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## **Formation Of Hospitality Asset Managers Association (HAMA) Japan, Announced at HICAP Update Japan**

### **HAMA Japan Recognized as the Group's First International Affiliate**

Costa Mesa, CA, USA --- The formation of Hospitality Asset Managers Association Japan ("HAMA Japan"), the first international affiliate of HAMA was announced at the Hotel Investment Conference Asia Pacific (HICAP) Update Japan, this week. Hosted by Horwath Asia Pacific and Burba Hotel Network (BHN), HICAP Update Japan was attended by nearly 200 hotel industry leaders,

HAMA is an association of 160 hospitality asset managers representing owners with over 2,000 hotels, equaling approximately 500,000 hotel rooms. HAMA Japan was created in Tokyo in April 2010 with the vision of becoming the preeminent organization of professionals representing hotel ownership in Japan. On May 5th, HAMA, at the regular meeting in Denver, voted in favor of HAMA Japan's affiliation.

"Recognizing Japan as an international affiliate is in line with our goal of becoming the preeminent organization of professionals representing hotel ownership worldwide; more so, as many of our members have investments in Japan. Therefore, it is in our best interest to seek the advancement of hotel asset management as a profession in that country. We are also getting similar international interest from the UK and Singapore," said Wayne Williams, HAMA President.

"We are very pleased that the HAMA Japan announcement was made at HICAP Update Japan," said Jim Burba, president of event host BHN. "HAMA is an important association of hospitality leaders, and the recognition of the Japan branch as HAMA's first international affiliate is an indication of the key roll Japan will play in the organization's global outreach," Burba added.

HICAP Update Japan is part of the HICAP family of events which includes HICAP Update Southeast Asia, taking place 26-27 May 2010, at the Fairmont Singapore & Swissôtel The Stamford Singapore and the main event, HICAP, which will be held 13-15 October 2010 at the InterContinental Hong Kong.

#### **About the Hosts:**

**BHN** is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. With more than two decades of experience, over 80 events completed or in production to-date, and more than 59,000 international delegates, BHN conferences have become "must attend" events for industry leaders who come together to network, conduct business and to learn about the latest trends. BHN events include: the Americas Lodging Investment Summit (ALIS) in San Diego; the ALIS Summer Update in Los Angeles; the Central America Tourism & Hotel Investment Exchange (CATHIE) held in El Salvador in 2010; the Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; the Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP Update Southeast Asia in Singapore; HICAP Update Japan in Tokyo; and the Hotel Investment Forum India (HIFI) in Mumbai. The BHN website at [www.Burba.com](http://www.Burba.com) is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world.

**Horwath HTL – Asia Pacific** since its establishment in 1987, has been involved with over 2,000 projects throughout the region in all phases of the property lifecycle for clients ranging from individually held businesses to the world's most prominent hotel companies, developers, lenders, investors and industrial corporations. Horwath HTL – Asia Pacific currently operates out of offices in Singapore, Hong Kong, Beijing, Tokyo, Jakarta, Kuala Lumpur, Mumbai, Sydney, and Auckland and hosts hotel investment conferences in Hong Kong, Australia, China, and India.

To learn more about HICAP Update Japan, HICAP Update Southeast Asia and HICAP, please visit the conference website at [www.HICAPconference.com](http://www.HICAPconference.com).