



**International
Hospitality
Investment Forum**

Track:



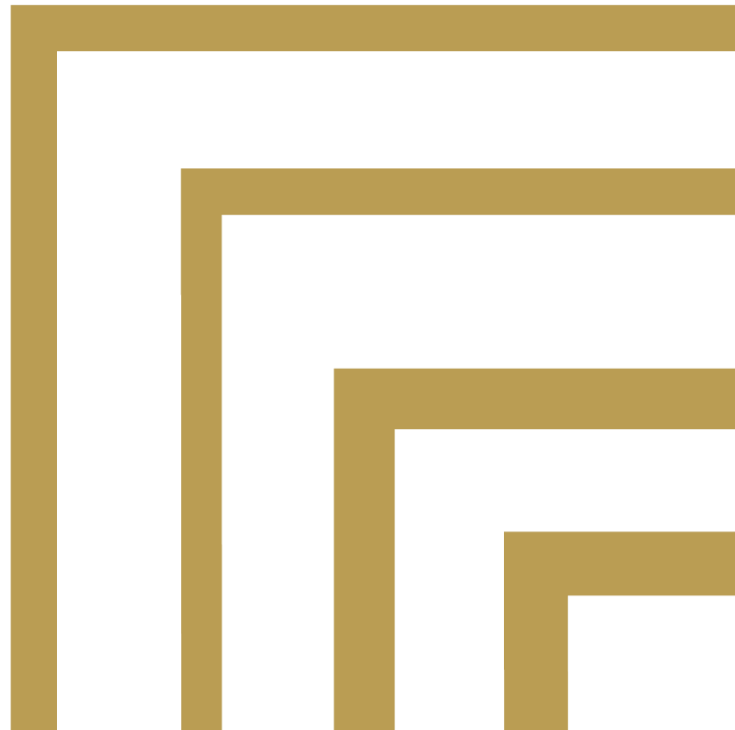
**Brand x
Residential**

2026 BxR EMEA Programme

23 March 2026

InterContinental | Berlin, Germany

*Programme in development:
topics and timings may change*



BxR EMEA Agenda

Iconic brands meet landmark residences

- 10:00 – 10:05 **Warm welcome from Questex**
Olga Andreevskikh, Sr Conference Producer, Questex
- 10:05 – 10:10 **Welcome from the host**
Barry Landsberg, Principal, Landsberg Residential Consulting
- 10:10 – 10:30 **Data & trends insights: Tracking the evolution of branded residential market in EMEA and globally** *(presentation)*
Gain a clear picture of the branded residential market's scale and direction in EMEA and globally. Drawing on the latest research and development data, this session highlights key performance metrics, market shifts, and future forecasts to understand how urbanisation, brand strategy, and buyer demand are converging to shape the next decade of branded living.
Louis Keighley, Director, Head of Global Residential Development Consultancy, Savills Branded Residences
- 10:30 – 11:05 **BxR Developer talks: What's driving growth in branded living** *(panel)*
What's shaping development decisions in branded living today and where are leading developers placing their bets next? Explore where they see the strongest opportunities in 2026 and beyond - from the rise of standalone schemes to evolving partnerships, margins, and value creation across the BR landscape. Hear how they're structuring deals, selecting brands, and navigating sales markets, as well as lessons learned over the past year.
Moderated by Riyan Itani, Founder and Director, Global Branded Residences
In conversation with:
Philipp Henle, Managing Director – Hospitality, RoundShield
Brian Betel, Global Head of Direct Assets, ASG Iberia
Enrique Benjumea, Founder, Blasson
- 11:05 - 11:25 **Beyond the residence: Building the branded living ecosystem** *(Fireside chat)*
Explore how branded residences are evolving into globally connected, mixed-use ecosystems shaped by cross-market expansion, rising wellness expectations, and the emergence of new development hubs worldwide. The discussion will highlight how hospitality, home, and community are increasingly integrated creating new living models that resonate across cultures and regions and redefining the future of residential development.
Dana Jacobsohn, Chief Development Officer, Marriott International
Interviewed by Barry Landsberg, Principal, Landsberg Residential Consulting
- 11:25 – 11:45 **Networking coffee break**
- 11:45 – 12:05 **Inside the brand value: Standalone or mixed use?** *(fireside chat)*
Hear why brands see strategic value in standalone projects, how they are growing their standalone portfolios, how they deal with challenges of appointing an operator to deliver brand standards, and what opportunities this segment presents for developers and investors. Gain insight into how this operating approach is evolving, and the broader forces driving the next wave of growth in branded living.
Daniel Von Barloewen, Senior Vice President, Global Mixed-Use Development, Accor One Living

- Interviewed by Cameron Sperance, Content/Editorial Director, Questex
- 12:05 – 12:45 Selling branded residences: What really drives demand (panel)**
 This session brings together brokers, developers, marketers, and brand representatives to examine how branded real estate is positioned, promoted, and sold, and why consumers buy in. Learn how marketing, PR, and on-the-ground operations shape value perception and drive results.
- Moderated by Alexandra Dumoulin, Director, HVS
 Mitra Ghamsari, Founder & CEO, Persepolis Investments
 Lindsay McGinn, Global VP, Brand Advisory Services, Accor One Living
 Jonathan Wingo, VP Brand Leader Residential Programmes, Hilton
 Jenny Naylor, Managing Director Advisory, Brand Atlas
- 12:45 – 13:00 Residential lifestyle and operational excellence: What real usage statistics reveal (presentation)**
 This presentation reveals how residents truly interact with services and amenities, and how these patterns influence operating expenditure, staffing models, and future capital investment. It also highlights how developers and brands can remain relevant by aligning offerings with evolving resident behaviors, preferences, and lifestyle choices.
- Rahul Salgia, Founder & CEO, Digivalet
- 13:00 – 13.45 Networking Lunch**
- 13.45 – 14.05 Crossing worlds: Hospitality vs non-hospitality (fireside chat)**
 In this conversation, senior executives of a hospitality brand and a lifestyle icon discuss how collaboration can enhance brand reach, product differentiation, and consumer trust. Explore what hospitality can learn from lifestyle and luxury sectors and vice versa, and how cross-industry partnerships are shaping the next phase of branded living in Europe.
- Moderated by Ife Taiwo-Newman, Associate Editor, Hospitality Investor
 In conversation with:
 Wiebke Stahl, Managing Director, Bugatti International
 Stephanie Segaux, Vice President – Development, EMEA, Starwood Hotels
- 14.05 - 14.35 How Italians do it: The recipe for success (panel)**
 This conversation dives into the growing wave of non-hospitality brands entering residential development. Discover what makes these collaborations work, how they connect with buyers, and whether the model can stand alone or it thrives best in partnership with established hospitality operators.
- Moderated by Helena Amaral Neto, Managing Partner, Luxulting
 In conversation with:
 Giovanni de Niederhausern, Senior Vice President, Architecture & Product Design, Pininfarina
 Enrico Erba Springorum, Head of Branded Real Estate, Giorgio Armani
 Boris Puddu, Head of Collezione Lamborghini, Automobili Lamborghini S.p.A.
- 14.35 - 15.05 Deal table live: Negotiating a residential contract (practical case study)**
 Step into the deal room to see a negotiation of a residential agreement in real time. From brand standards, operating models and licensing, to fees, control, and risk, watch the dynamics unfold as each side pushes for their priorities. This interactive session offers a rare, behind-the-scenes look at how the deals that shape branded living actually get done.
- Moderated by Richard Bursby, Partner, Taylor Wessing
 In negotiation with:
 Ina Plunien, Vice-President, Cedar Capital Partners
 Tina Necrason, Global Head of Branded Residential, Hyatt

15.05 - 15.50 Hosted parallel discussions

A dynamic blend of rapid insights and interactive discussion. Experts share their insights with concise 3-minute presentations, spotlighting critical success factors for performance in branded residences. Following these short talks, attendees can meet the speakers in roundtable discussions to ask questions and exchange ideas.

Discussion 1: Development and design best practices

Hosted by Anna Masello, RE Branding & Marketing Director, The One Atelier

Discussion 2: Operations - running, managing and optimizing BRs once open

Hosted by Richard Petrik, Director, Rhodium

Discussion 3: Selling the Gen Z way

Hosted by Arthur Espada, Sales & Marketing, Propriétés & Co

Discussion 4: Wellness & longevity

Hosted by Roger Allen, Group CEO, RLA Global &

Alfredo Bataller, Group CEO, AB Living Group

Discussion 5: The tech layer in residential

Hosted by Jagdish Johal, Managing Partner, Yoo

15.50 - 16.00 Recap: Wrap-up action plan for the EMEA branded residential market – what's next?

Chris Graham, Managing Director, Graham Associates

For more information about IHIF EMEA 2026 please contact:

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