



HAMA MEA MEMBERSHIP BENEFITS

HAMA is the pre-eminent organization for Hospitality Asset Managers.

Its mission centers on the enhancement of hospitality asset managers through education, advancement of the profession, and serving **as the collective industry voice of hospitality ownership.**

HAMA MEA: Hospitality Asset Management Leadership

HAMA's relevancy in the industry is supported by its sponsorship and/or involvement with various research papers, online articles, and publications, all related to the hospitality asset management profession. HAMA members in the United States were instrumental in contributing to the hospitality industry's CAPEX study initiative, AH&LA Uniform System of Accounts for Hotels – 11th Edition, and the Hotel Asset Management, Principles and Practices publications. It is the aim of HAMA MEA to become actively involved in the preparation of such major publications, endorsements, validations, best practices and research studies, particularly considering how unique the Middle East is to other regions. *HAMA MEA members are actively involved and shall have access through the HAMA MEA online resource library.*

HAMA MEA General & Social Meetings

These meetings are typically structured as half day meetings followed by social aperitifs & hors d'oeuvres and are invitation only to HAMA MEA members and selected guests. These meetings are offered on a complimentary basis to active HAMA members. Meeting agendas are curated to include current industry & educational topics, productive discussion forums, and the latest industry communications and updates relevant to supporting our mission and increasing asset values on behalf of hotel owners worldwide. *HAMA MEA members have access to all events & initiatives at no additional cost.*

HAMA MEA Professional Network

The association and its members benefit from an unparalleled networking opportunity. Our target HAMA MEA membership includes over one hundred (100+) members representing sovereign wealth funds, family offices, real estate investment firms, developers, HNI, private equity, financial institutions, individual owners, REITS, all dedicated to the hospitality industry. By 2017, global HAMA members should exceed 500+ *HAMA MEA members have access to our online members contact database.*

HAMA MEA CHAM - Certified Hospitality Asset Manager

From a professional development perspective, HAMA helps to facilitate CHAM certification. The Certified Hotel Asset Manager (CHAM) designation is the world's only advanced certification available to accomplished hotel asset management professionals. CHAM designees represent an elite group of senior hospitality professionals whose advanced knowledge in all facets of hotel ownership and operations was developed over a significant number of years serving in the role of "lead" asset manager. Their knowledge base is further validated by achieving a passing score on the comprehensive CHAM exam in addition to satisfying other designation requirements. The certification was launched in 2012 under the guidance of HAMA in order to establish industry-wide "standards of excellence" within the hotel asset management profession as a means for further solidifying the institutional/fiduciary role and expectations of a senior asset manager within the international hotel real estate community. *HAMA MEA members have access to our online application & support process.*

HAMA MEA partnerships

HAMA MEA is actively supportive and involved in international hospitality programs. HAMA MEA signed a partnership agreement with Emirates Academy of Hotel Management. The agreement with EAHM serves to educate students on the possibility of asset management as a career path and further helps to bridge the gap between an increasingly complex industry and education. In a region where maximization of value for hotel owners and investors is key, it is critical to educate future hoteliers so that they enter the industry with an investor ready mind-set. International HAMA affiliations are furthermore actively involved with major universities including l'Ecole hoteliere de Lausanne, Cornell University and Boston University, regularly hosting educational seminars and sessions for tomorrow's hospitality professionals. *HAMA MEA members are invited to attend and participate on all HAMA MEA academic events & initiatives.*

HAMA MEA online

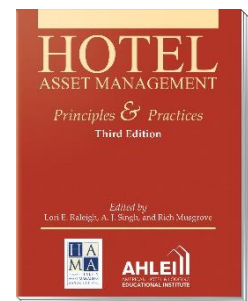
The HAMA MEA intranet, through www.hamamea.org provides access to:

- HAMA MEA Member Contact Database (!)
- HAMA MEA Resource Library (!)
- HAMA MEA Careers & Job Listings (!)
- HAMA MEA CHAM Application
- HAMA MEA Events, Updates & Industry News

(!) Exclusively reserved & accessible only to HAMA MEA members

Hotel Asset Management, Principles and Practices, Third Edition

All new, fully inducted HAMA MEA members shall receive a copy of the coveted third edition of Hotel Asset Management Principals & Practices.



HAMA Global Reach

HAMA members are globally recognized and held in high esteem. Outside the Middle East and Africa, HAMA has five international affiliates, including the original affiliation founded in the United States, HAMA USA. As well as affiliates located in HAMA Japan, HAMA Asia-Pacific, HAMA Europe, and HAMA China, each formed with the mission of enhancing the hospitality asset management profession within their specific region. *HAMA MEA members have access to all global HAMA chapters' initiatives, resources & member contact database.*