



**AHIF**  
AFRICA  
HOSPITALITY  
INVESTMENT  
FORUM

**2-4 NOVEMBER 2022**  
**FAIRMONT TAGHAZOUT BAY,**  
**MOROCCO**  
**AHIF.COM**

# MARKETS

**INSPIRING HOSPITALITY DEVELOPMENT ACROSS AFRICA**

HOST PARTNER



*Tourism Engineering  
and Investment*  
**SMIT MOROCCO**

ORGANISED BY

the  
**bench**

# WELCOME TO AHIF



After a two-year absence, and what feels like a lifetime, I am delighted to have the chance to welcome you to the 10th edition of the Africa Hospitality Investment Forum here in the wonderful resort of Taghazout in Agadir Morocco.

This is the first time we have hosted this event in a resort location and I think that expresses the step change of interest into alternative asset classes and resorts since the pandemic. The global travel and tourism landscape has shifted and so opening-up of new opportunities for us to come together and unearth, debate and explore.

Morocco is the birthplace of AHIF – having hosted our first event in Casablanca back in 2011. SMIT (the Moroccan Agency for Tourism Development) got behind us back then and have continued to be one of our best supporters, always ready to trial new ways to engage – including the digital opportunity during lockdown. They have remained true supporters and friends over the past decade and the Bench are absolutely thrilled to be back again. This time exploring a new destination, the stunning Agadir, and very, very happy to be here in-person and not on a screen.

The last time we were in Africa was 2019 when we hosted in Ethiopia and we were just weeks away from meeting up in 2020 hosting FIHA (AHIF's Francophone sister event) in Abidjan, Cote D'Ivoire. This has felt like an age with the event industry (MICE) as well as the hospitality industry being under considerable stress but as the world has opened up over the course of 2022 it has shown how important both our industry is and how meetings like these really are essential for learning, networking, being together and having fun. For that reason, I encourage you to make use of your time here we've got some great activities taking place over the next few days. Our primary reason is to network at this event so do make use of all the fun side events we have on the calendar and maybe extend your stay to enjoy some R&R after the event. Please do make the effort to join us for our charity walk/run on Thursday morning – get the heart pumping and energised for the day

whilst feeling good knowing that your participation is raising money for The National Federation of Women in the Arganeraie Sector – an organization that helps support over 40,000 women from the region whose main source of income comes from Argan trees.

AHIF promises to be a few days of abundant new ideas with a fabulous agenda to gain inspiration. I'd like to thank Tanja Millner from the Bench team and to all the speakers, advisory board members for putting this together. All have been flexible to change and generous in passing on their insights and knowledge. The agenda is very diverse from insights on how Government officials might work closer with private sector; an overview of connectivity across Africa; an open conversation with the CEOs of the hotel operators; and views of the owners and investors themselves the sessions will help guide and excite the audience.

I would like to draw special attention to our two AHIF Award winners this year – Amos Wekesa, the Founder of Great Lakes Safaris who gains the AHIF Outstanding Contribution Award and Olivier Granet, Managing Partner and CEO of Kasada Capital Management who deservedly picks up the AHIF Leadership Award. Both will be interviewed on stage on Wednesday just before we go to the beach for some networking and then a wonderful opening reception at the Hilton Taghazout Bay Beach Resort & Spa.

Finally, a huge thank you to all our sponsors for supporting us. AHIF is a very close family and it's great to see so many loyal friends supporting the event over the years. For any newer customers please keep your eyes open for those who are wearing the AHIF pins – this identifies those who have attended at least five AHIF conferences over the years and can really help guide you around the event.

If you do have any questions during your time here, then you can find any of the Bench team who'd be happy to help you. Mala, Tanja, Jonathan, Jennifer, Usama, Sally, Asma and Laura. A fantastic team to make sure your stay with us is a great stay. Sadly, this will be the first AHIF that I will be unable to come to. I will be with you all in spirit and will be wearing my conference socks back home. Have a great event and see you at the next one.

**MATTHEW WEIHS**  
Managing Director  
the bench

# ABOUT AHIF

The Africa Hospitality Investment Forum (AHIF) is renowned to be the annual meeting place for the region's most senior hospitality investors, developers, operators and advisors.

It is the leading hospitality investment conference that connects business leaders from the international and local markets, driving investment into tourism projects, infrastructure and hotel development across Africa.

Grant Thornton studied the impact of AHIF between the inaugural event in 2011 and the one held in 2016 - at that time the total contribution to African economies was estimated at \$16.8 million. The headline figures include direct, indirect and induced financial benefits and accepted economic multipliers.

**500+**

ATTENDEES

**80+**

INDUSTRY LEADING  
SPEAKERS

**\$6.2BN**

OF INVESTMENTS  
FACILITATED BETWEEN  
2011 - 2018

**50+**

COUNTRIES  
REPRESENTED

**\$16.8M**

DIRECT & INDIRECT  
CONTRIBUTION TO  
HOST COUNTRY

# KEY FEATURES



## 1-TO-1 INTERVIEWS

Main stage sessions with industry CEOs followed by audience Q&As



## EDUCATIONAL PROGRAMME

Panel discussions, debate & industry insights from senior leaders



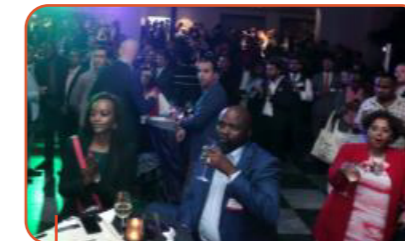
## UNIQUE EXPERIENCES

Designed to energise your day & allow more dynamic networking opportunities



## DEAL SIGNINGS

AHIF is where deals are discussed & signed. Our team works closely with participating sponsors for new announcements



## NETWORKING RECEPTIONS

Continue networking after the conference day with exclusive receptions & experience the local hospitality



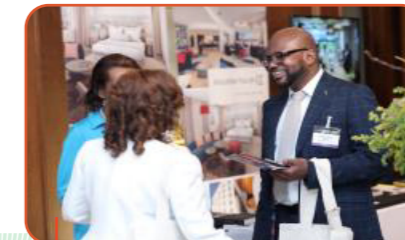
## SPEED NETWORKING

A fast-paced networking experience where you can collect many business cards and meet other AHIF attendees



## ROUNDTABLES & DISCUSSIONS

Critical discussions in smaller groups of delegates & speakers on carefully selected topics



## SPONSOR EXHIBITION

Showcase your company & make new leads in our exhibition



## EDUCATION PROGRAMME FOR YOUNG PERSONS

An educational outreach programme for young people looking to enter the hospitality industry



## RECOGNISING INDUSTRY LEADERS

Award presentation for key leaders and inspirers in the industry



## SUPPORTING LOCAL CHARITIES

Each year AHIF raises money through the event to support local initiatives



## CONFERENCE SOCK COMPETITION!

Prizes for the brightest most unique conference socks

# PROGRAMME

**08:00 - 09:00 REGISTRATION OPENS**

Welcome Refreshments

**09:30 - 12:00 SITE VISIT - ECO RESORT AND AGHROUD (BY INVITE ONLY)**

**12:00 - 14:00 NETWORKING LUNCH**

**14:00 - 14:10 WELCOME REMARKS**

MAIN STAGE I



**RAJAN DATAR**  
Host  
BBC Travel Show &  
BBC World News



**MATTHEW WEIHS**  
Managing Director  
the Bench



**JONATHAN WORSLEY**  
Chairman  
the Bench



**IMAD BARRAKAD**  
Chairman & CEO  
Moroccan Agency for  
Tourism Development (SMIT)



**HAMID BENTAHAH**  
President  
CNT National Confederation  
of Tourism - Morocco

**14:10 - 14:45 HOTEL & TOURISM POTENTIAL IN AFRICA: WHAT CAN BE DONE BY THE PUBLIC SECTOR TO PROVIDE FURTHER TOURISM INCENTIVES?**

MAIN STAGE I



**DANIEL SILKE**  
Director  
Political Futures Consultancy



**FATIM-ZAHRA AMMOR**  
Minister of Tourism, Crafts and  
Social and Solidarity Economy  
Kingdom of Morocco



**MOHAMMED ABDELJALIL**  
Minister of Transport  
and Logistics  
Kingdom of Morocco



**AHMED HAJJI**  
Wali  
Souss Massa Region



**KARIM ACHENGLI**  
Head  
Souss Massa Region

**14:45 - 14:50 SIGNING CEREMONY**

MAIN STAGE I



**IMAD BARRAKAD**  
Chairman & CEO  
Moroccan Agency for  
Tourism Development (SMIT)



**AHMAD SALAH ALHORAIBI**  
Chief Operating Officer  
V Holding

# PROGRAMME

**14:50 - 15:05 GLOBAL AIR CONNECTIVITY - A CATALYST FOR HOSPITALITY DEVELOPMENT**

MAIN STAGE I



**RAJAN DATAR**  
Host  
BBC Travel Show &  
BBC World News



**ABDELHAMID ADDOU**  
President Director General,  
Chairman of the Board & CEO  
Royal Air Maroc

**15:05 - 15:45 GLOBAL ECONOMIC OUTLOOK WITH A VIEW ON AFRICA**

MAIN STAGE I



**DANIEL SILKE**  
Director  
Political Futures Consultancy



**PAT THAKER**  
Chief Economist  
The Economist  
Intelligence Unit

**15:45 - 16:15 NETWORKING COFFEE BREAK**

**16:15 - 16:30 WHAT HAS CHANGED FOR AFRICA? A LOOK AT THE NUMBERS**

MAIN STAGE I



**THOMAS EMANUEL**  
Senior Director  
STR

**16:30 - 17:10 RESHAPING THE FUTURE OF HOSPITALITY**

MAIN STAGE I



**NICK VAN MARKEN**  
Managing Director  
van Marken Limited



**HAITHAM MATTAR**  
Managing Director, India,  
Middle East & Africa  
IHG Hotels & Resorts



**PIERRE FREDERIC ROULOT**  
CEO Jin Jiang Europe  
Louvre Hotels Group



**JOCHEM-JAN SLEIFFER**  
President, Middle East Africa  
and Türkiye  
Hilton

**17:10 - 17:30 CASE STUDY: BENEFITS OF FDI CONTRIBUTING TO THE REGENERATION OF THE CASABLANCA AND RABAT CBD**

MAIN STAGE I



**EWAN CAMERON**  
Director - Africa  
Westmont Hospitality



**YOUSSEF CHRAÏBI**  
Founder and  
Managing Partner  
MAGESPRO Africa

**17:30 - 17:55 AHIF AWARDS**

MAIN STAGE I



**JONATHAN WORSLEY**  
Chairman  
the Bench

WEDNESDAY 02 NOVEMBER

# PROGRAMME

17:35 - 17:45

MAIN STAGE I

## FIRESIDE CHAT WITH AHIF AWARD WINNER FOR OUTSTANDING CONTRIBUTION TO AFRICA



**RAJAN DATAR**  
Host  
BBC Travel Show &  
BBC World News



**AMOS WEKESA**  
Founder and  
Chief Executive Officer  
Great Lakes Safaris

17:45 - 17:55

MAIN STAGE I

## FIRESIDE CHAT WITH AHIF AWARD WINNER FOR LEADERSHIP



**NICK VAN MARKEN**  
Managing Director  
van Marken Limited



**OLIVIER GRANET**  
Managing Partner & CEO  
Kasada Capital Management

17:55 - 18:00

MAIN STAGE I

## CLOSING REMARKS



**RAJAN DATAR**  
Host  
BBC Travel Show &  
BBC World News

18:05 - 19:00

## BEACH NETWORKING

Grab a drink and join us on the beach. Choose a regional flag to discuss developments in that area. (North, South, East or West Africa) We will switch you to a new region after 20 mins! Bring plenty of business cards



**SALIM MIKRAM**  
Independent Advisor -  
Investments & Business  
Development  
Istich Consulting



**TREVOR WARD**  
Managing Director  
W Hospitality Group



**DANIEL SILKE**  
Director  
Political Futures Consultancy

19:00 - 21:00

## WELCOME RECEPTION AT HILTON TAGHAZOUT

Sponsored by Hilton



THURSDAY 03 NOVEMBER

# PROGRAMME

07:30 - 08:00

## CHARITY RUN ALONG THE BEACHFRONT



The FNFARGANE was created on March 08, 2021 by the Initiative of the women of the Argane sector of the 8 provinces of the Argoneroie Biosphere Reserve (RBAI: Agadir Ida Outonane, Inezpone Ait Melloul, Chtouka Ail Baha, Toroudant, Tiznit, Sidi Ifini, Goulmime and Essaouiro. An organization that helps support over 40,000 women from the region who's main source of income comes from Argan trees.

09:00 - 09:05

## WELCOME BACK

MAIN STAGE I



**RAJAN DATAR**  
Host  
BBC Travel Show &  
BBC World News

09:05 - 09:25

## PIPELINE REVIEW - WHAT IS COMING IN THE MARKET?

MAIN STAGE I



**TREVOR WARD**  
Managing Director  
W Hospitality Group

09:25 - 10:05

## INVESTORS PANEL: WHAT IS THE VISION FOR AFRICA?

MAIN STAGE I



**WAYNE GODWIN**  
Head of East Africa &  
Indian Ocean, SVP Hotels  
& Hospitality Group  
JLL



**SOFIA LOPEZ BENHAMIDA**  
Managing Director  
RISMA



**DAVID DAMIBA**  
Managing Partner &  
Chief Investment Officer  
Kasada Capital Management



**JAMEEL VERJEE**  
Founder & CEO  
CityBlue Hotels



**HAMID SIDINE**  
Chief Operating Officer, Millenium  
Hotels MEA & Chief Operating  
Officer Asset Management  
Tetra Hospitality Investment LLC

09:40 - 10:00

## BECOMING AN INCREDIBLE EMPLOYER & SOLVING THE EMPLOYMENT CRISIS - BRINGING SEXY BACK TO THE HOSPITALITY INDUSTRY

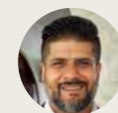
MAIN STAGE II



**RAJAN DATAR**  
Host  
BBC Travel Show &  
BBC World News



**ROSE BAKRI**  
Chief Operating Officer - GTAF  
Louvre Hotel Group



**HARISH KRISHAN**  
Cluster General Manager  
Kenya  
CityBlue Hotels

10:00 - 10:30

MAIN STAGE II

## BRINGING HOSPITALITY CONCEPTS TO LIFE: OVERCOMING THE CHALLENGE OF SUPPLY CHAIN MANAGEMENT AND PROVIDING SOLUTIONS



**NAWALE SAOUD**  
Director  
JLL



**SAM BAHOUN**  
Founder  
Africa Hotels French Consortium



**YOUSSEF CHRAIBI**  
Founder and Managing Partner  
MAGESPRO Africa



**ERWAN GARNIER**  
Senior Director  
Development - Africa  
Radisson Hotel Group

10:05 - 10:20

MAIN STAGE I

## HOSPITALITY IS BOUNCING BACK: HOW TO FINANCE THE REBOUND?



**NICK VAN MARKEN**  
Managing Director  
van Marken Limited



**OLIVIER GRANET**  
Managing Partner & CEO  
Kasada Capital Management

10:20 - 10:55

MAIN STAGE I

## WHERE DO GLOBAL OPERATORS SEE OPPORTUNITIES IN THE CURRENT LANDSCAPE?



**DANI MANSOUR**  
Head of Project & Development Services - Africa  
JLL



**ROSE BAKRI**  
Chief Operating Officer - GTAF  
Louvre Hotel Group



**KARIM CHELTOUT**  
Regional VP Africa & All-Inclusive EMEA  
Marriott International



**CARLOS KHNEISSER**  
Vice President Development  
Middle East & Africa  
Hilton



**RAMSAY RANKOUSSI**  
Vice President & Head of Development - Africa & Turkey  
Radisson Hotel Group

10:55 - 11:15

## NETWORKING COFFEE BREAK

11:15 - 11:50

MAIN STAGE I

## VIEW ON OPPORTUNITIES: HOW TO BECOME MORE COMMERCIALY MINDED, SECURING AND PACKAGING OPPORTUNITIES IN A SUCCESSFUL MANNER



**MARK DUNFORD**  
Chief Executive Officer  
Knight Frank



**EWAN CAMERON**  
Director - Africa  
Westmont Hospitality



**NORMAN FON SING, CFA**  
Head of Corporate Domestic Banking  
SBM Bank Mauritius



**LOFTI LEBBAR**  
Principal Investments  
EBRD

11:15 - 11:45

MAIN STAGE II

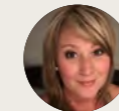
## BECOMING GREENER IN CONSTRUCTION: OVERCOMING CHALLENGES IN RISING CONSTRUCTION COSTS AND DEVELOPING STRATEGIES



**JEAN LUC DEBAR**  
Operations Director  
Atelier Pod



**IBTISSAM GHAZZAR**  
Projects Director  
Sustainway



**LAURINDA MARSH**  
Global Projects Key Account Manager - Africa  
Hangrohe

11:50 - 12:15

MAIN STAGE I

## MIXED-USE PROJECTS: A BOOM FOR HOSPITALITY DEVELOPERS DURING RECOVERY



**JANICE MITTEN**  
Partner, Head of Business Development  
Studio Moren



**MOHAMED AWADALLA**  
Chief Executive Officer  
Time Hotels



**BILLY CHEUNG**  
Chairman of the Board  
Century Park Hotels and Residences Ltd



**HALA MATAR CHOUFANY**  
President - Middle East, Africa & South Asia  
HVS - Dubai

11:50 - 11:55

MAIN STAGE I

## CHARITY PRESENTATION

12:00 - 12:30

MAIN STAGE II

## THE REGIONAL LAB - EYE ON EAST AFRICA

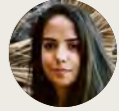
What is the performance & pipeline of these various markets? What are the investment opportunities and what are the challenges to be aware of?



**SAMANTHA MUNA**  
Director Development East Africa  
Hilton



**KIM IRMLER**  
Development Director Sub-Saharan Africa  
Accor



**ZARNA SONI**  
Chief of Staff  
CityBlue Hotels

12:15 - 12:50

MAIN STAGE I

## FRANCHISE VS. MANAGEMENT DEBATE: WHY FRANCHISE MAKES SENSE TODAY



**SCOTT ANTEL**  
Owner/Founder  
Scotts FZ



**FARHAN CHARANIYA**  
Managing Director  
GHSP FZCO



**BANI HADDAD**  
Founder, Managing Director  
Aleph Hospitality



**AMITH KHANNA**  
Head of Franchise  
IHG Hotels & Resorts

12:30 - 13:00

MAIN STAGE II

## THE REGIONAL LAB - EYE ON NORTH AFRICA

What is the performance & pipeline of these various markets? What are the investment opportunities and what are the challenges to be aware of?



**SALIM MIKRAM**  
Independent Advisor - Investments & Business Development  
Istich Consulting



**ALBAN MABILLE DE PONCHEVILLE**  
Director Development North Africa  
Radisson Hotel Group



**SHADY HASSAN**  
Vice President, Lodging Development EMEA  
Marriott International

# PROGRAMME

12:50 - 13:00

MAIN STAGE I

## SCENARIO PLANNING: A DIFFERENT WAY TO VISUALIZE THE NEXT FIVE YEARS

Making sound business decisions requires you to visualize the future, since that is where your decisions will play out. But there's a risk: no one can predict the future with complete certainty. Is there a way to improve your ability to foresee how your future business landscape will develop? One intriguing method is scenario planning



**WOODY WADE**  
Scenario Planner  
Wade and Company

13:00 - 14:00

## NETWORKING LUNCH

14:00 - 14:25

MAIN STAGE I

## DOMESTIC TOURISM AND ITS ADVANTAGES



**TREVOR WARD**  
Managing Director  
W Hospitality Group



**DAMI ADEPOJU**  
Director, Lodging  
Development - Africa  
Marriott International



**ERWAN GARNIER**  
Senior Director  
Development - Africa  
Radisson Hotel Group



**AMOS WEKESA**  
Founder & Chief  
Executive Officer  
Great Lakes Safaris

14:00 - 15:00

MAIN STAGE II

## MASTERCLASS ON SCENARIO BUILDING

Scenario planning is a valuable instrument for decision makers to have in their tool kit. A structured but creative way to foresee future change, it is especially useful for dealing with major uncertainties — such as the ones we are all familiar with in the “new normal” landscape that has been taking shape since the pandemic.



**WOODY WADE**  
Scenario Planner  
Wade and Company

14:25 - 14:55

MAIN STAGE I

## NEW PERSPECTIVES FOR TOURISM DESTINATION DEVELOPMENT | REINVENTION OF A DESTINATION



**DANIEL SILKE**  
Director  
Political Futures Consultancy



**NATALIA BAYONA**  
Director Innovation,  
Education & Investments  
World Tourism  
Organization (UNWTO)



**HAMID BENTAHAR**  
President  
CNT National Confederation  
of Tourism - Morocco



**BASMA KHARBACH**  
Portfolio Manager  
North-Center Region  
Madaef



**OMAR JAÏD**  
Chief Executive Officer  
Atlas Crown

# PROGRAMME

14:55 - 15:30

MAIN STAGE I

## THE RISKS, TRENDS AND OPPORTUNITIES IN RESORT DEVELOPMENT



**DAVID HARPER**  
Head of Property Services  
Hotel Partners Africa



**ABBASS AZOUZI**  
Chief Executive Officer  
H Partners



**MOHAMMED CHERKAOUI EDDEQAQI**  
Chief Executive Officer  
SAPST



**REDA FACEH**  
Vice President Development  
Northern & Western Africa  
Accor



**ESTEBAN LOZADA**  
Senior Director Development  
France & North Africa  
Hilton

15:30 - 15:50

MAIN STAGE I

## BLEISURE, STAYCATIONS AND THE DEATH OF INTERNATIONAL BUSINESS TRAVEL - TURNING CHALLENGES INTO OPPORTUNITIES



**THEO BORTOLUZZI**  
Business Development  
Manager  
Kerten Hospitality



**JAMES BRITCHFORD**  
Vice President Commercial  
India Middle East & Africa  
IHG Hotels & Resorts



**TOUFIC TAMIM**  
Vice President Commercial  
TIME Hotels

15:50 - 16:15

## NETWORKING COFFEE BREAK

16:15 - 16:35

MAIN STAGE I

## WHOSE LIFE IS IT ANYWAY? LIFESTYLE HOTELS: THE WHAT, WHY & HOW

'Lifestyle Hotels' has become an industry buzzword, alongside 'Boutique', and 'Design'. But what are Lifestyle Hotels, why have they risen in prominence and what are the key success factors that have led several to outperform their more established rivals? Highlighting experiences from their own outperforming hotels James, Paul and Louis will unpick the Lifestyle label and give first-hand and practical advice on how to become a Lifestyle leader.



**JAMES STUART**  
Director  
The Social House Nairobi



**PAUL MACK**  
Group Managing Director  
The Latitude Hotels Group

16:35 - 17:00

MAIN STAGE I

## HOSPITALITY TECH: INNOVATION THE NEW EFFICIENCY



**OLIVIER HENNION**  
Managing Director  
IT Hospitality



**CHAKIB ACHOUR**  
Chief Strategy Officer  
Huawei Morocco



**JAMEEL VERJEE**  
Founder & CEO  
CityBlue Hotels

# PROGRAMME

17:00 - 17:50

MAIN STAGE I

## LEVERAGING NATIONAL BRANDING OPPORTUNITIES: THE POWER OF MEGA-EVENTS FOR HOTEL DEVELOPMENT & WHAT THIS MEANS FOR AFRICA



**NICOLAS POMPIGNE-MOGNARD**  
Founder and Chairman  
APO Group



**JASON JENNINGS**  
Group Chief Operations Officer  
Event Horizon



**NELLY MUKAZAYIRE**  
Chief Executive Officer  
Rwanda Convention Bureau



**JOHN MANYO PLANGE**  
Head of Strategy & Operations  
for the Basketball Africa  
League  
Basketball Africa League



**KYLE SCOFIELD**  
Director  
QA Venue Solutions



**JAMEEL VERJEE**  
Founder & CEO  
CityBlue Hotels



**ROBINS TCHALE-WATCHOU**  
Chief Executive Officer  
Vivendi Sports

17:50 - 18:00

MAIN STAGE I

## CLOSING REMARKS



**JONATHAN WORSLEY**  
Chairman  
the Bench

18:00 - 22:00

## NETWORKING RECEPTION AT FAIRMONT TAGHAZOUT BAY

## FRIDAY 04 NOVEMBER

09:30 - 13:00

## NETWORKING ACTIVITIES

Prebook an activity select from surfing, quad biking, paddleboarding, cable car ride or a round of golf.

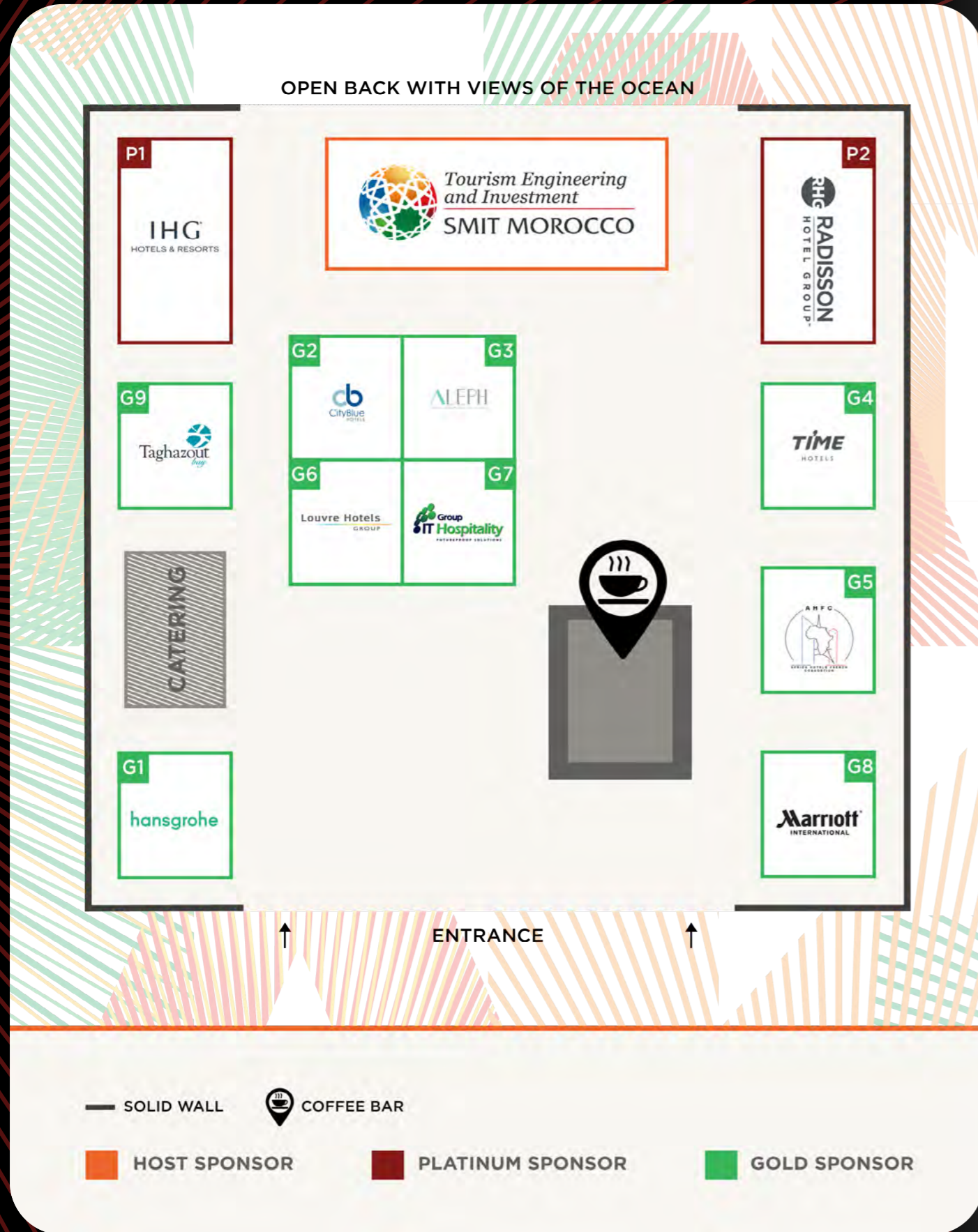
# FLOORPLAN





# EXHIBITION FLOORPLAN

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Investors support and After care

# MOROCCO INVEST IN TOURISM



Tourism Engineering and Investment  
**SMIT MOROCCO**



KINGDOM OF MOROCCO

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WE ARE CONSCIOUS EXPLORERS.  
WE BUILD SOLIDARITY AND BRING PEOPLE  
TOGETHER TO FEEL WELCOME IN A WIDER WORLD.  
WE HAVE AT HEART TO PRESERVE THE WORLD  
SO THAT IT CONTINUES TO MOVE US.

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GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ BREAKFREE \ IBIS  
IBIS STYLES \ GREET \ IBIS BUDGET \ HOTELF1  
21C MUSEUM HOTEL \ 25HOURS \ DELANO \ GLENEAGLES \ HYDE \ JO&JOE \ MAMA SHELTER \ MONDRIAN \ MORGANS ORIGINALS  
SLS \ SO \ THE HOXTON \ TRIBE \ WORKING FROM

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# Grow with us

Join us and be part of one of the fastest-growing hotel companies across Africa.

With an ambition to grow from 100 hotels today to over 150 hotels within the next 5 years, Radisson Hotel Group offers a variety of brands and tailored solutions for your hotel developments.

From resorts to city hotels but also serviced apartments and conversion opportunities, our group provides all the tools for a successful partnership.

Our hotel group remains the most diverse hotel company with a presence across over 30 countries on the African continent. Since 2020 and as of today, RHG has opened over 16 hotels and 3,000 rooms and signed over 25 hotels representing more than 4,800 additional rooms.

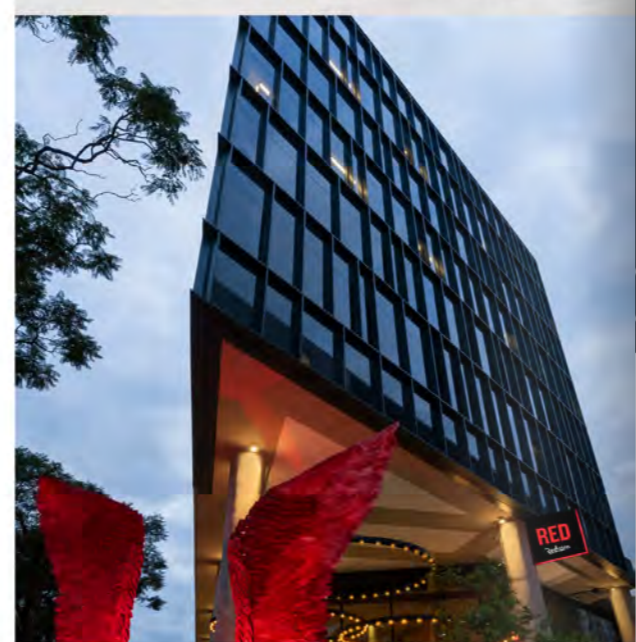
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Founder & Managing Director



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Executive Director



**CLEMENCE LORMAND**  
Development Manager



## AFRICA'S FASTEST - GROWING LOCAL HOTEL CHAIN

CityBlue Hotels currently operates in sub-Saharan Africa as a multi-jurisdictional brand with four sub-brands across the mid-market business space:

**Urban by CityBlue;** for the upper-middle market supported by strong restaurants | **CityBlue Hotel & Suites;** value hotels characterised by superior events and conferencing facilities | **Residences by CityBlue;** the extended stay division for executives and families seeking premium living spaces that feel like home | **Resort by CityBlue;** the retreat for the leisure and conference traveller.

### ABOUT US

CityBlue was founded in 2013 with the vision of introducing much needed quality hospitality facilities in Sub-Saharan Africa's hotel landscape. CityBlue's portfolio features four sub-brands, which together capture the group spirit: CityBlue Hotel & Suites, Urban by CityBlue, Residences by CityBlue and Resort by CityBlue.



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- IPTV & In Room Entertainment
- IP Telephony
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- GRMS and AV Solutions
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- IT Management & Support

**GLOBAL BRANDS INTEGRATOR**

HOTELS  
**365**

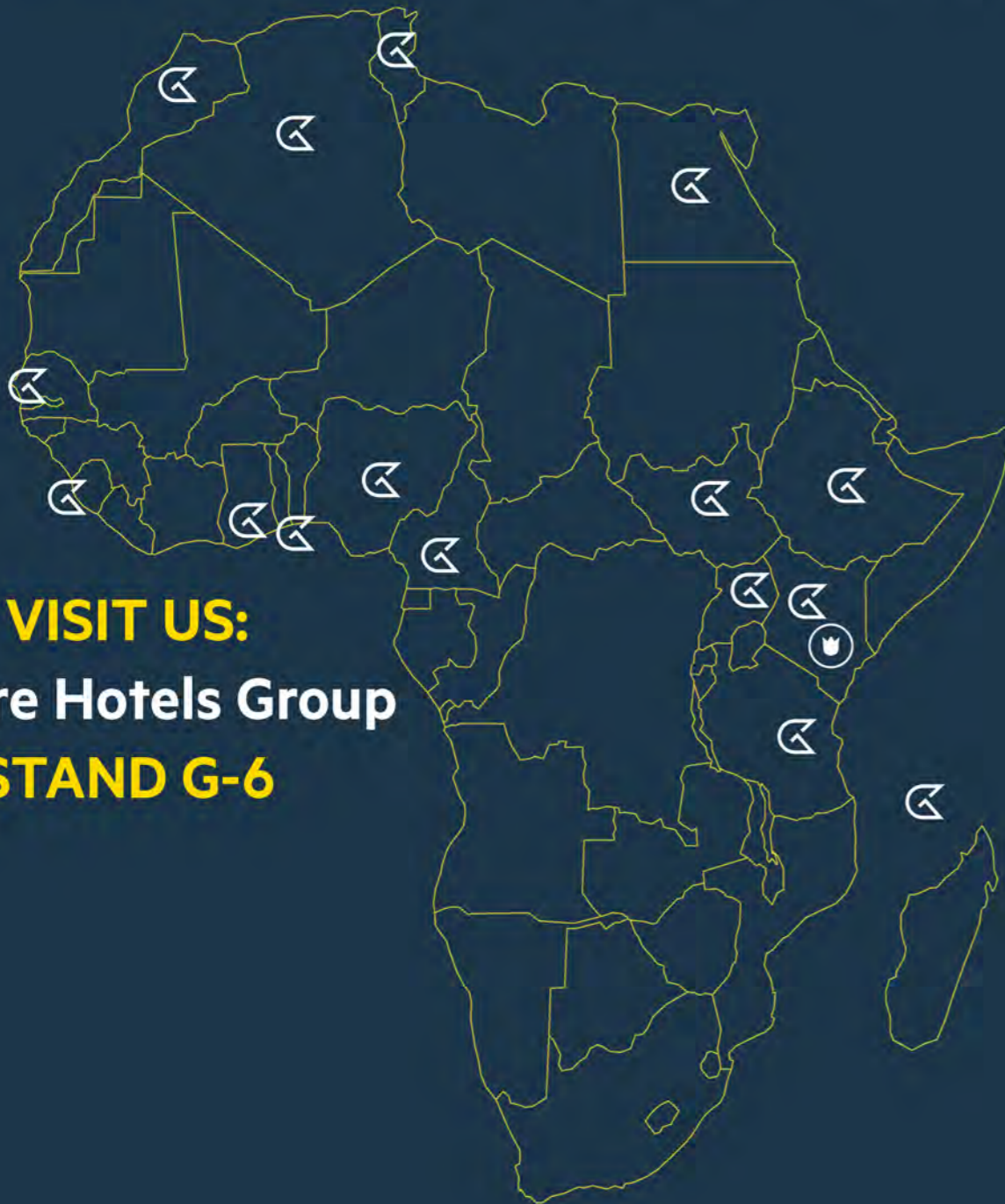
ROOMS  
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COUNTRIES  
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**Creating the environment where the process of IT integration for Hotel Groups is the simplest of tasks.**

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buyers to suppliers globally



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**COMPARE**  
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your spend via our savvy project analytics



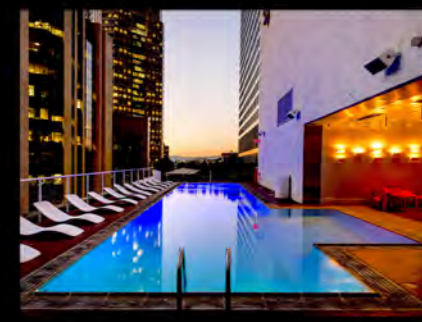
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