

AHIC 2021 Discussion Panel

📅 November 1, 2021 / 👤 By Hala Matar Choufany



Hala Matar Choufany, President Middle East, Africa and South Asia at **HVS** is assessing values today and down the road in conversation with David Damiba, Managing Partner & Chief Investment Officer at **Kasada Capital Management**, Lourie Kruger, Head of Transactions Africa and Middle East at **Westmont Hospitality Group** and Jamie Odgers, Associate Director of Real Estate Banking Europe for the Middle East and Africa at **Standard Chartered Bank**.

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Summary

Hala Matar Choufany shares updates and insights on Hotel Valuation Index 2021

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About Hala Matar Choufany



Hala Matar Choufany is the President for HVS Middle East, Africa & South Asia and Managing Partner of HVS Dubai.

Hala is an experienced Managing Partner and Hospitality Advisor with a demonstrated history of working in the hospitality industry. Skilled in Contract Negotiation, Feasibility Studies, Development Recommendation, Valuation, Asset Management, and Strategic Advisory; she has advised on more than 2,500 hospitality and mixed-use projects in the last 15 years across Europe, MEA and Asia. Hala has in-depth expertise in regional hotel markets and a broad exposure to international markets and maintains excellent contacts with developers, owners, operators, investment institutions and government entities. Hala speaks frequently at investment conferences on a range of topics including asset valuation, management issues and women leadership.

Hala completed Executive Education at Harvard Business School. She also holds an MBA in Finance and Strategy from IMHI (Essec- Cornell) University, Paris, France and a BA in Hospitality Management from Notre Dame University, Lebanon. Hala is fluent in English, French and Arabic.

Hala is a board member of Harvard Business School club of the GCC and is a mum of three. Born in Beirut, Hala lived and worked in a number of cities across Europe, Asia and Middle East.

For more information, contact Hala at [\[email protected\]](#)

