CPM | hospitality project services

NON



WE ARE HOSPITALITY PROJECT SPECIALISTS.

CPM is dedicated to delivering exceptional hospitality project solutions in Europe, Africa, the Middle East and Asia.

Our comprehensive skill set enables us to deliver outstanding services for new builds and renovations, covering operational strategy, design, styling, and art consulting, procurement of fit out, FF&E and OS&E, design coordination, logistics and installation.

We bring your interior projects from Vision to Operations, on time and on budget.

OUR WINNING FORMULA FOR PROJECT SUCCESS

A STRONG BACKBONE OF KNOWLEDGE, METHODOLOGY AND SYSTEMS FOR HIGH EFFICIENCY

+

A BOUTIQUE APPROACH WITH HIGHLY PERSONALIZED SERVICES

ABOUT US

Our team comprises seasoned professionals in architecture, interior and lighting design, hotel operations, project management and procurement.

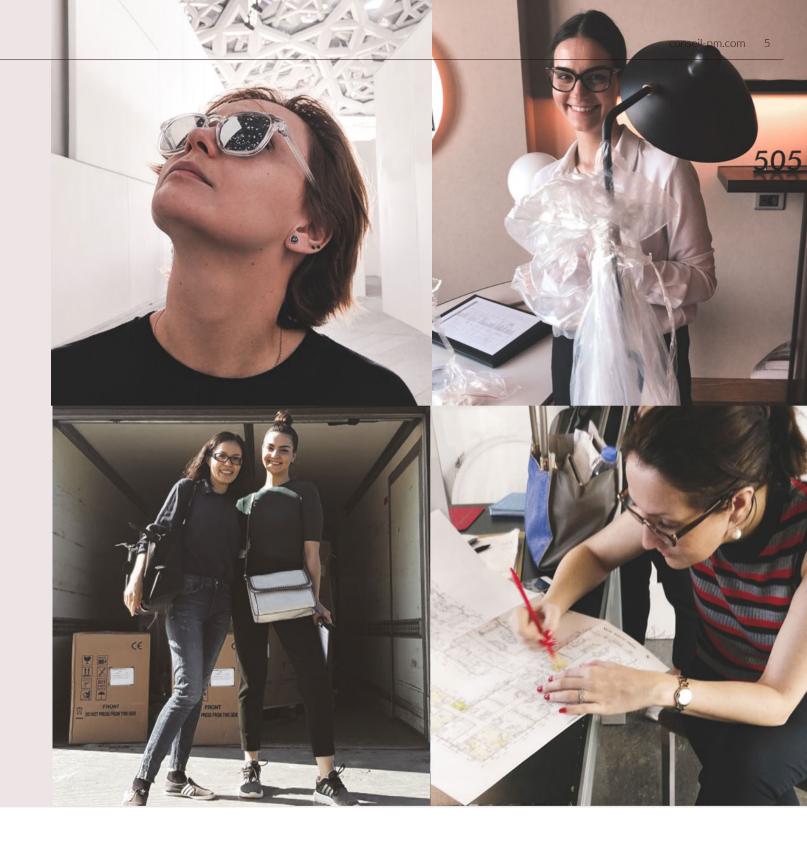
With a track record of 60+ international hotel projects successfully managed, CPM has gained recognition as a leading specialist offering flexible and highly personalised services.

Project management is fundamentally about people. We believe that beyond knowledge and experience, it is our attitude running each project uniquely that makes the difference. With CPM, you on-board a team of experts with the determination to deliver excellent services, to communicate clearly and simply, an immense sense of responsibility and an unmatched enthusiasm for every new endeavour.

We pride ourselves always delivering our promise.

Quality is never an accident; t is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives.

Villiam A. Foster







2012 CPM founded in Paris

2013 Hong Kong office opened



2015

CPM Ltd.

incorporated

in Hong Kong







2018

Belgrade office

opened





2019 Individual Project Websites launched for efficient reporting and collaboration

2020 CPM | hospitality project services FZCO incorporated in Dubai Silicon Oasis

2016 CPM EAME Consultancy incorporated in Dubai

2017 CPM's online data management platform launched



2023 Partnership with "Behind the Scene Luxury Events" strengthening our presence in the Kingdom of Saudi Arabia

BUSINESS STRATEGY, OPERATIONAL PLANNING

Our seasoned hospitality experts craft concrete strategies to enhance service quality, elevate your hotel's reputation, and drive profitability. Through rigorous market analysis, strategic planning, and operational optimization, we identify unique selling points and capitalize on emerging opportunities. From business case development to revenue management, we ensure every aspect of your operation is finely tuned for success.

Operations specialists also support to our creative and project management teams, with operational planning, functionality reviews, and OS&E selections.

- Market analysis, competitive set definition
- Business strategy, market segments and USPs identification
- Business case and business plans
- Operational planning and operating concepts
- Hiring strategy, staffing guides, training
- Pricing strategy
- Marketing & sales programs
- Revenue management

INTERIOR DESIGN, STYLING, ART CONSULTING

Our creative professionals craft functional, and inspiring interior spaces with a distinct character tailored to the property's essence.

When entrusted with an art program, we curate pieces with utmost care, fostering a genuine collection spirit. Collaborating closely with artists and craftsmen from conception to framing and installation. Additionally, we produce high-quality Art Books, serving as references and marketing tools for the properties.

- Design brief elaboration, property analysis and environment survey
- Budget alignment
- Space planning
- Theme and concept development, concept presentation
- Construction drawings and specifications, mood boards, material boards
- Materials, shop drawings, prototype reviews

DESIGN MANAGEMENT

CPM facilitates the execution of interior projects through design management, project management and procurement. From kick-off to handover, we lead all activities to deliver design intent and initial vision while wisely balancing cost, time and quality objectives.

Adequately managing the design is key to maintaining the project objectives. Our in-house design team collaborates with the project managers to seamlessly translate concept into reality, safeguarding the design intent while ensuring time lines and budgets are adhered to.

- Material sampling, pre-selections and alternatives sourcing
- Shop drawing reviews and revisions management
- Prototype reviews
- Approvals and changes implementation coordination

PROCUREMENT, LOGISTICS, INSTALLATION SUPPORT

CPM facilitates the execution of interior projects through design management, project management and procurement.

From kick-off to handover, we lead all activities to deliver design intent and initial vision while wisely balancing cost, time and quality objectives. We apply our expertise and project management skills to ensure smooth work progress, control performance, maintain excellent communication and stakeholders' satisfaction.

- Project analysis, budgeting and scheduling
- Scope and requirements definition, strategy and procedures
- Pre-gualifications, tendering and contract management
- Specifications / Value / Timeline / Budget alignment
- Execution and performance monitoring, manufacturing facilities reviews
 - Logistics, receiving, quality control, claims management
 - Site inspections and snagging
 - Inventory and handover



COMPREHENSIVE SKILL SET OPTIMIZED RESOURCES

Seasoned professionals in architecture, interior design, lighting design, hotel operations, project management and procurement.

Each scope is handled by a specialist with support from other disciplines, ensuring that you receive expert guidance, without the burden of maintaining an extensive inhouse team.

20+ YEARS EXPERIENCE EXCEPTIONAL MARKET KNOWLEDGE

Exceptional market knowledge acquired through living, studying, and working around the globe on hospitality projects.

We successfully handled projects accross continents, and we capitalise extensively on lessons learnt to anticipate challenges. Yet, we recognize that each project has its unique characteristics and conjuncture evolves rapidly. We take the time to precisely study location, market, and project specifics to tailor our services when undertaking any new mandate.

METHODOLOGY POWERFUL DATA MANAGEMENT TRANSPARENCY

Established project management methodologies and systematic, diligent processes, are the foundation for our work.

Project data is managed entirely online with our proprietary, customisable system built on a robust infrastructure, ensuring 24/7 availability, fast processing and low error rates; carving up time for the highest value addition activities.

ASSET OPTIMIZATION

We envision properties holistically for efficient operation over decades, maximizing clients' investments while upholding design vision and operational standards.





RIGOROUS SELECTIONS

We conduct fair tenders to foster open competition and fair comparisons. Additionally, we leverage our in-house design resources and hospitality expertise to ensure functionality, self-sufficiency, and enduring quality.

Every piece of equipment, supplier and contractor, undergoes rigorous selection, with criteria such as design, technical specifications, cost, quality, durability, ease of purchase, and warranty evaluated.

RELATIONSHIP WITH VENDORS QUALITY CONTROL

Suppliers are chosen for the quality of their production but also for stability, reliability, and adherence to purchase terms.

Long-standing relationships with vendors ensure mutual understanding and highquality standards. We continuously monitor performance and conduct surprise production inspections.

We leverage our global purchase potential to negotiate the best prices.

RESPONSIBILITY

Minimizing negative environmental impact and contributing to local communities through sourcing from local and regional suppliers, prioritizing suppliers committed to Environmental. Social. and Governance (ESG) criteria.

We are committed to energy efficiency and waste reduction. Our offices are entirely paper-free and located in a LEED Platinum certified building, the highest level of the globally recognized symbol of sustainability achievement, offering a healthier environment.

LOCAL SOURCES **EFFICIENT LOGISTICS**

costs.

NEGOTIATION SKILLS BUDGET CONTROL

SAFEGUARDED QUALITY AND DESIGN INTENT

Efficient logistics planning and reliance on local sources not only reduces the adverse effects of developments on the environment, it also significantly reduces

Direct collaboration with manufacturers ensures traceability, quality control and competitive pricing.



PROJECTS COMPLETED

Park Hyatt Hyderabad & Residences Regent Hill Exclusive Event Space Kiev Hilton Kiev Private residences Hong Kong Private residences Paris GHHL Executive Offices Hyderabad Hyatt Place Shenzhen Airport Hyatt House Shenzhen Airport Hyatt Place Luoyang Six Senses Kaplankaya (formerly Canyon Ranch Wellness Resort) Anhinga Beach Club, Restaurant and Bar Kaplankaya Emerald Club Mumbai Chembur Hyatt Regency Mainz Soibelmann Hotel Frankfurt Airport Private residences Dubai Radisson Tsinandali Address Hotels + Resorts custom chinaware line Levalty Events Space Riyadh Private residences Hyderabad Le Meridien Batumi Dari Q Luxury Residences Jeddah, Kingdom Of Saudi Arabia Soibelmann Hotels, Wittenberg, Alexandersbad and Hof Marriott Thilisi Batumi Hills Luxury Residential Complex River Park, Residential Complex One & Only Cape Town DeckToo, Address Skyview Dubai Le Vendome Beyrouth Bvlgari Moscow

PROJECTS ON-GOING

One & Only Le Saint Geran Private Homes Hyatt Regency Kyiv Boutique Hotel Bad Bertrich Mantis Hawar Resort Bahrain Wald Weit Rheingau Hotel & Retreat

AREAS WITH SELECTED RESOURCES AND SUPPORT OTHER KEY SOURCING AREAS

PROJECTS

Bermuda Villas RAK (157 residential villas) Hyatt Regency Yekaterinburg Rixos Bab Al Bahr RAK Private residences Dubai and Abu Dhabi Lion Roars Hotels & Lodges South Africa (15 locations) ITC Mughal Agra (2009 Lumen West Award) Liquid Ista Bangalore Shanti Ananda Maurice Mauritius Hilton Saint Petersburg Expo Forum Hyatt Regency Kiev Park Hyatt Baku Hyatt Regency Belgrade Park Hyatt Milano Four Seasons Dubai Jumeirah Beach Four Seasons DIFC The Spa at the Rulers Private Palaces of KSA Rosewood Abu Dhabi Tide Wellness & Fitness at Dukes the Palm Armani Hotel at the Burj Khalifa Dubai The Palace Downtown Dubai Kempinski Emerald Palace Dubai Hilton Batumi

RTFOLIO & REGIONAL COVERAGE

COLLABORATIONS & CONSULTANTS PAST KEY

DIRECTION **OPERATIONAL PLANNING & BUSINESS STRATEGY**

PLANNING & DESIGN

PROJECT MANAGEMENT & PROCUREMENT



Virginie Soualhat Managing Director



David Simon Senior F&B and Asset Management Advisor



Javier Martin Luis Senior Rooms and Asset Management Advisor



Hayley Feiner Senior Spa Advisor



Kapil Kumar Spa Operations Consultant



Nardin Abu Shamleh Design Manager







Nicole O'Reilly Design and Project Manager

Astha Saini Lighting Design and Business Development Manager



Violeta Jekic Director - Commercial



Jocelyn Hasdenteufel Director - Technical



Maria Milicic Project Manager



Mahendra Gohil SG Interiors Execution Partner, India





Galina Simic Director - Procurement



Diala Ghemrawi Project Manager



Nia Aznar Project Coordinator

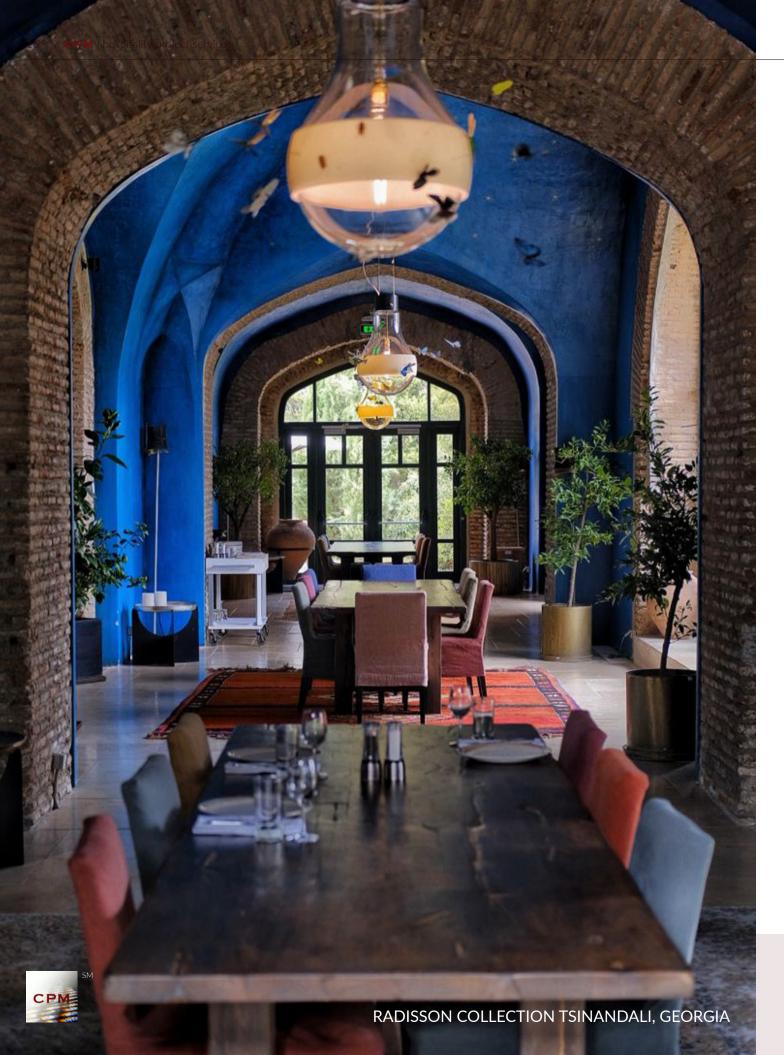


Ana Djakonov Project Coordinator



Zilen Leung Project Assistant







Virginie is passionate about hotel operations and design, she is involved in key activities for all projects managed by CPM and remains in communication with clients, Designers and Suppliers throughout each project phase. She is in constant search for new ideas, techniques and products, travelling the world to identify possible sources and bring the uniqueness that characterises CPM's sourcing.

She is a certified Project Management Professional, and holds degrees in Interior Design and Business Administration. She also has a first education in Fine Arts & Art History from l'Ecole des Beaux Arts in Paris. This education and background is a perfect mix of technical knowledge, structure and processes, with creativity and acute design sense.

VIRGINIE SOUALHAT P MANAGING DIRECTOR

Virginie boasts 20+ years of international luxury hospitality experience.

Throughout her career, she has lived and worked in France, Switzerland, Ukraine, Russia, India, South Korea, Hong Kong and the UAE.

Prior to founding CPM, Virginie held leadership roles in hotel operations and managed several opening and renovation projects on behalf of Hyatt Hotels & Resorts.

Since 2012, Virginie runs CPM | hospitality project services, and has led the team of the boutique agency in managing new build and renovation hotel projects worldwide including business services, creative services and execution services.



David Simon Senior F&B and Asset Management Advisor

Renowned German hotelier David Simon, with 20+ years of global experience, discovered his passion after an hotel specialist training. He held diverse roles in the USA, Europe, and Asia, including F&B positions and leadership roles at prestigious hotels.

In 2016, David moved to the UAE, quickly rising from Hotel Manager to General Manager at Emaar Hospitality Group's top-earning hotel. He earned international recognition, winning awards for Best General Manager in the Middle East and Best Business Leader in 2018.

By 2019, David became the General Manager at Address Sky View and, in 2020, assumed the role of Area General Manager for the northern Emirates.

Base cityFrankfurtLanguagesGerman, EnglishQualificationsMaster Hospitality Marketing & Finance

Key Projects

Grand Hyatt Berlin Park Hyatt Beaver Creek Park Hyatt Hamburg Hyatt Regency Chennai Park Hyatt Busan Shangri-la Hong-Kong The Palace Downtown Sky View Downtown Palace and Address Fujairah



Javier Martin Luis B.BA Senior Rooms and Asset Management Advisor

Javier is a Spanish - German hotel specialist focused on rooms' operation and property management. He started his career at the Hyatt Regency Mainz where he evolved from Night Manager to Director of Rooms, before transferring to the Park Hyatt Hamburg.

During his tenure as General Manager, he completely re-branded and renovated the property and significantly increased profitability. He remains in charge of new acquisitions and development and already doubled the group inventory, while he acquired his own property.

Base cityFrankfurtLanguagesSpanish, German, EnglishQualificationsCertificate of Business Excellence,
CA Management Akademia
Hotel Management, IST Study Institute

Key Projects

Hyatt Regency Mainz Soibelmann Hotels portfolio conversion, multiple locations, Germany



Hayley Feiner Senior Spa Advisor - FHC Global

Born and raised in South Africa to a family of hoteliers, Hayley is a spa expert with 15 years of international experience.

She worked with High Luxury operators like Rosewood and Four Seasons and specializes in preopenings and set up, large spa operations, concept design and brand development.

She is our Senior Spa advisor and supports CPM projects with her spa expertise from operating concept reviews to equipment listing and quantifying as well as product selections.

Base cityDubaiLanguagesEnglish, AfrikaansQualificationsMasters in Tourism and Hotel Management

Key Projects

Four Seasons DIFC Dubai Four Seasons Dubai Jumeirah Beach Rosewood Abu Dhabi The Address Downtown EMAAR Dubai The Spa at the Rulers Private Palaces of KSA Rosewood Abu Dhabi Tide Wellness & Fitness at Dukes the Palm



HOSPITALITY EXPERTS





Inna Sparrow M.ARCH Design Manager

In her early career, Inna worked with leading furniture manufacturers, in particular hi-end Italian and German custom kitchens. This provided her with a great understanding of materials, joinery and all technical aspects of furniture making. A knowledge extremely valuable when specifying furniture but also evaluating shop drawings and prototypes. Inna is passionate about technology and innovation. She is an expert at virtual and augmented reality.

Inna follows projects from design to execution and focuses on residential projects, interacting directly with clients, managing the always many special requests and closely supervising each detail of the execution with contractors.

Base city

Languages Qualifications

English, Ukrainian, Russian Master of Architecture Interior designer VR and AR artist

Prague

Kev Projects One & Only Le Saint Geran Villas Mauritius One & Only Le Saint Geran Le Badamier Dari Q Luxury Residences Jeddah, Kingdom Of Saudi Arabia



Nicole O'Reilly Design and Project Manager

Nicole is a rising star in the design industry, boasting experience well beyond her years. Nicole places great value on her strong work ethic and her ability to build and maintain trust with both clients and team members.

Nicole's career trajectory began with a BTECH Degree in Interior Design/Architecture from the Cape Peninsula University of Technology. She embarked on her professional journey as a junior designer at ARRCC, quickly rising through the ranks to become a Project Manager and Interior Designer. She also collaborated with renowned designer Adam Court, serving as Senior Interior Designer for Weylandts SPACES and Studio STUDIA (now part of OKHA).

Nicole leads every design or FF&E project with unwavering passion and commitment to design excellence.

Base citv Cape Town Languages English. Qualifications Master of Architecture

Kev Projects One & Only Cape Town Aquila Game Reserve Baducci Restaurant



Nardin Abu Shamleh M.ARCH Design Manager

Nardin enjoys the unique challenges of balancing form and function and believes in transforming needs into a functional living art.

In Dubai for the last 8 years, Nardin designed and managed over 40 compelling interior and architectural projects in urban, residential, commercial, healthcare, hospitality and religious facilities.

A strong leader with great attention to detail and excellent problem solving skills, Nardin ensures every project is executed accurately and to the highest standards.

Base city Dubai English, Arabic, German Languages Qualifications Bachelor of Architecture Space planning studies Bauhaus University of Weimar, Germany Masters of Global BIM Management

Kev Proiects Frickles Downtown Rixos Bab Al Bahr 28 Residential, Villas Complex Dubai Bermuda Villas at Mina Al Arab. RAK

With a Master of Arts in Theatre Lighting Design and extensive experience as a lighting designer. Astha leads lighting activities on CPM projects, crafting schemes that elevate each space. As a trained tea sommelier, she provides valuable insights into lighting requirements in F&B areas, ensuring harmony between aesthetics and functionality.

Astha also contributes to CPM's Art Collection scopes, infusing her creative vision into every project. Her portfolio includes award-winning lighting designs, such as the 2009 Lumen West Award of Excellence.

Furthermore. Astha drives business development in India and the Americas, leveraging her skills to expand CPM's reach and success.

Base city Languages Qualificatio

Key Projects Park Hyatt Hyderabad ITC Mughal, Agra Soibelmann Hotels portfolio conversion, Germany Shanti Ananda Maurice, Mauritius





Astha Saini M.A.LD Lighting Design and Business Development Manager

	San Diego
5	English, Hindi
ons	Master of Arts in Theatre Lighting Design
	2009 Lumen West Award of Excellence



Violeta Jekic MSCEC Director - Commercial

Along with her myriad of skills, Violeta is a trained Electrical Engineer as well as a Chef.

She coordinates our overall team efforts from a commercial and financial perspective. Violeta oversees resources allocation pre and post sale. leads initiatives on automation and system efficiency. She also directly manages logistics, ensuring the best schemes are implemented for each project depending on specifics of the location and import rules.

Base city Belgrade

Languages English, Serbian, German Qualifications Masters of Science in Business & Economics with specialty in Hotel Management

Key Projects

Marriott Tbilisi Soibelmann Hotels portfolio conversion, multiple locations. Germany Radisson Collection Tsinandali Le Meridien Batumi One&Only Le Saint Geran Villas, Mauritius One & Only Le Saint Geran Le Badamier Hvatt Regency Kviv Frickles Downtown



Galina Simic MSC.F. Director - Procurement

Procurement associate with 10+ years in the hospitality industry. Galina is proficient in how global trends are shaping goals, standards, and deliverables.

She undertook pre-opening procurement for properties across the Middle East and Africa and developed OS&E standards for new hotel brands. She also created and managed a marketing strategy for a group of companies.

Before that, Galina worked in a hotel cluster procurement. Her beginnings in hotel operations made her an advocate for hospitality industry values.

Dubai Base city English, Russian Languages Qualifications Agile Project Management Certifications, Scrum Master and Scrum Product Owner, Master of Science in Engineering and Technology

Key Projects

Mantis Hawar Resort One & Only Cape Town Mandarin Oriental Jumeirah, Dubai Andaz Dubai The Palm, Dubai The House Hotel, Kuwait Staybridge Suites, Abu Dhabi



Jocelyn Hasdenteufel Director - Technical

Jocelyn's career path is anything but conventional. Transitioning from roles in the petroleum and real estate sectors, he took his initial foray into hospitality through the lens of real estate development in Paris. From there, he relocated to the South of France, where he invested in a hotel business in Nice before embarking on his independent ventures.

Throughout his journey, Jocelyn has been intimately involved in every aspect of business development, from conducting market studies and acquiring properties to overseeing their transformation and spearheading marketing initiatives. He took on the challenge of running the operations single-handedly until the business reached a point where additional staffing became feasible.

As a hands-on owner and self-taught hotelier with a diverse background, Jocelyn offers a unique perspective on projects. His wealth of experience and technical expertise make him an invaluable advisor, capable of providing valuable insights and guidance across various domains.

Base city Nice Languages French, English Qualifications Masters of Science in Business & Economics

our projects.

Base city Languages in Special Education

Key Projects Mantis Hawar Resort Frickles Downtown Le Vendome Bevrouth





Nia Aznar Project Coordinator

Nia, driven by her passion for providing care, pursued a degree in Special Education. Upon relocating to the UAE in 2019, she dedicated herself to supporting children of determination in a Dubai school. With a background in the hospitality sector, including roles in 4 and 5-star hotels. Nia excels in client relations, utilizing her innate sense of care.

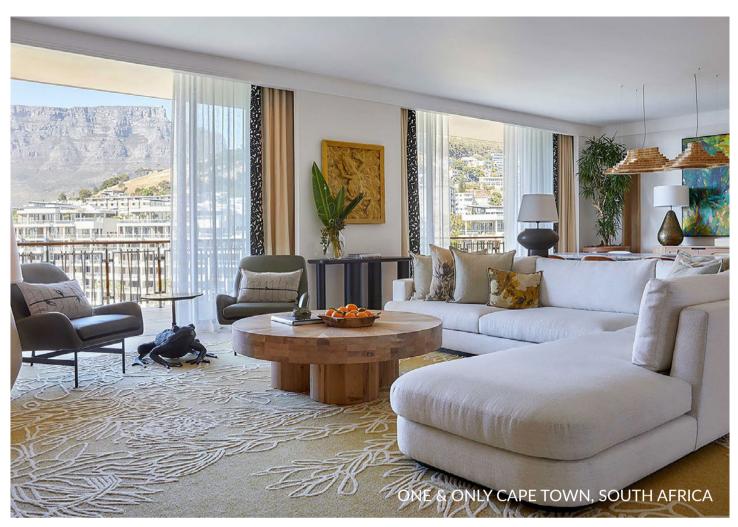
Her hands-on experience in hospitality operations, coupled with exceptional communication skills, position Nia as a valuable asset to our project team. Her genuine enjoyment in anticipating and fulfilling everyone's wishes and needs has significantly contributed to building meaningful relationships with both suppliers and clients. Finally Nia is an assiduous learner and already completed various steps of an in depth logistics training to better support

Dubai English, Tagalog, Spanish Qualifications Bachelor of Elementary Education Major











CASE STUDY

HOW WE MANAGED TO PRODUCE, DELIVER AND INSTALL A FULLY BESPOKE ULTRA LUXURY VILLA IN MAURITIUS UNDER 3 MONTHS

Crafted for a discerning clientele, the Private Homes at One&Only Le Saint Geran demand meticulous design coordination.

Every piece of equipment was custom-tailored, with the highest craftsmanship quality.

Delivering a Show Villa within a mere 3 months posed a formidable challenge, given the precise production requirements, transportation logistics, and intricate importing regulations in Mauritius—all while adhering to budget constraints.

Balancing the requirements of a large scale tender in anticipation of a 52 villas roll out, while procuring only 1 piece of each item for the Sales Show Villa, required strategic foresight and a very close collaboration with suppliers.

To achieve complete client satisfaction, we allocated additional resources beyond typical project scope. Our Project Manager and Managing Director spearheaded close internal coordination and client communication throughout the process. Our designers created or supervised all custom productions, while a specialist coordinated logistics to keep a high processing pace.

Very close vendors' management was required to ensure timely and impeccable execution of all orders.

Fast and precise execution, impeccable communication and ability to change plan and reorganize in a very agile manner were key to this project success.







ONE & ONLY LE SAINT GERAN PRIVATE HOMES, MAURITIUS Design Management, Styling and Art Consulting, Procurement











CASE STUDY

HOW WE MANAGED TO SOURCE, EXPORT AND IMPORT OVER 200 ANTIQUE AND VINTAGE PIECES FROM WEST EUROPE TO GEORGIA FOR AN HISTORICAL AND HERITAGE PROJECT

Tsinandali Estate, birthplace of Georgian wine-making, holds a rich history within Kakheti's wine region, once owned by the Chavchavadze family, notably Prince Alexander Chavchavadze (1786-1846), a revered poet and leader.

The Radisson Collection Tsinandali presented a distinctive challenge: to uphold operational standards and international luxury hospitality requirements while honouring the estate's rich history.

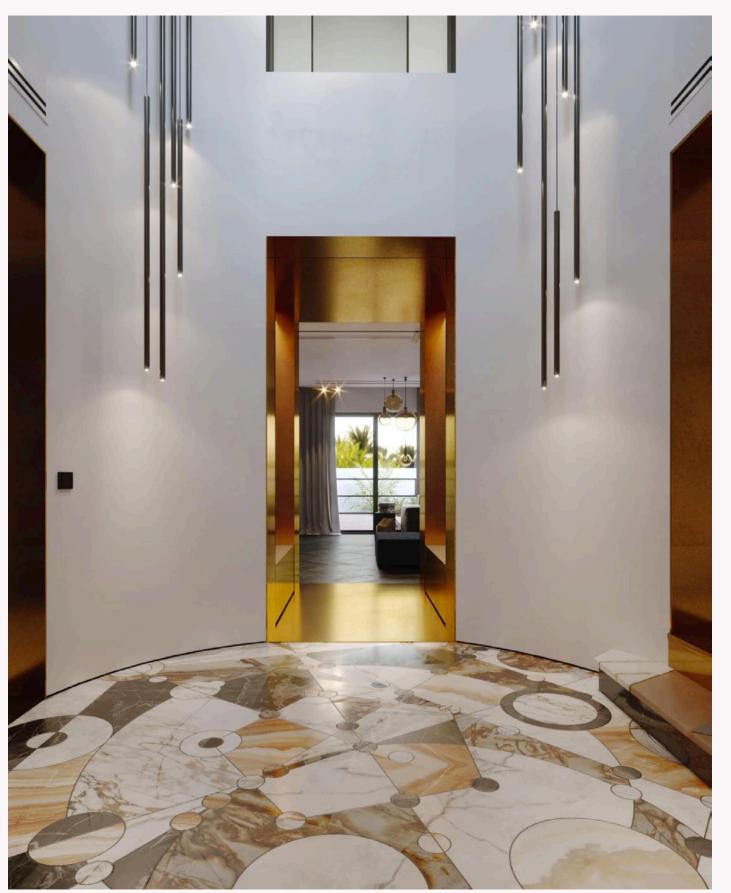
The preservation of the heritage building necessitated careful selection of materials, overseen by government officials and restoration experts. Additionally, the fitout of public areas was guided solely by the artistic direction of renowned lighting designer Ingo Maurer and Georgian artist Tamara Kzesitadze. Managing the intricate design required a specialized team. Our Design and FF&E specialists developed a comprehensive specification book based on the visions of the two Art Directors.

To maintain authenticity within budget constraints, we scoured antique markets and auction houses for furniture, lighting fixtures, rugs and accessories, and hand-picked unique pieces, negotiating prices piece by piece with antiquarians and private owners.

Orders management, financial tracking, and export logistics prove extraordinarily complex thanks to vendors' preference for cash payments without receipts and reluctance to provide necessary documents for international transport.

The hotel opened in 2018 and immediately garnered acclaim, including being named a finalist for the "Best Hotel & Tourism Resort Award" at MIPIM2020, thanks to its hand-crafted interiors, premium lifestyle facilities, and unwavering character and authenticity.

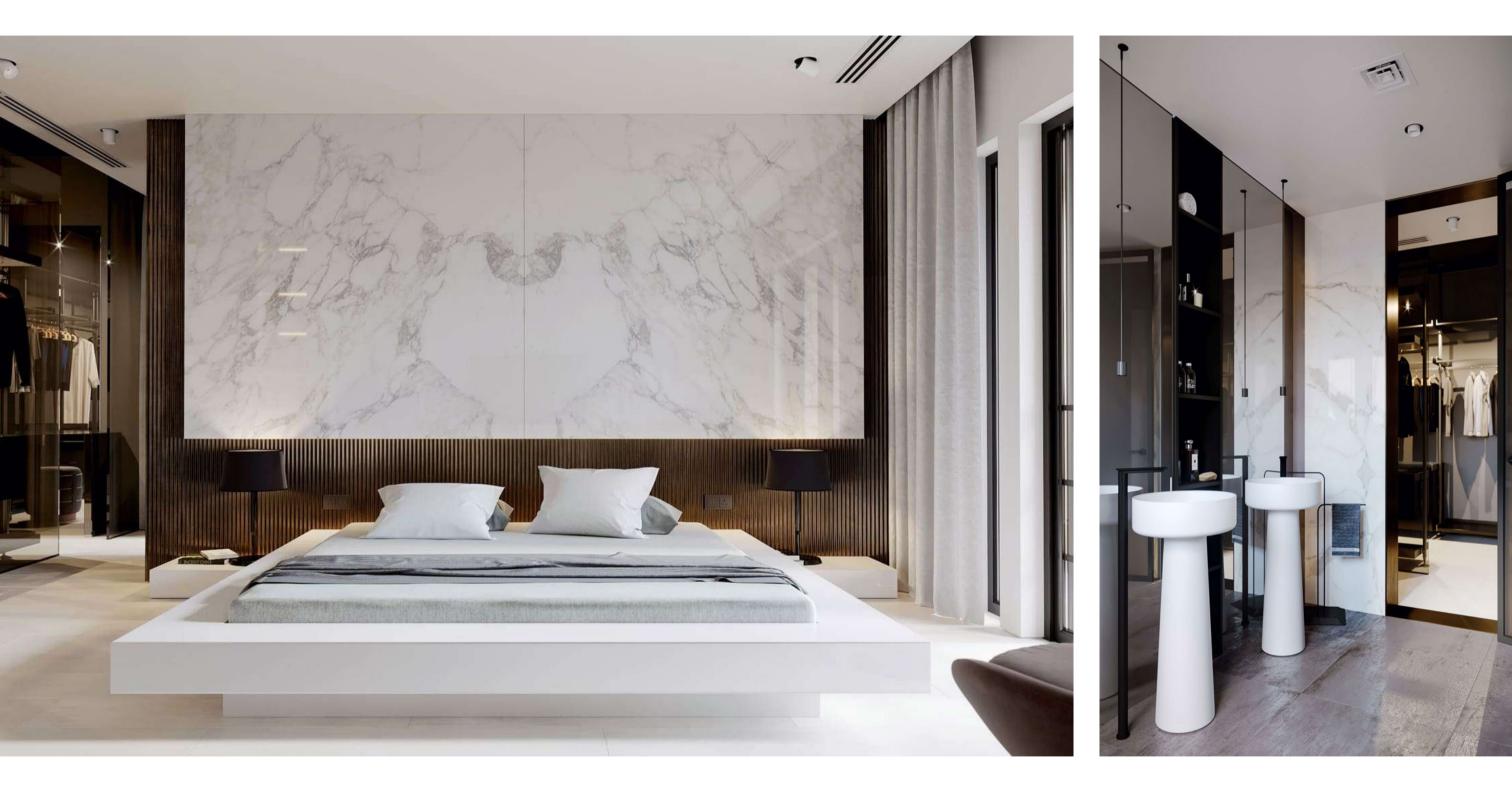






LUXURY RESIDENCE DUBAI, UAE Design and Execution







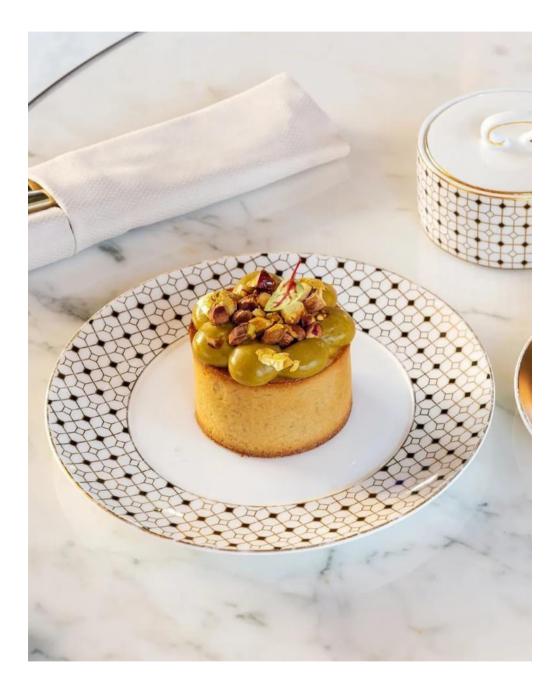








LE MERIDIEN BATUMI, GEORGIA















ANHINGA BEACH CLUB KAPLANKAYA, TURKEY Budgeting, Scheduling, Procurement, Styling





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