

Investment Opportunities in Post COVID-19 Era

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During a Recovery Townhall discussion on Global Tourism Forum, Hala addresses the current challenges since the outbreak of COVID-19 and highlights the importance of identifying the challenges that lie ahead and more importantly the need to develop a solid road map for recovery and a “sustainable” tomorrow.

These are undoubtedly very unusual times that are coupled with oversupply situation in certain markets, a negative political outlook, and a global and regional economic slow down. However, despite those challenges and the overall uncertainty that is troubling us on both personal and business levels; there will be better times and that the hospitality and travel market will eventually come out stronger and continue to grow.

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Summary

Sharing the full interview of Hala Matar Choufany, President of HVS Middle East & Africa, Recovery Townhall discussion with Sumaira Isaacs in a series of exciting and global interviews hosted by Global Tourism Forum to assess tourism and hospitality challenges as well as recovery and investment opportunities.

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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 [\[email protected\]](#)

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