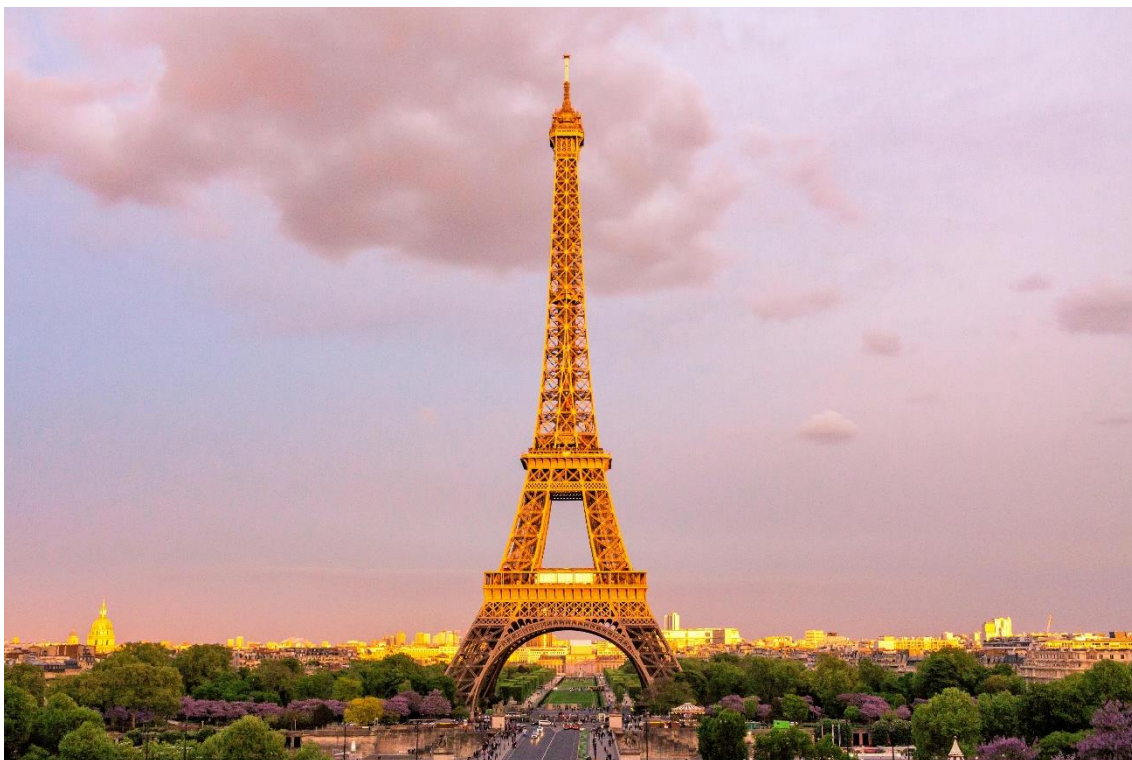


**GENERAL ASSEMBLY
GLOBAL REFORMBNB 3rd – 5th DECEMBER 2025
PARIS, FRANCE**



Draft Agenda

Wednesday, December 3

Addressee: Pernod Ricard, 5 Cour Paul Ricard, PARIS France. | Terrace

Welcome cocktail (17:00h – 19:00h) – Networking

- Anna Hidalgo, Mayor of Paris
- Franck Trouet, Vice-President Global Reformbnb
- Didac Garcia, Executive President Global Reformbnb
- Vijay Dandapani, Chairman Global Reformbnb

Thursday, December 4

Addressee: Pernod Ricard, 5 Cour Paul Ricard, PARIS France.

Participants accreditation (8:30h - 9:00h)

- **MORNING SESSIONS (9:00H – 13:30H)**

Opening ceremony

9:00h – 9:15h

- Franck Trouet, Vice-President Global Reformbnb
- Didac Garcia, Executive President Global Reformbnb
- Vijay Dandapani, Chairman Global Reformbnb

Industry challenges | Dialogue with the platforms

9:15h – 10:15h

Moderated by Franck Trouet, Vice-President Global Reformbnb

- Representant of Booking.com
- Representant of Expedia

Overlook on Digital distribution

10:15h – 11:00h

Presentation by Franck Trouet, Vice-President Global Reformbnb

Coffee Break – Media / Press

11:00h – 11:30h

Overlook on short-term rentals – Adoption of a Strategy Paper

11:30h – 12:30h

Moderated by Vijay Dandapani, Chairman Global Reformbnb

- Francisca Herrera, Vice-President *Asociación Gremial de Empresarios de Hoteleros de Chile*
- Shintaro Sugawara, Deputy Director in charge of Legal Policy Public Affairs Committee All Japan Ryokan Hotel Association
- Didac Garcia, *Gremi d'Hotels de Barcelona*
- Eréndira Cruzvillegas, General Counsel and Legal Services *Consejería Jurídica y de Servicios Legales del Gobierno de Ciudad de México*

Speakers Corner – Industry Best Practices

12:30h – 13:30h

Moderated by Roberto Amengual, Secretary Global Reformbnb

- Troy Flanagan, Vice-President American Hotel and Lodging Association
- Representant of GNI, France

Lunch

13:30h – 15:00h

• **AFTERNOON SESSIONS (15:00H – 18:00H)**

Round table: Sust Tourism: Hotels versus Short Term Rentals

15:00h – 15:45h

Moderated by Didac Garcia, Executive President Global Reformbnb

- Roberto Amengual, Secretary *Asociación de Hoteles de Turismo de la República Argentina*
- Jose Duarte, President COTELCO
- Alberto Pirola, President *Asociación de Empresarios de Hoteleros de Chile*
- Jordi Sastre, CEO Hotel Nyx Cancún

Round table: Challenges and opportunities of the new technologies in the future of our business - Best practices

15:45h – 16:30h

Moderated by Didac Garcia, Executive President Global Reformbnb

- Vijay Dandapani, President Hotel Association of New York City
- Franck Trouet, Director of Institutional Relations & Communication *Groupement National des Indépendants Hotellerie & Restauration*
- Alexandre Sampaio, President *Federação Brasileira de Hospedagem e Alimentação*

Coffee Break

16:30h – 17:00h

Presentation: Copyright & Neighboring Rights: Hospitality Industry vs Short Term Rentals

17:00h – 18:00h

Presentation by Martin Pinczolits, Director Manager *Veranstalterverband Österreich, Austria*

Friday, December 5

Addressee: Pernod Ricard, 5 Cour Paul Ricard, PARIS France.

• **MORNING SESSIONS (9:00H – 13:30H)**

Global Reformbnb internal issues (MEMBERS ONLY)

9:00h – 9:30h

Presented by by Didac Garcia, Executive President Global Reformbnb

Presentation: "The Parity Paradigm: Strategies for Fair Pricing in Hospitality"

9:30h – 10:30h

Presentation by Pau Ferret, Founder of 123compare.me

Coffee break

10:30h – 11:00h

Presentation: "Booking.com and Hospitality Industry"

11:00h – 11:45h

Presentation by Markus Luthe, CEO of *Hotelverband Deutschland*

Round table: Digital Distribution changes and price parity – The case of Booking.com

11:45h – 13:00h

Moderated by Franck Trouet, Vice-President Global Reformbnb

- Member of European Commission
- Member of European Parliament
- Member of France Parliament
- Markus Luthe, CEO of *Hotelverband Deutschland*
- Javier Puente, President *Asociación de Hoteles de la Ciudad de México*

The future challenges of the hotel industry – Working Groups

13:00h – 13:45h

Presented by Didac Garcia, Executive President Global Reformbnb

Conclusion by Executive President of Global Reformbnb

13:45h – 14:00h