



Event	Interview
Interviewee	Mr. Willemijn Geels International Development Manager, Louvre Hotels Group www.louvrehotels.com
Date	April 2011

Eunite Ukraine (EU): What is your professional experience in Ukraine?

Mr. Willemijn Geels (WG): We have been active in Ukraine for the past year in hotel development, no hotels in operation yet. On December, 3, 2010 the partnership agreement with UDC Holding was signed for developing a portfolio of hotels.

EU: What were the main tasks/objectives and future deliverables of your recent exclusive agreement with UDC Holding regarding the construction and operation of 6 Campanile Hotels in Ukraine?

WG: Our main objective is to develop and operate at least 6 Campanile hotels in key Ukrainian cities. UDC Holding will be developer and Louvre Hotels will be an operator of the hotels, mentioned above.

EU: What are your future plans at Ukrainian market? Do you see other potential business leads within further development of Ukrainian hotel sector?

WG: We want to develop Campanile and Première Class brands in Ukraine as well as Tulip Inn and Golden Tulip. We see great potential for the development of the hotel sector in Ukraine due to the current lack of hotels / quality hotels. This can be newly built hotels but we think there is also a potential for conversion / refurbishment and re-branding of existing hotels.

EU: What does it take for foreign company to get an assignment in Ukraine?

WG: It is quite challenging to get an assignment in Ukraine, especially for foreign company. Therefore, the local presence is not only preferable, but, I would say, is quite important and needed. From our side, of course, we offer specific expertise in the fields which can be interesting for Ukrainian companies to import from abroad.

EU: What are the key factors of your success?

WG: Our concept / product and management expertise, personal contact and good relationship with the business partner are of great importance for us.



EU: What are the sectors, where you see a potential need for an input from foreign suppliers within Ukraine hotel sector development?

WG: The sectors, where we see the potential need for an input from foreign suppliers, are the following: hotel operations, human resources (training, teaching, etc).

EU: How do you evaluate the general business trends in Ukraine? What is the EURO 2012 role in country's development?

WG: EURO 2012 is a catalyst encouraging the infrastructure development of the country and increasing the general awareness of Ukraine in Europe and abroad. However, for us as a hotel company it is not the main reason for moving to Ukraine. The event in itself will only have a positive impact on hotels in certain cities and for only a couple of weeks. The long-term perspectives have to be good also after the EURO 2012.