



1ST ANNUAL
**Real Estate
 BUSINESS
 SUMMIT
 BAJA
 CALIFORNIA 2018**

INM•BILIARE



Program

Thursday June 21st

7:00 PM Cocktail Networking Terrace IOS OFFICES, Via Corporativo

Friday June 22nd

8:00 AM Breakfast & Registration

8:45 AM Welcome and opening presentation

9:00 AM **OPENING PANEL : CURRENT SITUATION OF THE HOTEL INDUSTRY - MARKET OUTLOOK**
 New actors, Brand expansion, Type Tourism, New Experiences and Elements that impact travel to Mexico.

9:45 AM **FINANCING PANEL : FINANCING SOURCES FOR THE HOTEL SECTOR AND DIFERENT INVESTMENT MECHANISMS**
 Who and how are you investing in the hotel industry? New Tourism proposals.
 What are hotel brands and franchises betting on in Mexico? New Tourism trends and their potential.

10:30 AM **INFRASTRUCTURE PANEL : MIXED-USE PROJECTS AND MASTER PLANS**
 Medical Tourism
 Hospitality
 Commercial
 Residential

11:15 AM **SPEED MEETING: BUSINESS RELATIONSHIPS - ONE ON ONE**

11:45 AM **REAL ESTATE PANEL: RESURGENCE OF TOURISM REAL ESTATE DEVELOPMENTS**
 Second Residences
 Retreat Tourism
 Resorts
 New Products (Wine Route)

12:30 PM **BIG DATA PANEL-TOURIST DESTINATIONS INTELLIGENT SOLUTIONS AND TECHNOLOGICAL TOOLS**
 AIRBNB
 Trivago
 TripAdvisor

1:15 PM **CONFERENCE: HOSPITALITY AND ITS DIFFERENT EXPERIENCES: HOW TO DIFFERENTIATE FROM THE NATIONAL OFFER**
 Leisure of Tourism, Gastronomic, Adventure, Sports, etc.

2:00PM **PANEL: LOW INVESTMENT OPPORTUNITIES CALIFORNIA**
 Ministry of Tourism (SECTURE) Private initiative.
 (Projects: Wine Route, Real Estate, Medical Tourism)

2:45 PM **END OF PROGRAM, CLOSING REMARKS**

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<p>PREMIUM</p>	<p>PLATINUM</p>	<p>GOLD</p>	<p>SILVER</p>
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