



XV International Economic Forum

Lviv Arena

October 8, 2015

EBA Round table on Investment development

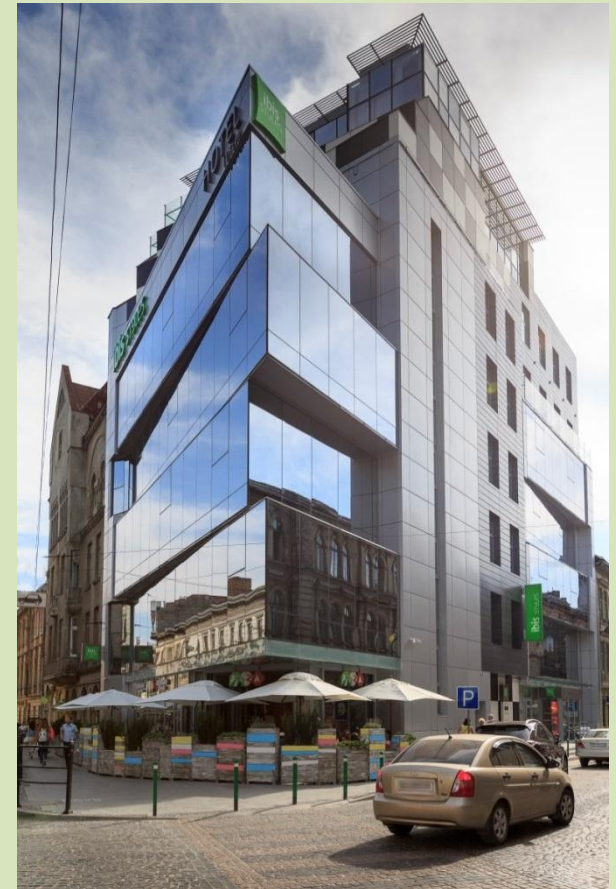
Richárd Siklósi

General Manager

Ibis Styles Lviv Center

Investment

- Investor: ISM B.V. property development
 - Investment: 8 Million USD
- Property:
 - Downtown location
 - 77 rooms, 3* economy
 - Branded, managed by Accor



**1st OPERATOR
IN THE WORLD**

**495,072
ROOMS**

**3,792
HOTELS**

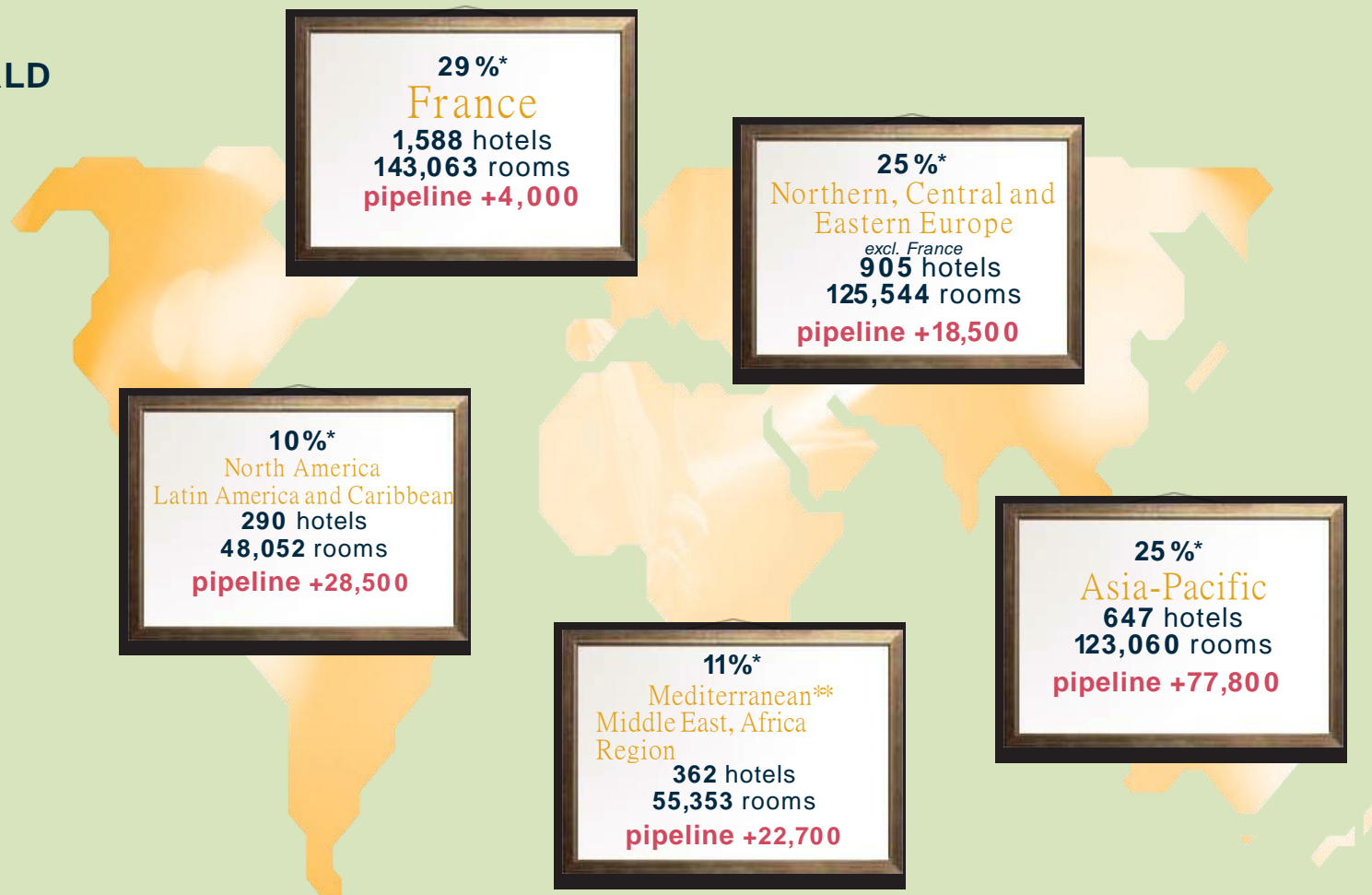
**94
COUNTRIES**

PIPELINE

**+845
HOTELS**

**+151,000
ROOMS**

**1 hotel
opens
every 2 days**



*Percentages by number of rooms in hotel portfolio at June 30th, 2015.

** The Mediterranean area includes Greece, Israel, Italy, Malta, Portugal, Spain and Turkey.

Key figures at June 30,
2015

Difficulties

- Bureaucracy
 - Patience
 - Lawyer team
- Language skills
 - English speaking personnel in key positions
 - Interpreter
- Work moral
 - Clear and measurable expectations
 - Control and follow-up

Challenges

- Political situation
 - War in East
- Economical situation
 - Unstable currency
 - IMF

BUT...

To improve: **Accessibility**

- Air
 - Low number of flights
 - Expensive
- Road
 - No highway
 - Quality
 - Border/customs
- Rail
 - Very slow
 - Low quality
 - Rail standards



Photo: István Jávör, 1980

To improve: **Image**

- Mafia of '90s
- Security
 - Crime
 - War
 - Customs
 - Investment
- Post-soviet feeling



Photo: Leninplatz, East Berlin, Germany (removed in 1992)

Thank you!

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