

# Investment Opportunities in Post COVID-19 Era

📅 June 9, 2020 / 👤 By Hala Matar Choufany



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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[Try watching this video on www.youtube.com](https://www.youtube.com), or enable JavaScript if it is disabled in your browser.

## 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 is an experienced Regional President and Managing Partner, an industry expert, and is recognized as one of the most influential leaders in the hospitality industry, notably in the Middle East and Africa region.

Hala has advised on more than 5,000 hospitality and mixed-use projects in the last 20 years across Europe, the Middle East, Africa and Asia. She has advised clients in areas such as Valuations, Acquisitions, Asset Management, Strategic investments and development, Contract Negotiations, and general Real Estate Strategic Advisory.

Hala has authored more than 50 publications and speaks frequently at investment and hospitality related conferences on a range of topics including asset valuation, investments, management issues and women leadership.

In addition to being a Board Member of HVS Global, Hala sits on the Boards of Harvard Business School Club of the GCC, Hotel Investment Advisory Board, and is regularly invited to Boards as a subject matter expert in the industry. Hala is frequently invited to discuss hotel and tourism trends on major news channel including Alarabiya, Bloomberg, Abu Dhabi TV, Forbes, Breaking Travel News and CNN.

Hala is also a member of the International Society of Hospitality Consultants (ISHC).

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.

Born in Beirut, Hala lived and worked in several cities across Europe, Asia and Middle East and is a mother of three.

For more information, contact Hala at [\[email protected\]](#).

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