



NEWS BULLETIN

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12/2/19

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2018

40^ο ΕΤΗΣΙΟ ΞΕΝΟΔΟΧΕΙΑΚΟ ΣΥΝΕΔΡΙΟ
26^η ΕΚΘΕΣΗ ΠΡΟΪΟΝΤΩΝ & ΥΠΗΡΕΣΙΩΝ ΠΑΣΥΞΕ
Τρίτη 13 Φεβρουαρίου 2018
Ξενοδοχείο HILTON PARK, Λευκωσία

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13 2018, HILTON PARK (09.00-
16.00).

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**"MOVING FORWARD IN ENHANCING
TOTAL CUSTOMER EXPERIENCE"**
**"ΠΡΟΧΩΡΩΝΤΑΣ ΜΠΡΟΣΤΑ ΔΙΕΥΡΥΝΟΝΤΑΣ
ΤΗΝ ΣΥΝΟΛΙΚΗ ΕΜΠΕΙΡΙΑ ΤΟΥ ΠΕΛΑΤΗ"**

1. THE MARKETS OF UK, GERMANY AND CONTINENTAL EUROPE AND THE PROSPECTS OF CYPRUS TOURISM
2. SMART TOURIST COMMUNITIES
3. DIGITAL REVOLUTION AND BENCHMARKING
4. MARKETING GREECE
5. LEADING THE YOUNGER GENERATIONS

**40 Years
Hotel
Conferences**



PROGRAMME

"MOVING FORWARD IN ENHANCING TOTAL CUSTOMER EXPERIENCE"

1. THE MARKETS OF UK, GERMANY AND CONTINENTAL EUROPE AND THE PROSPECTS OF CYPRUS TOURISM.
2. SMART TOURIST COMMUNITIES.
3. DIGITAL REVOLUTION AND BENCHMARKING.
4. MARKETING GREECE.
5. LEADING THE YOUNGER GENERATIONS.

TOPIC PRESENTATIONS IN ORDER OF SEQUENCE OF THE CONFERENCE PROGRAMME BY:

- Ñ Mr J. Seip
Director Group Hotel Contracting
THOMAS COOK GROUP
- Ñ Mr J. Karis
IT Standards Officer
CYPRUS ORGANISATION FOR STANDARDISATION
- Ñ Mr K. Kokkinos
Executive Director, Digital Transformation &
Strategy Consulting Advisory Services
PwC CYPRUS
- Ñ Mrs I. Dretta
Chief Executive Officer
MARKETING GREECE
- Ñ Mr S. Perdios
Chief Operations Officer
LOUIS HOTELS PUBLIC COMPANY LTD
- Ñ Mr Ph. Soseilos
Partner - In charge of Hospitality & Leisure Group
PwC CYPRUS

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40th ANNUAL HOTEL CONFERENCE

**Tuesday 13 February 2018
HILTON PARK Hotel, Nicosia**

- 09.00 - 09.30 Registration
COFFEE (Exhibition Hall)
- 09.30 - 10.00 The Markets of UK, Germany and Continental Europe
and the Prospects of Cyprus Tourism.
Speaker: Mr J. Seip
Director Group Hotel Contracting
THOMAS COOK GROUP
- 10.00 - 10.15 Questions & Answers / Debate.
- 10.15 - 10.30 Smart Tourist Communities.
Speaker: Mr J. Karis
IT Standards Officer
CYPRUS ORGANISATION FOR STANDARDISATION
- 10.30 - 10.45 Digital Revolution and Benchmarking.
Speaker: Mr K. Kokkinos
Executive Director, Digital Transformation &
Strategy Consulting Advisory Services
PwC CYPRUS
- 10.45 - 11.00 Questions & Answers / Debate.
- 11.00 - 11.30 COFFEE BREAK / CYPRUS BREAKFAST (Exhibition Hall)
Official Sponsors:
THEOVA UHS ENTERPRISE SOLUTIONS
LOUIS HOTELS
- 11.30 - 11.45 Marketing Greece.
Speaker: Mrs I. Dretta
Chief Executive Officer
MARKETING GREECE
- 11.45 - 12.00 Leading the Younger Generations.
Speaker: Mr S. Perdios
Chief Operations Officer
LOUIS HOTELS PUBLIC COMPANY LTD
- 12.00 - 13.00 Panel Discussion with the morning's Speakers.
Moderator: Mr Ph. Soseilos
Partner - In charge of Hospitality & Leisure Group
PwC CYPRUS

13.00 - 13.45 OFFICIAL CEREMONY

- Speech by the President of the Cyprus Hotel Association, Mr H. Loizides
- Address by the Chief Executive Officer of PwC Cyprus Mr Evg. Evgeniou
- Address by the Minister of Energy, Commerce, Industry & Tourism Mr G. Lakkotrypis

13.45 - 14.00 OFFICIAL OPENING CEREMONY
OF THE EXHIBITION OF PRODUCTS & SERVICES

by the Minister of Energy, Commerce, Industry & Tourism, Mr G. Lakkotrypis

Official Sponsor: AEGEAN AIRLINES

14.00 - 16.00 FINGER BUFFET (Exhibition Hall)

Official Sponsor: HERMES AIRPORTS LTD

END OF THE CONFERENCE

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AND AS THE TELECOMMUNICATION PROVIDER

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FOR THE COFFEE BREAKS

LOUIS HOTELS

FOR THE OFFER OF THE CYPRUS BREAKFAST

TRAVEL TRADE CYPRUS

FOR THE PROGRAMME OF THE CONFERENCE

CYPRINTERS LTD

FOR THE PRINTING WORKS OF THE CONFERENCE AND THE EXHIBITION

HILTON PARK HOTEL

FOR THE SERVICES AND HOSPITALITY THAT THEY OFFER