

Mövenpick Hotels & Resorts Eyes New Horizons with the Appointment of Its New VP for Development.

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Dubai, United Arab Emirates, 17 February 2015 – In a move that structurally prioritises future expansion and brand consolidation, Mövenpick Hotels & Resorts announced the appointment of Amir Lababedi as Vice President for Development, Middle East and South Asia.

Amir graduated from the University of Surrey with a degree in Hospitality and Tourism Management, and holds a master's degree in Global Banking and Finance from the European Business School in London. His 20 years' experience in the industry covers investment advisory services to many of the world's leading hotel investment stakeholders. His operational experience is supplemented at an upscale level with management training at the then Conrad International London. Amir has also produced extensive development strategies for hotels and other real estate asset classes for government-related funds.

The role of Vice President for Development is a new position created by Mövenpick Hotels & Resorts as part of its continuing efforts to grow in the region and solidify its position as a leading international hotel operator. In the Middle East Brand Ranking Index conducted in 2013 by BDRC, an independent research consultancy firm, Mövenpick Hotels & Resorts ranked second in terms of Brand Recognition, a significant achievement for this international company.

“We've been operating hotels in the region for over 20 years now and have been fortunate to build strong and lasting relationships with our owners, many of whom continue to collaborate with us on future projects,” said Andreas Mattmüller, Chief Operating Officer of Mövenpick Hotels & Resorts, Middle East and Asia. “With the appointment of Amir, we now have a dedicated professional who is tasked with the very specific objective to drive growth and develop the Mövenpick brand in the region, with the right assets in the right locations.”

Although Mövenpick already has a significant presence in the Middle East with 29 properties currently in operation, it has previously highlighted its intention to grow by adding more destinations to its portfolio.

Amongst the new territories prioritised for future development are Abu Dhabi, Ras Al Khaimah, Muscat, Delhi, Mumbai and Dhaka, as well as the Dubai World Central airport district. Primary and secondary cities in Saudi Arabia including Jubail, remain high on the company's radar, as well as other locations in the UAE, Oman, Qatar, India, Bangladesh, Pakistan, Sri Lanka and the Maldives.



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