

# PRESS RELEASE

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## SHIEKH AHMED CONFIRMED AS PATRON FOR ARABIAN HOTEL INVESTMENT CONFERENCE 2006

December 2005



AHIC

His Highness Sheikh Ahmed bin Saeed Al Maktoum, chairman of Emirates Airline, has confirmed his patronage of the second Arabian Hotel Investment Conference, to be held on April 29 – May 1 at Madinat Jumeirah, Dubai.

This year's event will run under the theme *Oasis or Mirage*, as delegates and industry experts reflect and debate on the huge investment and project initiatives in Arabia – as well as their authenticity and sustainability.

The structure of this year's event has evolved following delegate responses from last year, according to conference organiser Jonathan Worsley.

He said: "For 2006, we have introduced two conference concepts, *MoneyTalk/live* and *Studio/live*. *MoneyTalk/live* is a forum for delegates to meet bankers and financiers: as the conference focus has always been geared towards investment, we wanted to put the mechanisms in place to fast-track these opportunities at the conference."

"With *Studio/live*, we will recreate a TV studio area at the event, so our media partners can broadcast live, and delegates and partners can ensure their message reaches the widest possible audience."

The main conference sessions will be split between breakout sessions, panel discussions and keynote presentations, with Worsley explaining: "Delegates commented on the importance of mixing up the pace between content-driven discussion sessions, and inspirational addresses. Our advisory board of 40 industry leaders have been working to put together another headline-winning event."

The conference will debate issues as diverse as economic and industry trends, investment opportunities, finance issues, construction and design, sustainable development, condos and management contracts.

Following on from the oversubscribed first event, the organisers have put together an outstanding social programme for 2006, according to Worsley.

He said: "We will be staging a traditional Arabian welcome at Mina A'Salam on the eve of the conference, before moving to a reception and dinner at the brand new Kempinski Mall of the Emirates after the first day – complete with ski competition on the indoor slope. Then, following on from last year's reception at The World, we will close with a Party on The Palm at Jebel Ali." The 2005 Arabian Hotel Investment Conference, held as a precursor to the Arabian Travel Market in Dubai, was sold out with 525 delegates from the Middle East and around the world, and underlined the strong growth rate in the regional hotel sector.

Platinum sponsors at the event are: Kingdom Hotel Investments; Nakheel Company LLC and Rezidor SAS Hospitality.

Gold sponsors are: Accor; Arabian Travel Market; Cendant Vacation Network Group; Deloitte; Euro RSGC Furness; Fairmont Hotels & Resorts; Hilton International; HVS International; IFA Hotels & Resorts; Integra TV; InterContinental Hotels & Resorts; Interval International; Jones Lang LaSalle Hotels; Jumeirah International; Kempinski; Marriott International; Morgan Stanley; Mövenpick Hotels & Resorts; Rotana Hotels; RSP Group; Starwood Hotels & Resorts Worldwide and TRI Hospitality Consulting.

Media sponsors are: AME Info, CNBC Arabia, Global Hospitality Resources, HOTELS, Sleeper and TTN.

Supporters are: Dubai Convention Bureau, Emirates Academy of Hospitality; International Hotel & Restaurant Association; International Business Leaders Forum, Villeroy & Boch; The World Travel & Tourism Council and WOW Travels.

The Arabian Hotel Investment Conference will run from April 29 – May 1, 2006 on the eve of Arabian Travel Market. The conference is organised by Jonathan Worsley, consultant to CB Richard Ellis Hotels and MEED, the Middle East business information group. Details of AHIC can be found on [www.arabianconference.com](http://www.arabianconference.com).

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Notes to Editors:

CB Richard Ellis Hotels

CB Richard Ellis Hotels is the world's leading, full-service, real estate advisory group focused exclusively on the hospitality industry. CB Richard Ellis Hotels provides consultancy services for the sale, valuation, financing, development and asset management of hotels. Headquartered in London, the group has offices in Ireland, France,

Spain, Italy and CEE (Central and Eastern Europe) with dedicated hotel teams in the United States and the Asia-Pacific region.

In the past three years CB Richard Ellis Hotels has been involved in nearly all the major hotel transactions. In 2004 alone the firm has been involved in the sale of major single assets for InterContinental Hotels and Resorts, for Jarvis plc and De Vere Hotels. Other 2004 assignments include the Timhotel Chain in Paris; the Hilton and Ibis hotels, Prague; the Savoy Group in the UK and Premier Lodge. CB Richard Ellis Hotels have recently advised Travelodge on the sale of Travelodge, Ireland together with the grant of a Master Franchise to the purchasers.

Please contact Amanda Pearson ([amanda.pearson@cbrehotels.com](mailto:amanda.pearson@cbrehotels.com)) for copies of any photographs used in Press Releases.

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