

Programme of the 196+ forum Munich 2023

Time	Conference programme
9:00 - 9:30	Registration & opening of the exhibition space & welcome coffee
9:30 - 9:45	Welcome address and introduction of the Hotel Property Award: 10 nominated hotels presented by Andreas Martin , 196+ forum Munich
9:45 - 10:15	Project Showcases – news from the industry at 15 minutes intervals: <ul style="list-style-type: none"> ▪ News from Arabella Hospitality with Karl-Heinz Pawlizki, CEO and Roland Duerr, GM Rosewood Munich ▪ The Porter Leipzig–Spinnerei with Co-Founder & CEO Martin Egner
10:15 - 10:45	Keynote Generative AI: Gamechanger or hype? – a classification and use cases from a real estate perspective, with Patrick Theis , Managing Director & Partner, Drees & Sommer
10:45 - 12:00	Start-up pitch for the Hospitality UPGRADE Award presented by Christian Fiedler , Founder Hospitality Pioneers: Avanera, Korbsauna, Remberg, Slooom and Xingular presenting at 9-minute intervals in front of an expert jury
12:00 - 13:00	Lunch break at GH-Lounge
13:00 - 14:00	CEO Interview with Arno Schwalie , CEO, Lindner Hotels AG and Peter Norman , Senior Vice President Development & Owner Relations, Hyatt International (<i>in English</i>) Moderator: Michael Widmann , Global CEO, PKF hospitality group
14:00 - 15:00	AI & hospitality – how does this fit together from planning to operating! Martin Schaffer , Managing Partner, mrp hotels in conversation with <ul style="list-style-type: none"> ▪ Olga Heuser, Founder & Managing Partner, Dialogshift, Berlin ▪ Erik Florvaag, Managing Partner, COTP Group, Cologne ▪ Tobias Köhler, Founder, Hotel Tech Solutions, Leipzig ▪ Alexander Tyropolis, CEO & Founder, Coding Mind, Zurich
15:00 - 16:00	Coffee break at GH-Lounge
16:00 - 16:15	3 questions to...
16:15 - 17:15	AI & the influence on the future of hotel design! (<i>in English</i>) Guy Dittrich , Journalist, in conversation with <ul style="list-style-type: none"> ▪ Silke Xenia Juul, Head of Strategy and Concept, Johannes Thorpe Studios, Copenhagen ▪ Piotr Kalinowski, CEO & Design Director, MIXD Studio, Wroclaw ▪ Ben Webb, Managing Director, 3Stories, London
17:15 - 17:45	Hospitality UPGRADE Award ceremony presented by Christian Fiedler
17:45 - 18:00	Hotel Property Award – the 3 finalists presented by Andreas Martin
	Evening programme
18:00 - 19:00	Cocktail Reception at GH-Lounge
19:00 - 23:00	Gala Dinner with Hotel Property Award ceremony and a birthday party