



We would like to thank our...

Congress Hosts



Congress Partners



Congress Official Transporter



Preferred Transporter



Official Transporter for Mercosur Delegates



Congress Supporters



Congress Media Partners



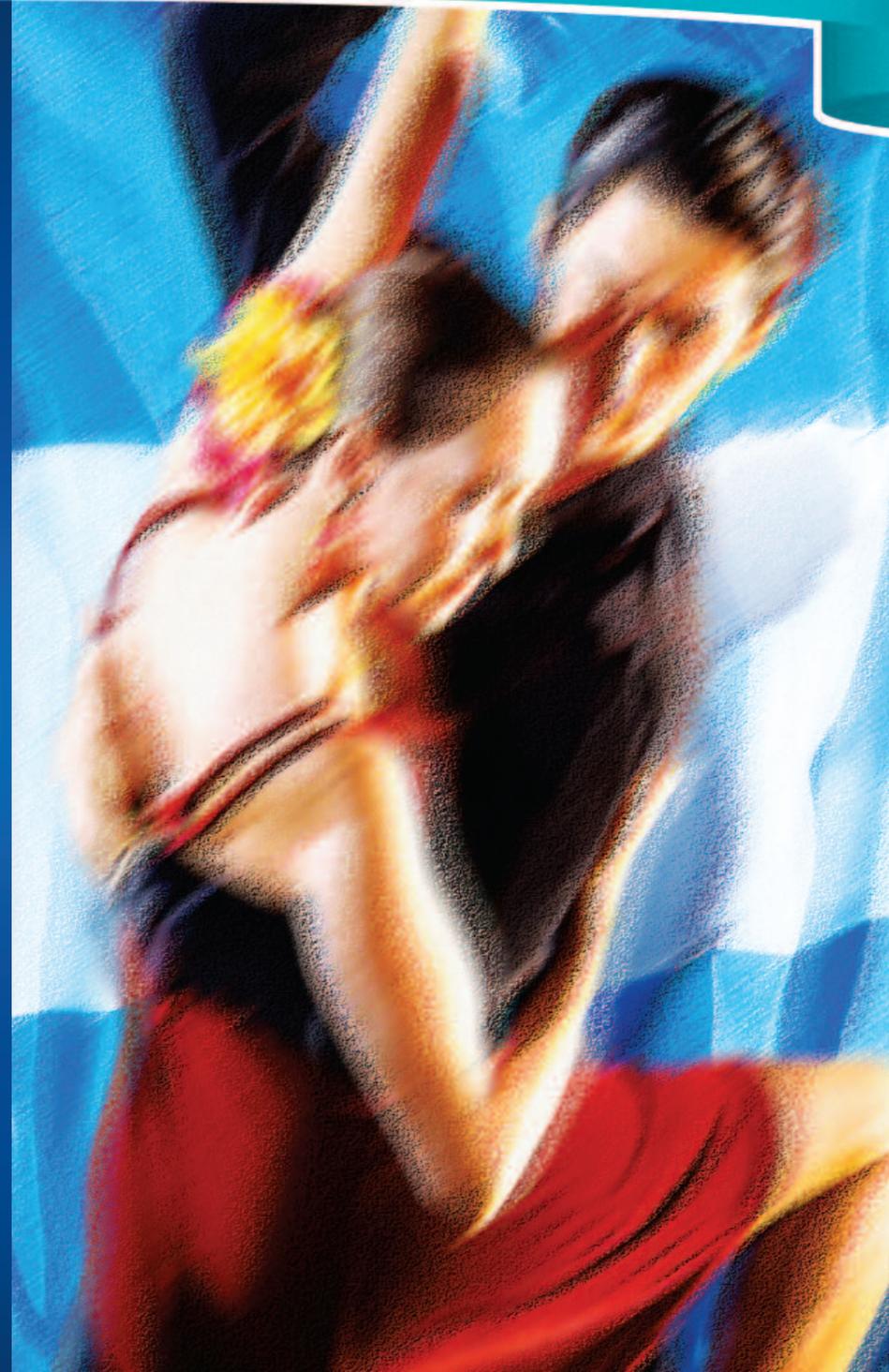
43rd Annual World Congress

Sheraton Buenos Aires Hotel & Convention Centre and Park Tower



Hospitality takes centre stage

Buenos Aires - Argentina. 26-29 October 2006



FEATURING

27 October

IH&RA First Annual Human Resources Development Forum

28-29 October

IH&RA Conference  
Hospitality takes centre stage



Register today at [www.ih-ra.com](http://www.ih-ra.com)

International Hotel & Restaurant Association · 48 Boulevard Sébastopol · 75003 Paris - France  
Tel +33 (0) 1 44 88 92 23 (direct) · Fax +33 (0) 1 44 88 92 30 · Web [www.ih-ra.com](http://www.ih-ra.com)

[www.ih-ra.com](http://www.ih-ra.com)



**Join Hospitality's World Congress**, assembling hotel & restaurant leaders, educators & innovators from all continents: unite, embrace, dream, network, challenge & celebrate together...in vibrant Buenos Aires. IH&RA, recognized by the United Nations as the "voice" of the hospitality industry worldwide, brings its 43rd Annual World Congress to the fabulous city of Buenos Aires, Argentina, from 26-29 October 2006.

**Why this is a "must attend" event:**

- Build international business contacts in the hotel and restaurant industry worldwide – this is the industry's one truly global event.
- Learn about the hottest issues, latest trends, opportunities and risks affecting the hospitality industry.
- Let your voice be heard! Take part in a global forum to identify and debate issues in need of resolution.

**Who attends?**

Each year, the IH&RA Congress is held in a different spectacular venue around the world and welcomes some 500 international delegates including:

- Tourism and hospitality industry leaders
- Senior executives from the hotel and restaurant industry groups
- Chief executives of national hotel and restaurant associations from around the globe
- General Managers of hotels and restaurants worldwide
- Hotel & Restaurant developers & designers
- Industry consultants & suppliers
- Directors of international organizations, UN agencies and partner industry associations

**Where does it take place?**

The venue for the 2006 IH&RA Congress is Argentina's capital, Buenos Aires, one of the world's cultural hot spots – an elegant city combining European-flair with Latin American vitality. The Congress will be held at the Sheraton Buenos Aires Hotel & Convention Centre, part of IH&RA member Starwood Hotels & Resorts.

Saturday-Sunday 28-29 October

**The IH&RA Congress presents a 1½ day Conference, Hospitality Takes Centre Stage, where the world's hospitality leaders will enter the spotlight to:**

- Pinpoint components of the industry that will be critical to future success with a focus on innovation, creativity and the links between hospitality, entertainment, design and fashion.
- Identify conflicting threats, challenges & opportunities for hospitality and global tourism.
- Share expertise, information & Best Practices across brands & borders.
- Celebrate an industry creating experience & magical moments for its millions of employees & guests.

Networking, social events and sightseeing are also a critical component to the IH&RA Congress programme enabling all delegates to enhance international business contacts and make friends while discovering a new, spectacular destination.

**What takes place?**

Friday 27 October

**The First Annual IH&RA Human Resources Development Forum:**

« Education & Industry Partnerships in the Hospitality Industry » brings together hospitality educational institutes and human resource directors to discuss current industry developments and implications for education and Human Resources Development.

**Invest in the Future – Foundation for the Future**

Join the Congress and support IH&RA's Swiss Charity giving educational opportunities to those in need and advancement to hospitality's future leaders!

**IH&RA Awards**

Since 1988, IH&RA has recognized outstanding industry leaders, innovators and IH&RA members that have worked tirelessly to advance the industry while contributing to the association and its worldwide membership. Who will be next to join the "League of the International Hotel & Restaurant Industry" ("La Confrérie Internationale des Amis de l'Hôtellerie et de la Restauration"). Find out at the IH&RA Congress in Buenos Aires!

**We look forward to welcoming you to Buenos Aires, Argentina, for the IH&RA World Congress this October. Please join us and celebrate!**



**Dieter Huckestein**

IH&RA  
President  
Yellowstone Club World  
CEO & President



**David McMillan**

IH&RA  
CEO





**Exhibit!** Save time and money by meeting hospitality executives from around the world in one place. The IH&RA Congress exhibition is held alongside the 28-29 October Conference and is an excellent way to make vital contacts necessary for building business in Latin America and internationally.

**Increase Your Company Visibility!**

Would you like to be more involved in the IH&RA Congress Programme and increase your company profile within the hospitality industry? A wide range of sponsorship opportunities is now available for companies interested in promoting their products and services to the Congress delegates.

For further information on sponsorship and exhibitor opportunities, please contact Summer Jauneaud at: [Jauneaud@ih-ra.com](mailto:Jauneaud@ih-ra.com)

**Programme at a glance**

Thursday, 26 October

**Congress Registration Open**

**IH&RA Meetings (IH&RA Members Only)**

- 14:00 – 15:00 **IH&RA Finance Committee Meeting**
- 15:30 – 17:00 **IH&RA Foundation for the Future Meeting**
- 14:00 – 17:00 **National Association “NACE” Best Practices Forum**
- 20:00 – 23:00 **IH&RA Board of Directors Dinner at Faena Hotel**

Friday, 27 October

**IH&RA Member Meetings + Congress Opening Ceremony (Evening) & HRD Forum**

- 07:30 – 08:30 **IH&RA Executive Committee Breakfast**
- 09:00 – 17:00 **First Annual IH&RA Human Resources Development Forum**
- 09:00 – 13:00 **IH&RA NACE (National Association Chief Executives’ Council) Meeting**  
for representatives of national hotel & restaurant associations worldwide
- 09:00 – 13:00 **IH&RA Chains Council Meeting**  
for representatives of international and national hotel and restaurant groups
- 13:00 – 14:00 **Lunch for all IH&RA Congress and HRD Forum delegates**
- 14:00 – 18:00 **IH&RA Board of Directors Meeting**



- 19:00 – 20:00 **IH&RA Congress Opening Ceremony & Champagne Ribbon-Cutting**
- 20:00 – 22:00 **IH&RA Congress Welcome Dinner & Entertainment**  
hosted by FEHGRA at the landmark Marriott Plaza Hotel Buenos Aires

Saturday, 28 October

**Conference First Day, Hospitality Takes Centre Stage: Act I**

- 07:30 – 08:30 **Rise & Shine!**  
Breakfast Roundtable Debates: Bite into the hot issues affecting hospitality today!
- 09:00 – 13:00 **IH&RA General Assembly**  
(Members Only)
- 12:30 – 13:45 **Lunch & Keynote Presentation**  
A personal view from a key industry player
- 14:00 – 17:00 **IH&RA Conference**  
“Hospitality Takes Centre Stage”
- 20:00 – 22:00 **Networking Reception & Dinner**  
at the spectacular Centro Naval of Buenos Aires

Sunday, 29 October

**Conference Second Day, Hospitality Takes Centre Stage: Act II + Act III**

- 07:30 – 08:30 **Rise & Shine!**  
Breakfast Roundtable Debates: Bite into the hot issues affecting hospitality today!
- 09:00 – 17:45 **IH&RA Conference**  
“Hospitality takes centre stage”
- 20:00 – 22:00 **Final Gala Dinner & Show**  
Sponsored by Sheraton Hotel & Buenos Aires Hotel & Convention Centre and Park Tower



Monday, 30 October

**Full Day Argentina Countryside Discovery Tour**

- 09:00 – 18:00 **La Cinacina in San Antonia de Areco (112 kilometres from Buenos Aires)**  
Roundtrip transportation included from the Congress venue hotel





## Headlining at the IH&RA Congress The industry's greatest talents!

Speakers include:

### Jean-Claude Baumgarten

President, World Travel & Tourism Council

### Iris Brouwer

Senior Consultant, THR International Consultants - Turismo Hoteleria y Restauración S.A.

### Marinus Cordesius

Head of Policy Dept., Royal Dutch HORECA - Netherlands

### Dick Crawford

Corporate Vice President Government Relations, McDonald's Corporation

### Georgios Drakopoulos

General Manager, SETE - Association of Greek Tourist Enterprises

### Francesco Frangialli

Secretary General, World Tourism Organization

### Robert A. Gilbert

CHME, CHA, President & CEO, Hospitality Sales & Marketing Association International

### Douglas D. Gollan

President and Editor-in-Chief, Elite Traveler, The Private Jet Lifestyle Magazine

### Mary Gostelow

Editor-In-Chief, Wow.travel

### Cindy Estis Green

Managing Partner, The Estis Group

### Stelios Haji-Ioannou

Chairman, easyGroup

### Sue Helibronner

Executive Vice President, TIG Global

### Lyn Heward

Guest Speaker

Consultant and Executive Producer, Cirque du Soleil

### Ashwin Kamlani

Director of Distribution, Americas Division, The Sol Melia Group Corporation

### John Kester

Statistical Officer Market Intelligence and Promotion Section, UN World Tourism Organisation

### Peter O'Connor PhD

Academic Director - IMHI (Institute de Management Hotelier International), Professor - Information Systems, ESSEC Business School France

### Anthony Pollard

President, Hotel Association of Canada

### Bob Puccini

President and CEO, The Puccini Group

### Marco Roca

Senior Vice President Development, Wyndham Hotel Group

### Kenneth Smith

Senior Vice President, Hilton/Doubletree, Central USA-Caribbean & Latin American Operations

### Carlos Vogeler

Vice President Industry Relations, Northcourse, Leisure Real Estate Solutions

### Vincent Vanderpoole-Wallace

CEO, Caribbean Tourism Organization  
Peter C. Yesawich  
Chairman & Chief Executive Officer, Yesawich, Pepperdine, Brown & Russell



Francesco Frangialli, Secretary General, World Tourism Organization

From left to right:

Stelios Haji-Ioannou, Chairman, EasyGroup

Jody Pennette, CEO, CB5 Restaurant Group

Gordon McKinnon, Rezidor SAS

Carmen Lam, InterContinental Hotels Group



## Speaking at the IH&RA First Annual Human Resources Development Forum (27 October):

### Dr. JeAnna Abbott

Conrad N. Hilton College, University of Houston

### Dr. Sander M. Allegrot

Director of Innovation, Hotelschool The Hague, The Netherlands

### Maria Celina Cappé

Academic Coordinator, Carreras de Turismo y Hotelería, Universidad Tecnológica Nacional, Argentina

### Prof. Manat Chaisawat

Associate Professor, Prince of Songkla University, Phuket Campus, Thailand

### Dr. Candice Clemenz

Associate Dean for Undergraduate Programs, Pamplin College of Business, Virginia Polytechnic Institute and State University, Virginia, USA

### Mr. Gary Dodds

Regional Vice President HR – UK, Ireland, Middle East & Africa Marriott Hotels International & Member IH&RA Global Council HR

### Ms. Diana M. Edwards

International Consultant for Service-and Innovation-based Ventures, USA

### Dr. Matthias Fuchs

Director, e-Tourism Competence Centres, Austria

### Dr. Stefan Gröschl

Assistant Professor of Human Resources Management, Faculty of Management, ESSEC Business School, France

### Mr. Pawan K. Gupta

Lecturer, Department of Hotel Management & Catering Technology, Rohilkhand University, India

### Dr. Jeanne P. Friedman

Principal, Miami Beach Senior High School, USA

### Dr. Yiping Li

Assistant Professor Department of Geography, The University of Hong Kong, Hong Kong

### Ms. Joanne Malone

Lecturer, Waterford Institute of Technology, Ireland

### Dr. Ken McCleary

Professor of Hospitality and Tourism Management, Virginia Polytechnic Institute and State University, Virginia, USA

### Alexandros Paraskevas

Senior Lecturer in Strategic Management, Department of Hospitality, Leisure and Tourism Management, Oxford Brookes University Business School & IH&RA Foundation for the Future "Visiting Professor" Participant

### Prof. Paul A. Phillips

Deputy School Director & Professor of Strategic Management, Kent Business School, University of Kent

### Brigitte Prud'homme

DBA Program Student, University of Quebec in Three-Rivers

### Mr. Philippe Rossiter

Chief Executive, Hotel & Catering International Management Association, UK

### Mr. Ozgur Ozdemir

University of Delaware, USA

### Regina Schlüter

Universidad Nacional de Quilmas, Argentina

### Dr. Carlos Jose Rodrigues da Silva

University of Brazil Prof. Regina Schlüter, Universidad Nacional de Quilmas, Argentina

### Wendy Swedlove

President, Canadian Tourism Human Resource Council

### Ms. Ruth Taylor

Academic Area Head Services & Tourism Management, School of Management, Curtin University of Technology, Australia

### Prof. Rhodri Thomas

Professor of Tourism and Events Policy, Centre for Tourism & Cultural Change, Leeds Metropolitan University, UK

### Dr. Veronica Velo

Senior Lecturer in HRM, Faculty of Business, Environment and Society, Coventry University, UK

### Dr. Sandra Watson

Head of Human Resource Management, Napier University Business School, Edinburgh, UK

### Dr. Pamela A. Weaver

Professor and Undergraduate Program Coordinator, Hospitality and Tourism Management Pamplin College of Business, Virginia Polytechnic Institute and State University, USA

### Dr. Hanquin Zhang Oiu

Associate Professor, School of Hotel & Tourism Management, Hong Kong Polytechnic University



Peter O'Connor  
Associate Professor, Information Systems & Co-Director IMHI-ESSEC Business School

Kaye Chon  
Chair Professor & Head, School of HTM, Hong Kong Polytechnic University



...many more speakers pending! Check [www.ih-ra.com](http://www.ih-ra.com) for updates!



## IH&RA Conference Programme: Hospitality takes centre stage for all Congress Delegates

Friday 27 October  
**Curtain Raiser**

- 09:00 – 17:00** **First Annual IH&RA Human Resources Development Forum**  
Professors and administrators of hospitality schools from around the world, human resource directors of international hospitality chains and independent operators and industry practitioners will come face-to-face for an intensive one-day session to dialogue and present current hospitality industry trends and implications for education, training and Human Resources Development.
- 19:00 – 20:00** **IH&RA Congress Opening Ceremony & Champagne Ribbon Cutting**
- 20:00 – 22:00** **IH&RA Congress Welcome Dinner & Entertainment**  
hosted by FEHGRA. This will be an exceptional opening to the Congress held at the Marriott Plaza Hotel Buenos Aires.



Saturday, 28 October

### Act I

- 07:30 – 08:30** **Rise & Shine!**  
Breakfast Roundtable Debates: Bite into the hot issues affecting hospitality today!
- 12:30 – 13:45** **Lunch & Keynote Presentation**  
A personal view from a key industry player
- 14:00 – 14:15** **Hospitality Takes Centre Stage – Conference Opening!**  
Dieter Huckestein - IH&RA, President  
- President & CEO, Yellowstone Club World
- 14:15 – 14:45** **The Way To the Top**  
UNWTO tracks Hospitality's rise to fame over the past 25 years. Presentation by John Kester, Senior Research Officer, Market Intelligence, World Tourism Organization (UNWTO)
- 
- 14:45 -15:45** **Talent Spotting Around the World – Industry Leaders' Panel**  
Key players share their insights into the threats and opportunities facing tourism and hospitality. Which countries and regions are in the limelight? Which are waiting in the wings? Where is the new talent?
- 15:45 – 16:15** **Intermission**  
Coffee break & Exhibition

Saturday 28 October  
**Curtain Raiser**

- 16:15 – 17:15** **Advocacy Takes Centre Stage**  
**IH&RA is the voice of the industry at the United Nations, its specialized agencies and international organisations**  
What are the issues in the limelight? What's lurking in the wings? Which way does danger lie? Hear reports from IH&RA members in regions around the world and share information and expertise across brands and borders on global concerns:
- **ISO:** Fighting international standards for hotel & restaurant services.
  - **Hotel Classification:** Star-struck or dealing in diamonds? What's the score?
  - **e-Distribution:** Guidelines for dealing with Internet intermediaries.
  - **Security:** rehearsing the script and the actors - being prepared for risk and crisis: Avian Flu; natural & manmade disasters; terrorism.
  - **Copyright:** Will the industry always be vulnerable to ever-increasing fees?
  - **International Labour Mobility:** Where are the extras going to come from? IH&RA -ILO joint programme.
  - **Food Labelling:** How far can you spell it out? What does the consumer really want & need to know?
  - **Healthy Lifestyles:** If it's all about experience, it's also about consumer choice. The industry has responded - has the consumer? What's the impact on the foodservice industry?
- 17:15 – 17:30** **First Day Summing Up & Housekeeping**
- 20:00 – 22:00** **Networking Reception & Dinner**  
at the spectacular Centro Naval of Buenos Aires

Sunday, 29 October

### Act II & Act III

- 07:30 – 08:30** **Rise & Shine!**  
Breakfast Roundtable Debates: Bite into the hot issues affecting hospitality today!
- 09:00 – 09:10** **Welcome Back!**  
• **Dieter Huckestein:** IH&RA President, President & CEO Yellowstone World
- Act II**
- 09:10 – 10:10** **KEYNOTE Address: Sparking The Creative Talent That Lies Within**  
• **Lyn Heward:** Guest Speaker, Consultant and Executive Producer, Cirque du Soleil on **Unlocking the power of creativity and innovation in the world of business.**
- 10:10 – 10:40** **Intermission**  
Coffee Break + Exhibition
- 10:40 – 11:40** **On with the Show: Panel Discussion**  
Fashion, Design & Entertainment – it's all about the experience, not the product – or is it? How can the mega corporations leverage these niche markets? Temporary fad or lasting trend – what product is really worth the investment?





Sunday, 29 October

**Continued**

**11:40 – 12:30** **Setting the scene - Destination Marketing: Panel Discussion**  
 How can destinations make it into the limelight? Experts from destination marketing organizations and government tourism agencies reveal how they work with hotels and restaurants to maximize marketing efforts and increase tourist arrivals and visits.

**12:30 – 14:00** **Lunch**  
**Keynote presentation**  
 Francesco Frangialli - Secretary General UNWTO

**Act III**

**14:00 – 14:30** **Keynote Address: Meet the Audience: How To Keep Them for the Encore**  
 Peter Yesawich - President & CEO, Yesawich, Peppardine, Brown & Russell  
 How are the changes in purchasing power, technology work habits, social values and demography influencing consumers' travel habits and preferences today? Has the much vaunted Leisure Society finally arrived - or has increased connectivity resulted in increased stress? What do these trends imply for the hospitality industry?

**14:30 – 15:30** **Advertising the show: Panel Debate**  
 What are the latest developments in Internet Marketing? Learn how to measure your marketing performance and protect your trademarks and brands while leveraging the latest innovations.

**15:30 – 16:00** **Intermission**  
 Coffee & Tea Break + Exhibition

**16:00 – 17:00** **Food on show**  
 What's new in the age-old Food & Entertainment duo. Can new concepts really revolutionise hotel restaurants? Where is the money being made? What are the challenges?

**17:00 – 17:30** **Topping the bill**  
 Hats off to the world's most celebrated hotels and restaurants for their innovations and awe-inspiring programmes, services and designs! The world's most influential connoisseurs sing their praises. Panel moderated by: Mary Gostelow, Editor-In-Chief, Wow.travel

**17:30 – 17:45** **Curtain Call – Closing Remarks**  
 • **Dieter Huckestein:** IH&RA President, President & CEO Yellowstone World

**20:00 – 22:00** **Final Gala Dinner & Show**  
 Sponsored by Sheraton Hotel & Buenos Aires Hotel & Convention Centre and Park Tower.

Monday, 30 October

**Argentina Countryside Discovery Tour**

**09:00 – 18:00** **La Cinacina in San Antonia de Areco (112 kilometres from Buenos Aires)**  
 Roundtrip transportation included from the Congress venue hotel



## Accompanying Person & Spouses Programme

Friday, 27 October

**13:00 – 14:00** **Join Lunch with Congress & HRD Forum delegates**

**19:00 – 20:00** **IH&RA Congress Opening Ceremony & Champagne Ribbon-Cutting**

**20:00 – 22:00** **IH&RA Congress Welcome Dinner & Entertainment**  
 hosted by FEHGRA (logo insert) at the landmark Marriott Plaza Hotel Buenos Aires.

Saturday, 28 October

**08:15 – 09:15** **Spouses Get-Together Continental Breakfast**

**12:30 – 13:45** **Join Lunch with Congress delegates**  
 A personal view from a key industry player

**Afternoon** **Half Day Afternoon Tour**  
 Architectural City Tour, Buenos Aires

**20:00 – 22:00** **Networking Reception & Dinner**  
 at the spectacular Centro Naval of Buenos Aires

Sunday, 29 October

**09:00 – 17:00** **Full Day Tour with lunch**  
 San Isidro & the Tigre River Delta

**20:00 – 22:00** **Final Gala Dinner & Show**  
 Sponsored by Sheraton Hotel & Buenos Aires Hotel & Convention Centre and Park Tower

Monday, 30 October

**09:00 – 18:00** **Argentina Countryside Discovery Tour**  
 With all Congress delegates





## IH&RA Congress Offers Fantastic Tours

Tours of Buenos Aires and Pre and Post Tours of Argentina are offered by:

### Happy Tour – Bayfem

Av. Cordoba 23027 6 K – Buenos Aires, Argentina

Tel: (+ 54 11) 4952 4501

Fax: (+54 11) 4952 4689

E-mail: fehgra@bayfem.com.ar

Choose from:

#### Tours in Buenos Aires:

- Architectural City Tour in Buenos Aires (½ day)
- Visit of the Cemetery in Recoleta (½ day)
- Visits of Art Museums (½ day)
- Literary City Tour (½ day)
- Walk Through the Neighbourhood of “La Boca” (½ day)
- Visit of the Evita Museum (½ day)
- Colonia del Sacramento – Uruguay (Full Day)
- San Isidro & the Tigre River Delta (Full Day)

#### Pre & Post Tours:

- Iguazu Falls (4 days – 3 nights)
- Peninsula Valdés (4 days – 3 nights)
- Mendoza (4 days – 3 nights)
- Salta
- Bariloche
- Mendoza Winery Tour
- Ushuaia “City of the end of the world” (4 days – 3nights)
- Calafate (4 days – 3 nights)
- Patagonia Experience (6 nights)

For full tour descriptions, rates and reservations, consult the IH&RA website at: [www.ih-ra.com](http://www.ih-ra.com) or contact **Happy Tours**.



## Networking Evening Events & Tour

Thursday, 26 October

### 20:00 – 23:00 IH&RA Board of Directors & VIP dinner (by invitation only) at the Faena Hotel & Universe

An “experience” awaits at this fabulous hotel “universe” inspired by Alan Faena and designed by Philippe Starck, part of the Faena Group whose mission is to “reinvent the lifestyle of new world culture” (invitation by hosts FEHGRA)

Friday, 27 October

### 19:00 – 20:00 IH&RA Congress Opening Ceremony & Champagne Ribbon Cutting

### 20:00 – 22:00 IH&RA Congress Welcome Dinner & Entertainment hosted by FEHGRA

This will be an exceptional opening to the Congress at the Marriott Plaza Hotel Buenos Aires. Founder Ernesto Torquinst commissioned German Architect Alfred Zucker, well-known for his work on St. Patrick's Cathedral, to build the Plaza hotel. Inaugurated in 1909, Buenos Aires' first great hotel has hosted royalty and dignitaries for over 9 decades. The Marriott Plaza Hotel, a landmark in Buenos Aires, combines tradition, prestige and excellence.



Saturday, 28 October

### 20:00 – 22:00 Networking Reception & Dinner

At the spectacular Centro Naval of Buenos Aires, a social members-only club for the Navy ‘complete with dining hall, an incredible reading room & library covered with dark woods & chandeliers, & a dance hall that looks like something out of Versailles (a dance hall vs. the dance hall).

Sunday, 29 October

### 20:00 – 22:00 Final Gala Dinner & Show

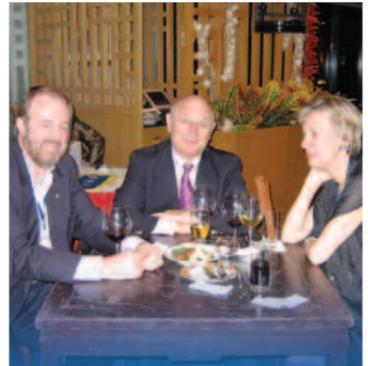
Sponsored by Sheraton Hotel & Buenos Aires Hotel & Convention Centre and Park TowerDelight in the Sight and Sounds of Buenos Aires this evening and toast to the Congress Grande Finale! Tonight – It's Time to Tango! Presentation of the Awards for the “League of the Hotel & Restaurant Association” (“La Confrérie Internationale des Amis de l’Hôtellerie et de la Restauration”) and introduction of the new 2007 IH&RA Board of Directors



Monday, 30 October

### 09:00 – 18:00 Argentina Countryside Discovery Tour

Argentina is world renowned for its natural resources...and breathtaking beauty. Join us for a day in the countryside at La Cinacina of San Antonio de Areco (112 kilometers from Buenos Aires). Includes: roundtrip transportation from the Congress venue hotel to La Cinacina in San Antonio de Areco. Enjoy a real “Gaucho’s Party”, tasting Creole meals and enjoying traditional folk music and dance, visit Areco and its museum and discover the famous Argentinean horse-riders. Enjoy the lagoon, the vast park or simply relax in the swimming pool!





## Hotel & Travel

Go to [www.ih-ra.com](http://www.ih-ra.com) for information on preferential rates on air travel and hotel accommodations from these preferred partners for the IH&RA Congress:

### Flights to Buenos Aires

Congress Official  
Transporter:



Congress Preferred  
Transporter:



Congress Official Transporter  
for Mercosur delegates:



### Hotel Accommodations

The congress will be held at the Sheraton Buenos Aires & Convention Centre. IH&RA is pleased to offer preferential rates for overnight accommodations at the following hotels in Buenos Aires.

Accommodations are available at both the Sheraton Hotel Buenos Aires as well as the adjoining Park Tower, a member of the Luxury Collection - Starwood Hotels & Resorts.



- **Sheraton Buenos Aires Hotel & Convention Center**

(Headquarters Hotel for the Congress)  
San Martin 1225/1275  
Buenos Aires 1104  
Argentina  
Telephone: +54 - 11 - 4318 9000

**IH&RA Congress rates:**

- Standard room single or double occupancy ( 3rd - 15th Floors):  
\$160 USD per night
- Executive Floor room single or double occupancy (16 th -23 rd Floors):  
\$190 USD per night

Rates do not include breakfast or 21% Argentina tax.  
Breakfast available in the restaurant at  
\$12 USD(Continental) - \$15 USD (American).



- **Park Tower, Member of the Luxury Collection  
Starwood Hotels & Resorts**

Avenida Leandro N. Alem 1193  
Buenos Aires 1001, Argentina  
Telephone: +54 - 11- 4318 9100

**IH&RA Congress rates:**

- Deluxe Rooms, single or double occupancy:  
\$250 USD per night
- Corner Suite:  
\$450 USD per night

Rates do not include breakfast or 21% Argentina tax.  
Breakfast available in the restaurant at  
\$12 USD(Continental) - \$15 USD (American).

Accommodations also available at:



- **Marriott Plaza Hotel Buenos Aires**

(5 Minutes walk from Sheraton)  
Florida 1005  
Buenos Aires C1005AAU  
Argentina  
Telephone: +54 11 4318 3000

**IH&RA Congress rates:**

- King deluxe:  
\$160 USD per night.

Rates do not include breakfast or 21% Argentina tax.



- **Hotel Emperador Buenos Aires**

(7 minutes walk from Sheraton)  
Av. Libertador 420. CP 1001  
Buenos Aires  
Argentina  
Telephone: +54 - 11 - 4131 4000

**IH&RA Congress rates:**

- Deluxe:  
\$160 USD per night
- Corner Suite:  
\$190 USD per night

Rates do not include 21% Argentina tax



# Hospitality takes centre stage

Buenos Aires - Argentina. 26-29 October 2006

## Congress Registration Form

PLEASE PHOTOCOPY THIS FORM TO REGISTER MORE THAN ONE PERSON

LAST NAME:		FIRST NAME:	
JOB TITLE:			
COMPANY:			
MEMBER OF NATIONAL HOTEL/RESTAURANT ASSOCIATION OR AFFILIATED WITH A HOTEL CHAIN / GROUP (PLEASE INDICATE):			
ADDRESS:			
CITY:	STATE:	ZIP:	COUNTRY:
PHONE:		FAX:	
EMAIL:		WEBSITE:	
FLIGHT DETAILS & AIRLINE COMPANY:			
ARRIVAL DATE & TIME:		FLIGHT NUMBER:	
DEPARTURE DATE & TIME:		FLIGHT NUMBER:	
ACCOMPANYING PERSON / SPOUSE FULL NAME:			

PLEASE FAX THIS FORM BACK TO: + 33 1 44 88 92 30 OR E-MAIL: REG.CONGRESS@IH-RA.COM

PRICING DETAILS	RATE PER PERSON	NUMBER OF PERSONS	TOTAL
INTERNATIONAL DELEGATES (FOR IH&RA MEMBERS - DIRECT OR VIA MEMBER ASSOCIATION OR CHAIN)	795€		€
NON-MEMBER DELEGATES	895€		€
MERCOSUR DELEGATES (RESIDENTS OF ARGENTINA & MERCOSUR COUNTRIES)	295€		€
ACCOMPANYING PERSON	250€		€
EXHIBITOR (SOLE PRICE)	1200€		€
1 DAY HOSPITALITY EDUCATORS FORUM ONLY (27 OCTOBER) (MEMBERS)	85€		€
1 DAY HOSPITALITY EDUCATORS FORUM ONLY (27 OCTOBER) (NON-MEMBERS)	95€		€
VOLUNTARY DONATION TO IH&RA FOUNDATION FOR THE FUTURE (MINIMUM 10€)			€
* BANK CHARGES: BY CREDIT CARD: € 15 BY CHEQUE: € 10		*BANK CHARGES	€
		GRAND TOTAL	€

Please note: bank charges are compulsory and will be added automatically

## Hospitality takes centre stage - Buenos Aires - Argentina 26-29 October 2006

### Congress Registration Form (Continued)

FULL NAME:	JOB TITLE:
COMPANY:	
<b>PAYMENT (ALL PAYMENTS MUST BE MADE IN EUROS TO IH&amp;RA)</b>	
BY CREDIT CARD: <input type="checkbox"/> AMERICAN EXPRESS <input type="checkbox"/> VISA <input type="checkbox"/> EUROCARD/MASTERCARD <input type="checkbox"/> DINERS	CARD No.:
CARD HOLDER:	SIGNATURE:
CARD EXPIRY DATE:	BY CHEQUE: <input type="checkbox"/> I ENCLOSE A CHEQUE FOR: €

### SIGN UP FOR THE TOUR(S) (INCLUDED IN THE REGISTRATION PRICE)

FULL NAME:	JOB TITLE:
COMPANY:	

#### Congress Delegates only:

YES! I WISH TO PARTICIPATE IN THE TOUR ON MONDAY 30 OCTOBER: 1 FULL DAY TOUR TO LA CINACINA IN SAN ANTONIO DE ARECO

#### Accompanying persons only:

Yes! I will participate in the tours on: (please tick all that apply)

SATURDAY, 28 OCTOBER: HALF DAY AFTERNOON ARCHITECTURAL CITY TOUR, BUENOS AIRES  SUNDAY, 29 OCTOBER: FULL DAY TOUR TO SAN ISIDRO & THE TIGRE RIVER DELTA  MONDAY, 30 OCTOBER: 1 FULL DAY ARGENTINA COUNTRYSIDE DISCOVERY TOUR (LA CINACINA IN SAN ANTONIO DE ARECO)

FAX TOUR RESERVATIONS ALONG WITH THE RESERVATION FORM TO: + 33 (0) 1 44 88 92 30.

## Registration

IH&RA 43rd Annual Congress. Buenos Aires - Argentina. 26-29 October 2006

### The Congress Rates include:

#### Congress delegates:

- Human Resources Development Forum (Fri, 27 October)
- Conference (Sat & Sun, 28-29 October) incl. coffee breaks
- 3 lunches (Fri, Sat & Sun)
- 3 dinners (Fri, Sat, Sun)
- Airport transfer to the hotel upon arrival
- 1 Full Day Argentina Countryside Discovery Tour (La Cinacina in San Antonio de Areco) (Mon 30 October)

The tour includes: roundtrip transportation from the Congress venue hotel to La Cinacina in San Antonio de Areco. Enjoy a real "Gaucho's Party", tasting Creole meals and enjoying traditional folk music and dance, visit of Areco, its museum visits and discovery of the famous Argentinean horse riders. Enjoy the lagoon, its vast park or simply relax in the swimming pool!

#### Exhibitors:

- Includes full Congress delegate package as described above
- Table Top Exhibit in the IH&RA Conference Room with signage
- Recognition as an Exhibitor in the IH&RA Congress on-site Programme & website
- Full IH&RA Congress delegate list

#### Accompanying Persons/Spouses:

- 3 Dinners (Fri, Sat, Sun)
- Morning Get-Together & Tea (Sat 28 October)
- Lunch with Congress delegates (Sat 28 October)
- 1 Half Day Afternoon Tour Architectural City Tour Buenos Aires (Sat 28 October)

The tour includes: transport in a comfortable, air-conditioned bus and a bilingual guide specialized in architecture. Duration: 3 hours.

- 1 Full Day Tour San Isidro & the Tigre River Delta (Sun 29 October)

The tour includes: roundtrip transportation from the hotel, visits, lunch & 1 non-alcoholic drink plus a boat trip and shopping excursion. Duration: 8 hours

- 1 Full Day Argentina Countryside Discovery Tour (La Cinacina in San Antonio de Areco) (Mon 30 October)

The tour includes: See description under Congress delegate tour information.

#### Human Resources

- Development Forum ONLY:
  - Forum (Fri 27 October) including coffee breaks
  - Lunch (Fri 27 October)
  - Copy of Forum Proceedings

#### Add on tours:

Other options for half-day, full-day tours in and around Buenos Aires, plus multi-day pre & post tours are available, at cost, on the list of "Tours" on www.ih-ra.com. Reservations are made directly with the tour operator Happy Tour.

#### Cancellation Conditions:

- Cancellations notified to IH&RA prior to 26 September 2006 will receive full refund, minus bank & credit card charges.
- No refund for cancellations received on or after 26 September 2006.