

# Top hotels in the Middle East to discuss ways to stay competitive

*With a glut of new hotels coming up in the region to meet Expo 2020 requirements, hotels are looking for ways to differentiate themselves.*

DUBAI, UNITED ARAB EMIRATES, March 13, 2016 /EINPresswire.com/ -- Whether it's by modernising their offerings, implementing the latest technologies, or providing innovative F&B

offerings, they are looking for ways to maximise their profits and increase their market share – so they can sustain business long after the Expo is over.

With this in mind, IQPC is organising Hotel360: The Hotel Business Conference taking place in Dubai from 28-29 March 2016. This event will be an opportunity for decision makers in the Middle East hospitality sector to identify ways to stay competitive.

[www.hotel360conference.com/news](http://www.hotel360conference.com/news)

General Managers and Directors from Burj Al Arab, JW Marriott Marquis Hotel Dubai, The Address Hotel, Holiday Inn, Dusit Thani, Palazzo Versace, Jeddah Hilton, Marriott, The Ritz-Carlton Hotel Company, Anantara Dubai The Palm Resort & Spa, Hilton World Wide, The H Hotel, Jawad Business Group, Al Bustan Rotana Hotel, Millennium Plaza Hotel, Radisson Blu Resort, Emirates Culinary Guild, Premier Inn Hotels, Mövenpick Hotels & Resorts, Sofitel Hotels and more will be gathering at the two-day event to learn how to differentiate themselves in a crowded market.

Some of the key confirmed speakers include:

- Andy Cuthbert, General Manager, Madinat Jumeirah
- Bill Keffer, General Manager, JW Marriott Marquis Hotel Dubai
- Vincent Mercurio, General Manager, The Address Dubai Mall
- Roxana Jaffer, Chief Executive Officer, Splendid Hotel Group
- Uwe Michael, President, Emirates Culinary Guild
- Mohammed Orfali, Executive Chef, Fatafeat TV - The Food Channel Of The Middle East
- Sebastian Nohse, Director Of Culinary, JW Marriott Marquis Hotel Dubai
- Stefan Breg, Director of F&B Europe, Africa, Middle East, Starwood Hotels & Resorts

Companies including NGN International, Cisco, LogMeln Ireland, Technowave International, Greentech, FPG, Crystal Arc, Scent Air, Chris Garrod, ASSA ABLOY and more have already confirmed to sponsor the event.

Find the full programme, speaker list and registration form at [www.hotel360conference.com/news](http://www.hotel360conference.com/news), call



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