish to receive this information, you have the right to object to this at any time, by contacting our Data Protection Officer at gdpr@imhbusiness.com or by clicking the unsubscribe link at the bottom of our e-mails.

Some of the above grounds for processing will overlap and there may be several grounds which justify our use of your personal information.

6. AUTOMATED DECISION-MAKING

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

7. DATA SHARING

We may share your data with third parties, including the event organisers, event sponsors and third-party service providers, where it is necessary to administer the working relationship with your business or where we have another legitimate interest in doing so, such as the planning, organisation and realisation of our events. We may also share your information where this is required by law.

We use data processors to help facilitate the organization of events.

We may sometimes charge a fee to attend an event. If this happens, our communications about the event will provide details of the data processor, we use to collect payments.

We require third parties to respect the security of your data and to treat it in accordance with the law and we have appropriate agreements in place.

8. TRANSFERING INFORMATION OUTSIDE THE EU

Our online platform service provider will have access to some of your information when you register for one of our online events. Our online platform service provider is located in the US and is committed to protecting the privacy and security of your personal information, in accordance with the General Data Protection Regulation, under Standard Contractual Clauses.

If you have any questions about this or you need any further information please contact our Data Protection Officer on 22505555 or at gdpr@imhbusiness.com.

9. DATA SECURITY

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees and agents who have a business need-to-know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality. Details of these measures may be obtained from our Data Protection Officer.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

10. DATA RETENTION

We will retain your personal information only for as long as we need it or until you withdraw your consent, (in those instances where we process your information based on your consent) or you object to processing when exercising your rights in accordance with section 11 below. You can contact our Data Protection Officer at gdpr@imhbusiness.com to find out more about our retention times.

11. RIGHTS OF ACCESS, CORRECTION, ERASURE, AND RESTRICTION

Under certain circumstances, by law you have also the right to:

- Request access to your personal information (commonly known as a "data subject access request". This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- Request the transfer of your personal information to another party but only for information processed by automated means and where the processing is based on your consent or on contract.
- Right to withdraw consent at any time for processing for any purpose for which you have given consent.

If you want to exercise any of the above rights, please contact our Data Protection Officer at gdpr@imhbusiness.com.

12. DATA PROTECTION OFFICER

We have appointed a Data Protection Officer to oversee compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact our Data Protection Officer at gdpr@imhbusiness.com. You have the right to make a complaint at any time to the office of the Commissioner of Personal Data Protection, the Cyprus supervisory authority for data protection matters. You can find out more about this at www.dataprotection.gov.cy