

AGENDA

May, Monday 31st

07:00 - 19:00	Registration Open
13:30 - 14:30	Welcome Coffee and Pastries – Sponsors Exhibition
14:30 - 14:45	Conference Opens & Welcoming Remarks Arturo García Rosa , President HVS Argentina, HVS Peru, President SAHIC, South American Hotel & Tourism Investment Conference
14:45 - 15:30	Keynote Address: The Industry in the Region / Evolution / Opportunities Ricardo Montaudon , President, Latin America, RCI
15:30 - 16:30	The Industry 101: What do we Understand as Shared Ownership / Type of Products in the Region / Marketing & Sales Overview Gerardo Rioseco , General Manager, Commercial Operation, Fiesta Americana Vacation Club
16:30 - 17:00	Coffee Break – Sponsors Exhibition
17:00 - 18:00	Consumer Perception in Shared Ownership and Market Depth - Brazilian Market Study conducted by LLPI Sarah Rezak , Luxury Leisure Properties International, LLC Fátima Belo , Fátima Belo Pesquisa, Mercado e Sustentabilidade
18:00 - 19:00	Lessons Learned by Shared Ownership Developers in Other Markets Moderator: Ricardo Montaudon , President, Latin America, RCI Speakers: César Raúl Mochón , Solanas Argentina José Carlos Azcárraga , Chief Executive, Fiesta Americana Vacation Club
19:30 - 21:30	Opening Night Reception

June, Tuesday 1st

07:30 - 08:30	Networking Breakfast – Sponsors Exhibition
08:30 - 08:40	Welcome Back – Opening Agenda Arturo García Rosa , President HVS Argentina, HVS Peru, President SAHIC, South American Hotel & Tourism Investment Conference
08:40 - 09:40	The Industry in Brazil - Lessons Learned by Local Developers Moderator: Luis Mirabelli , Vice President, Business Development South America, RCI Speakers: Murilo Pascoal , General Manager, Beach Park Franklin Mira , Director, Odebrecht Realizações Imobiliárias Francisco Costa Neto , Executive Director, Cia Thermas do Rio Quente Rodolfo Garcia Montosa , Owner & Partner, Aguativa Privilège
09:40 - 10:40	Delivering the Product: Physical Product / Legal Structure / Member Services: Reservations, Collections, Inventory Management / Rental and Exchanges Moderator: John Lancet , Associate Managing Director, Miami, HVS Shared Ownership Services Speakers: Alejandro Márquez Salas , General Manager, Rio Quente Vacation Club Sergio Carmi , General Manager, Pestana Holiday Club Raúl Duarte , Vice President, Business Development, Premier Cancun Vacations Karina Giménez , Operations Director, Latin America, RCI
10:40 - 11:40	The Importance of a Regulation / Legislation - Consumer Protection: Legislation / Industry Auto-Regulation / The Role of the Trade-Association Moderator: Gabriel Hernández , Legal Vice President, Latin America & Caribbean, RCI Speakers: Marcia Rezeke , Rezeke Azzi Advogados Carissia Salles Vidal , Founder, Salles Vidal Melchert Grell Advogados Luis Alvarez De Lugo , Venezuelan Lawyer, TC Association
11:40 - 12:10	Coffee Break – Sponsors Exhibition <i>Hosted by Salles Vidal Advogados Associados</i>
12:10 - 13:10	The New Marketing and the Shared Ownership Industry: RCI TV / On-line Media Presenter: Juan Ignacio Rodríguez , Senior Vice President, Mexico & Central America, RCI Speaker: Piers Brown , Founder, Fractional Life
13:15 - 15:15	Lunch Reception - <i>The Registry Collection Presentation</i>
15:15 - 16:30	Creating Interest and Closing Sales: Marketing and Sales for VO / Marketing and Sales for Fractionals and Luxury Properties Moderator: Graciana García Iribarne , Managing Director, HVS Buenos Aires, Managing Director HVS Lima Speakers: Luca Franco , President, Luxury Leisure Properties International, LLC Gerardo Rioseco , General Manager, Commercial Operation, Fiesta Americana Vacation Club Clovis Meloque , Owner & Partner, TC Brasil
16:30 - 17:00	Coffee Break – Sponsors Exhibition
17:00 - 18:15	Key Journey Learnings - a brief of the most important subjects of the conference - Panel + Q&A Moderator: Arturo García Rosa , President HVS Argentina, HVS Peru, President SAHIC, South American Hotel & Tourism Investment Conference Speakers: Ricardo Montaudon , President, Latin America, RCI Luca Franco , President, Luxury Leisure Properties International, LLC
18:15 - 18:30	Closing Remarks Arturo García Rosa , President HVS Argentina, HVS Peru, President SAHIC, South American Hotel & Tourism Investment Conference Luis Mirabelli , Vice President, Business Development South America, RCI