



LISBON  
2023

49<sup>TH</sup> ANNUAL GENERAL MEETING

*“Inspiring the Future”*

10<sup>TH</sup> - 12<sup>TH</sup> FEBRUARY



TRAVEL AGENDA

DAY 1



14:30 - 18:00

GENERAL ASSEMBLY AT FOUR SEASONS HOTEL RITZ LISBON



**VENUE:**  
Pedro Leitão Ballroom

**First official part open to Members only 14:30 -16:00**

**14:00 – 14:30** Welcome Coffee – Sponsors’ Time

**14:30** Presentation annual report

Financial Report

Report Board of Auditors

Report Board of Arbiters

Membership Situation

**15:15** Members’ Time

**15:45** Presentation Venues EHMA General Assembly 2024 and 2025

**16:00 -16:30** Coffee Break | Sponsors’ Time

**Second part open to Members & Partners 16:30 -18:00**

**16:40** Hästens

**16:50** Introduction of New Members & Nolan Cornell drawing

**17:20** S-Rate

**17:25** Ecole Hotelière de Lausanne

**17:30** Presentation of EHL student thesis project on “Is the Hotel General Manager a dream work for the future? Why to become one?”

**17:40** Best Practices 2022 “Talent Retention & Human Culture”

**18:00** End of the working session & closing remarks

14:30 - 16:30

YOUNG EHMA SESSION



**VENUE:**  
Marquês de Pombal Room

Educational session conducted by Prof. Ian Millar - EHL.

The meeting will take place in Marquês de Pombal Room.

**About the room:** This room was named after the statesman who rebuilt Lisbon after the earthquake of 1755, and whose imposing statue is visible from the windows and terrace which face the public garden and the city’s financial district.

19:00 - 22:30

WELCOME COCKTAIL & DINNER



**VENUE:**  
Pátio da Galé

**ATTIRE:**  
Casual Chique

Lisbon dine out. Pre-Arranged Transfers depart from Four Seasons Hotel Ritz Lisbon, to Pátio da Galé at 7pm / 19:00h.

**About the venue:** This venue, Pátio da Galé is located on the west wing of Terreiro do Paço, one of the city’s most emblematic squares and walking distance from the riverfront. In the 16th century stood King Manuel I royal residence and the House of India, today lies a venue marked by versatility: historic Pombaline arcades filled with natural light and high limestone rock walls.

It is the venue of choice for Portugal’s Fashion Week, but also for weddings, conventions and brand presentations.

# DAY 1 | Accompanying Persons Afternoon Program

LISBON



LAT 38° 43' 20.109"N  
LON 9° 8' 21.611"W



**16:00 - 18:00****DISCOVERING LISBON**

Discover the city from the ground up in this exhilarating tour from the tuk tuk.

Ascend through the narrow cobbled streets and atmospheric surrounds of the ancient Alfama quarter to the breathtaking views of the city as seen from the reconstructed ramparts of Castelo São Jorge (Castle of St George). Descend to the historical vastness of Belém and its UNESCO listed tower that marks the end of the land and the beginning of the sea. Pay tribute to Portugal's maritime past at the Monument of Discoveries, then savor the essence of Lisbon in the form of traditional Pastéis de Belém (custard tarts) at Antiga Confeitaria de Belém—you can even take a private peek into the kitchen that has housed the secret recipe since 1837! End your tour with a stop at the 15th century Jerónimos Monastery, the pinnacle of Manueline-Portuguese Gothic architecture, built to commemorate the discovery of the sea route to India. Visit the tombs of Vasco da Gama and Luís de Camões, Portugal's national poet, before whizzing back to the Hotel through Lisbon's labyrinthine streets. A tour that's as exhilarating as it is educational: don't miss out!

**DEPARTURE:**

Tuk-tuk city tour  
leaving the hotel at  
16:00 pm.

DAY 2



8:30 - 18:00

EDUCATIONAL DAY AT FOUR SEASONS HOTEL RITZ LISBON



**VENUE:**

Pedro Leitão Ballroom

**08:30** | Start of the Educational Day

Official Welcome by EHMA President Panos Almyrantis and President Organizing Committee Francisco Pereira da Silva

**08:45** | Welcome remarks from the Mayor of the City of Lisbon, Mr. Carlos Moedas

**09:20** | Mr. Simon Casson: "Leadership - From good to great - Powered by people"

**10:10** Dra. Manuela Veloso: "Artificial Intelligence: Beginnings, present, and discussion of the future"

**11:00** Coffee break / Sponsors' time

**11:40** Mr. Frank Theis: "A Changing World"

**12:10** Mr. Lorenzo Montagna: "What is the Metaverse and why it's relevant for the travel & hospitality industry"

**13:00** Business Lunch / Sponsors' time Four Seasons Hotel Ritz Lisbon kitchen team, headed by the executive chef Pascal Meynard has prepared a lunch buffet for a relaxed lunch break in Fernando Pessoa room.

**About the room:** Windows run the entire length of the room, leading to the large terrace in front. The garden-like terrace has an extraordinary view of Eduardo VII Park.

**14:30** Dra. Vera Pinto: "The energy decade"

**15:20** Architects Artur Miranda and Jacques Bec: "Historical modernism"

**16:05** Coffee break / Sponsors' time

**16:55** President of Hotrec Mr. Alexandros Vassilikos

**17:15** Mr. Philip Boyen: "The Future of Quality"

**18:00** Thanks & closing remarks

**VENUE:**

Fernando Pessoa Room



COCKTAIL GALA DINNER AT

FOUR SEASONS HOTEL RITZ LISBON

19:00 - 23:30



Executive Chef Pascal Meynard, has prepared an exquisite Cocktail and Gala dinner to be served in the hotel's Ballroom.

**About the room:** Facing the public garden, the room boasts grand crystal chandeliers and handmade tapestries by acclaimed contemporary Portuguese artist Pedro Leitão, hang on the rose-coloured marble walls.

Grand crystal chandeliers reflect their brightness on the polished oak floor, and long silk curtains decorate large windows facing onto Lisbon's most charming public garden.

**VENUE:**

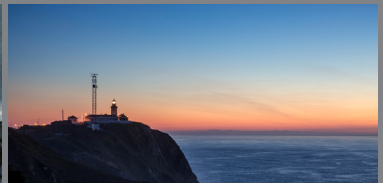
Pedro Leitão Ballroom

**ATTIRE:**

Black Tie



## DAY 2 | Accompanying Persons Afternoon Program





10:30 - 17:00

## WINE &amp; VINEYARDS TOUR



Travelling to Arrábida. The Arrábida Natural Park extends some 10,000 hectares and boasts a soil, micro-climate and diversity of flora and fauna considered amongst the best in Portugal. In the heart of the park, the sprawling 16th century Convento da Arrábida dazzles like a white beacon amidst the dense green hills. Follow the small winding road that takes you to the sublime hidden beach and calm emerald waters of Portinho da Arrábida. Or head to the charming villages of Azeitão at the foot of the mountains, famed for their wine, olives and delicious Queijo de Azeitão sheep's cheese.

**JOSÉ MARIA DA FONSECA WINE ESTATE** | (Vila Nogueira de Azeitão)

Founded in 1834 by José Maria da Fonseca, this gorgeous old estate is famed for its Moscatel de Setúbal and Periquita, the two leading ambassadors for fine Portuguese wines. The Moscatel is made out of Castelão grapes, an indigenous variety that thrives in southern Portugal and was brought to prominence by the da Fonseca family; Periquita is the oldest Portuguese table wine, enjoyed for its fruity, spicy character.

**DEPARTURE:**

Leaving the hotel at 10:30 am.

**CAPACITY:**

Limited to 16 people

10:30 - 17:00

## MUSEUMS &amp; HISTORIC DISTRICT WALK



Belém's waterfront monuments and vast open spaces are a tribute to Portugal's Age of Discoveries and legendary nautical adventurers.

Belém's monuments and exhibitions celebrate every momentous journey—Ceuta, North Africa in 1415; Africa's Cape of Good Hope in 1488; India in 1498; Brazil in 1500; Thailand in 1511; China in 1513 and Japan in 1542 to name but a few—and immortalize every pioneer.

**Highlights of this iconic district include:**

**Jerónimos Monastery, Padrão dos Descobrimentos, a Wind Rose:** a 50-meter-diameter marble mosaic (and map) gifted to Portugal by South Africa in 1960;

**Torre de Belém:** a original 1525 fortress in the middle of the water, now a UNESCO World Heritage site; **MAAT:** the newest landmark on Lisbon's waterfront. The low-rise building, designed along the riverside in a curvy structure, which swells and ducks into the ground will create a new public area by the water to the city.

**RICARDO ESPÍRITO SANTO SILVA FOUNDATION VISIT:** A Foundation at the Portuguese School of Decorative Arts and the Arts and Crafts Institute. Rare goldsmith works, furniture, and carpets are on display and the shop sells reproductions created in the workshops.

**DEPARTURE:**

Leaving the hotel at 10:30 am.

**CAPACITY:**

Limited to 32 people

*The group will be divided to two groups of 16.  
The tour will combine both Belém and Alfama districts*

10:30 - 17:00

## CASCAIS &amp; SINTRA



It takes less than an hour from Lisbon to travel back to the age of imperial Portugal and Europe's original epicentre of Romantic architecture. Open the windows and inhale the pure air of the Serra de Sintra, fresh with the scent of the region's thousand different species of plants. Then float away on the dreamy UNESCO World Heritage imagery revealed before you: sprawling baroque palaces amidst box hedges and fountains; towered and turreted summer residences shaded by magnificent formal gardens; hilltop princess palaces silhouetted pink, yellow and red... Everywhere, glazed azulejos whisper a regal past and the awe-inspiring views transport the imagination deep into the mysterious mountains.

Visit: **Palácio Nacional de Sintra, Palácio Nacional de Pena;** Quinta da Regaleira; **A Piri-quita,** for the famous travesseiros (flaky pastries filled with melon jam, almonds and eggs) and **Fábrica das Verdadeiras Queijadas da Sapa** for to-die-for queijadas: delicate home-made goat's cheese and almond cakes.

**DEPARTURE:**

Leaving the hotel at 10:30 am.

**CAPACITY:**

Limited to 32 people

DAY 3



09:00 - 13:00

FAREWELL BREAKFAST



After two inspiring days, is time for farewell over a relaxed breakfast at Fernando Pessoa room.



**About the room:** Windows run the entire length of the room, leading to the large terrace in front. The garden-like terrace has an extraordinary view of Eduardo VII Park.

**VENUE:**

Fernando Pessoa Room

# GUEST SPEAKERS



**SIMON CASSON**

President, Hotel Operations - Europe, Middle East and Africa of Four Seasons Hotels and Resorts

“Leadership - From Good To Great - Powered By People”



**Filip Boyen**

Consulting, Senior Advisor Corinthia Hotels, Ambassador Forbes Travel Guide

“The Future Of Quality”



**MANUELA VELOSO**

Head JPMorgan Chase AI Research, Herbert A. Simon University Professor Emerita at Carnegie Mellon University

“Artificial Intelligence: Beginnings, Present, And Discussion Of The Future”



**FRANK THEIS**

CRO of Diversey

“Diversey”



**CARLOS MOEDAS**  
Mayor of Lisbon



**VERA PINTO**  
Member of the Executive Board of  
Directors - EDP - Energias de Portugal,  
S.A.

“The Energy Decade”



**OITO EM PONTO**  
Artur Miranda and Jacques Bec

“Historical Modernism”



**LORENZO MONTAGNA**  
Founder Second  
Star VR

“What Is The Metaverse And Why It’s Relevant  
For The Travel & Hospitality Industry”

# ORGANISING COMMITTEE



**FRANCISCO PEREIRA DA SILVA**  
Chairman Organising Committee  
Hotel Albatroz Beach & Yacht Club  
Santa Cruz, Madeira



**FRANCISCO CORREA DE BARROS**  
Palacio Estoril



**GUILHERME A. COSTA**  
Four Seasons Hotel Ritz Lisbon



**ALEXANDRE DE ALMEIDA**  
Hotéis Alexandre De Almeida Lda.  
Lisbon



**SANDRO FABRIS**  
Lisbon



**PEDRO PINTO**  
Corpo Santo Hotel  
Lisbon

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