



Following this transaction, the company will operate under the name Global MICE Forums

Keytel acquires 50% of the capital of Iberian MICE Forums to strengthen its internationalization and improve the value proposition to its associated hotels in the MICE segment

- ***This is a partnership between the hotel services area of the Hotusa Group and the first Iberian organization specialized in the organization of networking events between supply and demand in the MICE segment***

Barcelona, April 19, 2021.- Keytel has just acquired 50% of the capital of Iberian MICE Forums (IMF), the first Iberian organization specialized in the organization of networking events between supply and demand in the MICE segment. From now on, the company will operate under the trade name of **Global MICE Forums**. This operation responds to a dual objective: to strengthen the internationalization of the Hotusa Group's hotel services area and to improve the value proposition to its associated establishments in the MICE segment.

Founded in 2011 by Andrés Merino, IMF has been consolidating its position as a benchmark in the Iberian Peninsula in the organization of one-to-one meetings for the Meetings and Events Industry in Spain and Portugal, designed to establish personal connections, generate experiences and business opportunities between buyers and suppliers of the entire value chain of events. With the entry of Grupo Hotusa in its capital, the company wants to take a leap forward and position itself among the world leaders in the management of this type of professional meetings.

For its part, Keytel is seeking, with this operation, to bring its hotels closer to a strategic segment in which the organization has great expectations for the future. In the words of the president of Grupo Hotusa, Amancio López, “we expect that the more than likely reduction in corporate travel after the pandemic will be largely offset by the increase in meetings, events, conventions and incentive travel. In this regard, Keytel must provide solutions to its portfolio of partner hotels to help them compete with the large international chains in this business”.

Andrés Merino, who will continue to serve as CEO of Global MICE Forums, values very positively the agreement reached, “since the incorporation of a strategic partner of this level changes our expectations for the future and provides us with the necessary economic and structural resources to tackle an ambitious international expansion project”. Merino adds that “our Know How of more than a decade, the base of buyers of the highest level and the entry of the new partner, guarantee us to start this internationalization with the maximum guarantees of success”.

The transaction has been structured through Keytel's subsidiary, Hospitality Venture Capital, which is already involved in other projects in the entrepreneurial ecosystem linked to the company, such as the revenue outsourcing consultancies Rev Price and Rev Next and the digital marketing agency We Globe You.



Interesting events already scheduled

During 2022, and still as Iberian MICE Forums, the company has scheduled the organization of 5 Forums, including the IMF Luxury Edition to be held in Madrid on September 14, 15 and 16. Looking ahead to 2023, and under the new name Global MICE Forums, the company will hold a large European Forum that will probably take place in Italy and a first event in the Americas to be held in a location yet to be determined in the Mexican Caribbean.

About Keytel:

Keytel is the result of the merger of Hotusa Hotels and Keytel, the 2 hotel services companies of Grupo Hotusa, which became effective last January 1st. Both companies have been offering services to their associated establishments for more than 40 years and their union makes Keytel the first alliance of independent hotels in the world with a portfolio of more than 4,000 establishments and 426,000 rooms in 90 countries.

The organization defines itself as the 1st organization specialized in accelerating hotel transformation processes, a formula that combines consulting, a wide range of services and technological tools to increase the speed of transformation and growth of its associated hotels.

About IMF

Iberian MICE Forums was founded in January 2011 by Andrés Merino, a meetings and events tourism professional with a background in sales and marketing in the hotel industry. Member of the MPI Iberian Chapter, he has more than 20 years of experience in the Meetings Industry and has a deep knowledge of the MICE sector trends and the needs of the different actors involved.

Hotusa Group

Born in 1977 and headquartered in Barcelona (Spain), Grupo Hotusa has a workforce of more than 5,500 employees and its turnover exceeded, in 2019, 1.2 billion euros. The company is organized into 3 business units: hotel services, which is integrated under the **Keytel** umbrella, distribution, which operates as **Restel** and the hotel operation area, **Eurostars Hotel Company**.

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