



Hospitality



Various global uncertainties loom ahead, none of which will make things easier for an already challenging environment ahead. Contain costs by tweaking processes, drive hard bargains and negotiate creative partnership deals which may have been led by some in replicating that model on a bigger scale. This is necessarily especially in view for those players who intend to make quality yet affordable hospitality accessible by using economies of scale or by riding on the advantages business obtained due to expansion.

Hands that serve are more important than the lips that pray.

Challenging Yet Rewarding For Hospitality Industry In 2016 And Beyond

Contain Costs

In the industry crowded with players, it is clear that costs have to come down especially those who cater for budget travellers and tourists. This may invite us to look for more viable model to keep our noses above water. As such, it makes it worthwhile to revisit the model of Narayana hospital (NH). It has replicated Wal-mart approach with significant success. With a humble beginning from 280-bed hospital, NH has, in the past 14 years, grown to become a 26-hospital network with 6,900 beds across 16 cities employing more than 13,000 people and 1,500 doctors. This fantastic result delivered by the first hospital which begun with a model that tied affordability and quality. It has so far performed over 100,000 cardiac surgeries (including 44 open cardiac surgeries) daily. About 12 % of all cardiac surgeries done in India are performed at this hospital and 50% of its patients are from the economically weaker sections.

Process Innovation

NH has been able to achieve this marvellous result by bringing the cost of surgery down significantly. Interestingly, NH's cost of cardiac surgery is significantly lower than what it was in India 13 years ago. Yet the lower cost has not come at the expense of quality. Its mortality rate (1.27%) and infection rate (1%) for a coronary artery bypass graft procedure is as good as that of a US hospital.

The interesting question is how did NH manage to successfully tie affordability and quality together? This is none other than its wholehearted commitment to purpose, which inspires their employees to achieve the impossible. Hence, it attracts people who buy into this vision that make this vision materialised by providing high tech, high quality care to all, irrespective of means. Mindful that an important element of innovation is to accept failures and take corrective measures or learning and growing is another new trend advocated in Balanced Score Card.

Couple with its model that leveraged economies of scale, performing a medical procedure repeatedly improves a doctor's skill and reduced errors. At NH, doctors operate as teams and each team has a specialist, junior doctors, trainees, nurses and paramedical staff. Each team member specialise in each function that leave the specialist free to perform more surgeries. No surprise that a surgeon, on average, performs four surgeries a day, six days a week, to 24 surgeries. This is far higher than the number performed in any hospital globally, and dramatically reduces cost.

In line with the rule of 80:20 one of the key unique features in NH is that physicians worked for fixed salaries, yet are required to perform more surgeries, in line with the win-win formulae for both doctors who improve their skills and help NH to bring down the cost per procedure. By breaking the convention of cardiac surgeons who typically are paid per surgery and their costs constitute a most



significant proportion of the hospital's total expenses.

You may safely come to conclusion that the hospitality industry needs more process innovation than product innovation. We may not need a magic power or a new procedure but instead require that the cost of hospitality be lowered to make it more widely available and accessible. This premise of economies of scale is not radical. No doubts that NH has created a very distinct model to take cardiac care to the masses.

Automation Process

To improve the accuracy and speed, automation from online reservation to check in and out is no longer a choice, but linking to other online facilities seems to be another viable solution to fulfil customers' convenience and needs. Services excellence is the key success factor in this service industry apart from personalised service. This industry, indeed, embraces more technology to adopt ways to engage customers before; during and after stay such as introducing royalty programmes in view that Asia has the world's largest number of mobile users. Hence, customers use their devices to transact online and can run an entire transaction. Thus offering their guests with good seamless Wi-Fi becomes a norm.

To strive in the industry, every player needs to attract and retain customers. This demand the players to stay focus on their niche in providing unique service, that they do best, compared to the rests. Innovative and creative in

every aspect seems to be the play game, from convenience, comfort to leisure. As such, technology is also playing a significant role in driving ever increasing disruptive change; better, efficient and faster. For those who want to lead in providing business and event function, wifi, high LCD projector with sound system, facilities such as shuttle bus, festival decoration, and pillar less halls are worth the efforts. This new trend will change the way hospitality is delivered across the world.

Cash Flow

As we are aware the hospitality industry is very capital intensive in nature, maintaining positive cash flow is another key success factor which cannot be ignored. As such, several viable solutions for not taxing its cash flow unnecessarily such as equipment leases based on use basis, getting suppliers to deliver consumables just in time and buildings are designed to keep costs low. Setting up a central buying unit (CBU) and standardised purchase of consumables and devices are other viable measures to consider, if appropriate. Keeping track for improving efficiency, energy savings such as eco building and eco environment & sharing best practices is the new way to strive for excellence in the industry.

The new trend of shifting to an asset light model for expansion by not investing in land or building, but continues to grow with quality hospitality for its mass tourists and travellers to enjoy.

Written by James Oh ~ a financial and mindset training expert with 20 years of professional working experience in various industries. James graduated with a Bachelor's Degree in Accountancy from the National University of Malaysia, and Law Degree from the University of London (UK). He is a Chartered Accountant with the Malaysian Institute of Accountant, Certified Professional Trainer with MPMA (UK) and Train the Trainer from Human Resources Development Bhd. (PSMB).

PestBusters recently launched its new cutting-edge Operations Command Centre in Hougang and announced that body cameras will be used to help supervisors provide better coaching and guidance to its pest control officers operating in the field. This new technology will replace coaching which was previously done onsite on a one-to-one basis. Supervisors operating within the central viewing station can view live footage downloaded from its field officers wearing body cameras.

New Cutting Edge New Command Centre for PestBusters



PestBusters also announced that it plans to use drones to view live footage of hard-to-reach areas such as roof guttering and bee and hornet hives located high up amongst foliage. Drones also allow the company's pest control officers to administer chemical treatments without the need to climb ladders.

This new method of pest control operations is being tested by PestBusters, which is seeking clearance from the Civil Aviation Authority of Singapore for the initial use of two drones in its operations, and beefing up the number of functions the drones can perform.

Mr. Thomas Fernandez, Chairman and Chief Executive Officer for PestBusters announced at the opening that: "The cost of business is going up, but if you are able to use technology to improve productivity, then those savings go right to the bottom line in helping the business be in a stable condition. I estimate that with the new technologies, we need to hire only 10 to 20% more workers to grow his business by as much as 30%."

Guest of Honour at the launch, Manpower Minister Mr. Lim Swee Say said businesses should continue to restructure amid the weak economic climate. He added, "My message is that, as we go through this period of uncertainty, don't slow down the process of transformation. In fact, this uncertain period is the best time to speed up transformation, so that by the time the period of uncertainty is over, hopefully businesses are ready to compete by adopting a new business model."

Located along New Industrial Road in Hougang, PestBusters announced that its new Operations Command Centre was launched with the help of National Trades Union Congress' (NTUC) e2i's (Employment and Employability Institute) Inclusive Growth Programme.

Mr. Gilbert Tan, Chief Executive Officer of e2i said, "Small and Medium Enterprises (SMEs) are an integral part of our economy. We will continue to partner progressive SMEs to redesign jobs and tap into technology to transform, become more productive and thrive in a new manpower-lean landscape. At the end of the day, we want to build a strong Singaporean core and develop a higher skilled workforce."



With some 100 million Chinese tourists alone making an overseas journey last year, Asian travellers have a lust for travel as more and more travel the globe. Hospitality Asia checks out the situation in Switzerland, the home of tourism.

The Asians are Coming

Ever since international tourism began in the 19th century, Switzerland has been one of the planet's most desirable destinations. Snow-capped mountains, glacial lakes, romantic train journeys and a sophisticated standard of living provide a magical mix that few countries can match.

Once the domain of the jet-setting glitterati, hobnobbing après piste on the slopes of Verbier, Davos and St. Moritz, land-locked Switzerland now has a broader tourism reach with Chinese tourists contributing more arrivals to key tourism destinations than any other country apart from local Swiss travellers.

The Lure of the Swiss Alps

Switzerland has been at the forefront of tourism ever since the word entered the vernacular in the 19th century. The world slowly opened up as advances in technology and communications were put in place. The first commercialised mass tourism activity was attributed to Thomas Cook in 1841. While railways weren't initially established to transport passengers, Cook realised the potential of the 'iron horse' and organised a trip for 570 travellers from Leicester to Loughborough on a rail journey today that takes a little over one hour. A period of romanticism and enlightenment created curiosity



about the world and soon tourists raised their travelling horizons with the Swiss Alps being top of the 'must see' list. In 1863, Cook first offered overseas holidays to Switzerland and introduced concepts such as hotel vouchers and tourist brochures.

Meanwhile, railway networks opened up across Europe like spider's webs and made destinations once exclusively the domain of the rich and famous more accessible. Interestingly, train travel still appeals in a country that is possibly the world's best rail connected country. Travellers are still attracted to the Grand Tour of Switzerland on luxury tourist trains such as the Glacier Express and the journey to the Jungfrauoch – Top of Europe. However, the passengers onboard these days are more likely to be carrying Asian passports than anything else.

Mr. Nie Xiaoyang who represents China's Xinhau News Agency in Switzerland claims that the Chinese love Switzerland for its clean and pure image. "While Paris is a big attraction, Switzerland is popular with experienced and wealthy Chinese and one million arrivals in 2015 prove this. While tens of millions of Chinese travelled overseas last year, it's the first time that Swiss figures topped one million," he reports.

Interlaken – A Case Study

Interlaken ('between the lakes' of Thun and Brienz) is the sixth most popular destination in Switzerland (after Zurich, Geneva, Zermatt, Luzern and Basel) especially in being the gateway to the famous mountain train to the Jungfrauoch at the top of Europe. The latest study for 150 international destinations in the Alps shows Interlaken is the fourth most visited destination. Interlaken benefits from the promising combination of mountains and lakes that make it suitable for the rapidly growing Asian market. While Swiss guests still constitute the number one position for overnight stays in Interlaken the following four positions have changed dramatically over the past five years. Currently, the number two position is China and Hong Kong combined followed by the Gulf States, South Korea and India in number five. This compares with figures of five years ago where the top five positions were: Switzerland, Great Britain, Germany, Japan and India.

Five years ago, China and Hong Kong was ranking ninth and the Gulf States weren't even in the top 20 ranking. Ms. Karolin Glaue, Sales Manager at the five-star Lindner Grand Hotel Beau Rivage Hotel in Interlaken

The Swiss Alps appeal to Asian tourists





confirms that arrivals into the hotel reflect those for Interlaken. The contribution of the European market has lost almost 20% over the last five years in contrast to Asia with an increase of 10% and the Gulf States of 8%. The mix five years ago was however, Switzerland, the Middle East, Korea, India and the U.K. She also believes that the mix will be much the same as it is now for the next five years.

Mr. Stefan Otz, Director of Interlaken Tourism puts the change down to the less than favourable economic situation, financial crises and a strong Swiss currency. "We assume that the trend of increasing numbers of guests from Asia, India and the Gulf States will continue. Of course we're also hoping for recovery and stabilisation of the traditional markets such as Great Britain, Germany and the U.S.A.," says Otz.

Accommodating Asians

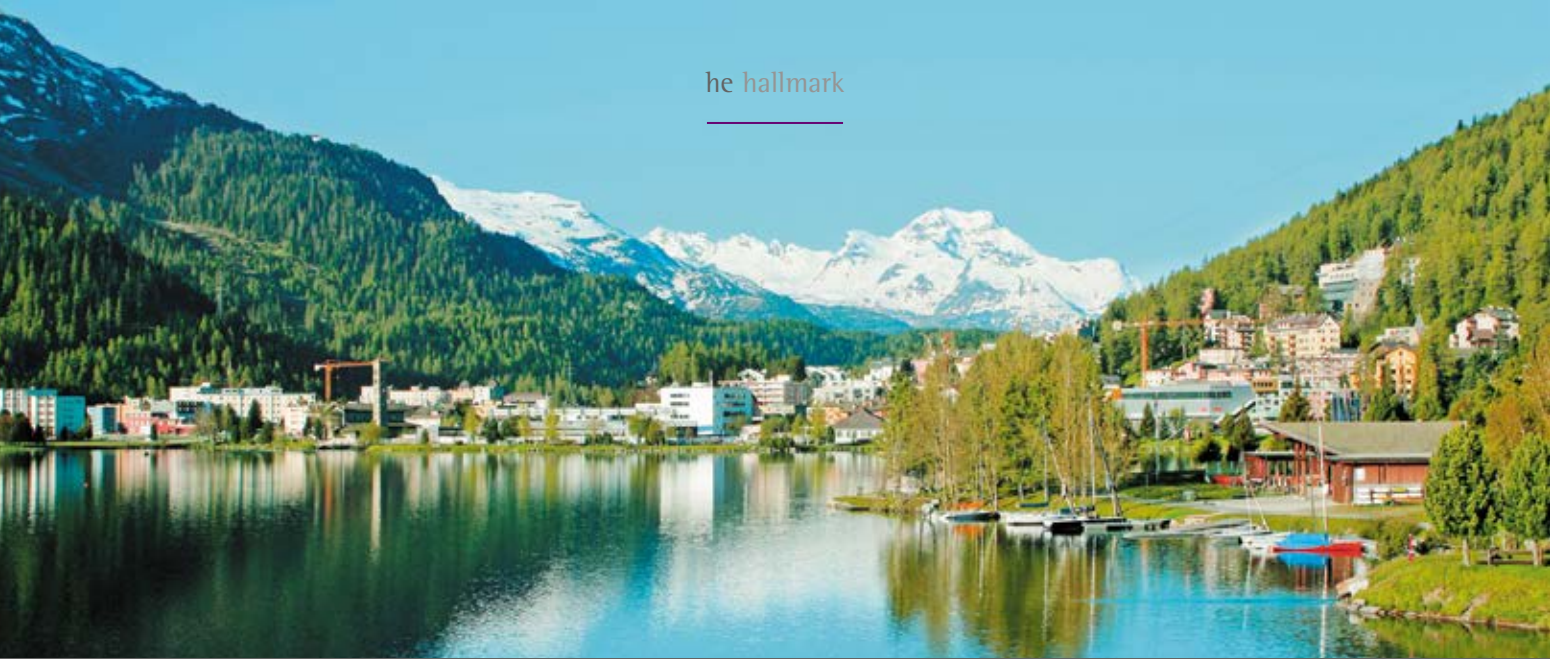
The Interlaken Tourist Office constantly amends its information brochures and booklets as well as its website in using many different languages such as Chinese, Arabic and Korean. Also, it adjusts its products to the customs of its guests e.g., guided evening tours to Mount Harder and Halal Barbecue Cruise. The hotels/hostels, restaurants and local stores (especially the watch and jewellery stores) have hired staff who speak many different languages and with knowledge of the guests' culture and customs. Restaurants have amended their menus with regards to dishes and languages.

Otz adds, "The Tourist Office used to have two responsibilities; to acquire and to hold guests. These days



Clockwise from the top left: Stefan Otz, Karolin Glaue, train to Jungfrau, Coach rides appeal to Asians and Lindner Interlaken is popular with Asians





Clockwise from the top: St. Moritz is popular the year round, Dine in an igloo, Tobogganing, Ice fishing is a new sport and Fun on the First Flyer



it's also our duty to educate the locals as the guest mix has changed. We conduct yearly workshops for frontline staff to raise their awareness on the needs of our guests."

The Interlaken Tourist Office regularly publishes articles in the local newspapers entitled; 'do you speak tourism?' to sensitise the locals on the importance of tourism and inform them about the customs and habits of its new clientele. "With these measures we hope to eliminate the scepticism towards the new guests and forge links between all the different cultures as misunderstandings come from lack of knowledge about each other's habits," claims Otz.

Glaue adds, "All staff at the Lindner speak English, different food is served at the breakfast buffet (noodles, rice and curries), there is a prayer room and mats, shisha is available and Arabian snacks are available in the bar."

Engaging Activities

Mountains and lake cruises are still popular with Asian/ Indian guests. However, the number one or even the

'must to do' excursion is to visit the Jungfrauojoch. While guests from China, Malaysia, Singapore and India mostly stick to recommended activities plus shopping (especially for watches), Koreans also enjoy outdoor adventures like river rafting, canyoning, para and hang gliding and bungee jumping.

Interlaken ranks as Europe's number one adventure destination. New winter activities include tobogganing, ice skating and ice fishing. In summer the First flyer and trotti-biking have captured the imagination of Asian travellers. Indians and those from the Middle East prefer soft adventure activities such as jet-boat rides and carriage rides. May and June are the strongest months for Indians to travel to Interlaken. April (which is very interesting as April is off season) and July are popular as well. The Chinese travel year-round with peaks at Chinese New Year, July, August and October.

Perhaps Switzerland in general and Interlaken specifically, offer others in the travel industry valuable lessons in adapting to the dynamic nature of tourism.

NEW HOTEL MANAGER FOR ST. REGIS LANGKAWI

Swiss national Riccardo Giacometti brings to his new position as General Manager St. Regis Langkawi, extensive European experience with Starwood Hotels & Resorts. He has a wealth of hospitality experience after completing a successful three-year tenure at Le Méridien and one of Europe's oldest grand hotels, the Dom Hotel Cologne in Germany and will apply this in all management functions and hotel operations at this new property. Giacometti also spent four years at the helm of two Luxury Collection properties, the Hotel Bristol and Hotel Imperial in Vienna, initially joining as Executive Assistant Manager before being promoted to Complex Hotel Manager.

Giacometti attended Cornell University to study revenue management and received his International Hotel Management Diploma from the Swiss Hotel Management School in Luzern.



ANANTARA BOPHUT KOH SAMUI LURES LUTZ MUELLER

Lutz Mueller has been appointed General Manager at Anantara Bophut Koh Samui Resort. Having spent 22 years with Marriott International in Germany, India, Thailand and China, he joins Anantara from his most recent position as General Manager at Wanda Vista Resort Xishuangbanna in China. Mueller started his career in 1991 with Marriott International in Germany. In 2000 he joined the Marriott International Lodging team for a year as a Project Manager on their 'At Your Service' programme. Following this, he was promoted to director of rooms for both

Marriott and Renaissance Hotels in Mumbai, Bangkok, Shanghai and Tianjin, before becoming Resident Manager at Renaissance Wuhan Hotel in China in 2006. In 2007 he was promoted to his first General Manager position at The Courtyard by Marriott Phuket at Kamala Beach.



PILLAR OF STRENGTH AT 137 PILLARS HOUSE

British national, Anne Arrowsmith has been appointed as General Manager of the luxurious all-suite, 137 Pillars House Chiang Mai managed by the SilverNeedle Collection. She brings extensive marketing experience to her new role from a sterling career

spanning several decades; the majority of which has been with Four Seasons Hotels and Resorts in Asia and the USA. Her most recent role was Director of Marketing at Four Seasons Hotels and Resorts' Regent Singapore for the past 11 years. No stranger to Thailand, she was previously Director of Marketing at Four Seasons Hotel Bangkok prior to moving to Singapore. Other senior marketing roles have been with Le Méridien Hotel at Beverly Hills and Mondrian Hotel in West Hollywood.



NEW HEAD AT ANANTARA MAI KHAO PHUKET RESORT

After 19 years with Starwood Hotels & Resorts, Giles Selves has taken up a new position as General Manager of Anantara Mai Khao Phuket Resort. He was most recently General Manager at Keraton at the Plaza, A Luxury Collection

Hotel & Residences in Jakarta. Born and educated in the United Kingdom, he followed a food and beverage route to hotel management, having started with Starwood in 1996 as head waiter at the Sheraton Park Tower in London. He moved back into hotels as Director of Operations for the pre-opening of The Romanos, A Luxury Collection Resort, as well as The Westin Costa Navarino Resort in Greece. Selves made his first move to Asia in 2011 as Hotel Manager at the St. Regis Bangkok before being promoted to his first General Manager position in Jakarta in 2012.



GRAND PARK CITY HALL'S NEW GM

Cheong Hai Poh has been appointed General Manager of Grand Park City Hall and will oversee operations of the 333-room luxury hotel located in City Hall and managed by Park Hotel Group. With more than 25 years of experience, Hai Poh brings with him a proven track record of business, operational and reputational risk management, having worked in leading hotel groups prior to his current appointment. Part of his extensive experience also includes pre-opening preparations for a hotel in Tokyo as well as resort management in Maldives and Bandung. Beyond the daily grind, Hai Poh is not a stranger to the local hospitality scene as he holds various appointments in many associations such as Board Member of the Workforce Development Agency, President of the Food and Beverage Management Association, President of the International Food and Beverage Association amongst others.



NEW LEADER FOR ACCOR PLUS ASIA PACIFIC

Dino Mezzatesta was recently appointed Chief Executive Officer of Accor Plus Asia Pacific, AccorHotels' travel, dining and lifestyle programme. He joined AccorHotels in 2005 as Director of Sales and Marketing at Sydney's The Menzies Hotel. He then moved to General Manager Ibis Sydney Airport for two years. In 2008, Mezzatesta moved to AccorHotels' Sydney regional office where he spent the last seven years leading the franchise operations for Australia and New Zealand, whilst also playing a key role in the implementation of the group's strata business and integration of the Mirvac acquisition. His most recent position was Vice President Franchise Operations, overseeing a portfolio of 76 hotels. In his new role, he brings his sales and management experience to Accor Plus and will continue to nurture the entrepreneurial spirit which is the basis of the success of Accor Plus over the last 21 years.



NEW RESIDENT MANAGER AT INTERCONTINENTAL HONG KONG

Alice Mafaity has been appointed as Resident Manager at the InterContinental Hong Kong. She brings a wealth of international experience to her new position with over 15 years in the hotel industry working in her native France as well as in Tokyo, Dubai and Shanghai. The experienced hotelier joined InterContinental as Resident Manager, following two years at Jumeirah Himalayas in Shanghai where she served as Hotel Manager and EAM Operations. Prior to that, she spent over six years with Jumeirah Hotels and Resorts in Dubai, UAE serving in various food and beverage positions at the Madinat Jumeirah Resort, Mina A Salam Hotel, Madinat Jumeirah Resort, Al Qasr Hotel and Jumeirah Beach Hotel. Mafaity started her hotel career with Hilton Hotels at the Hilton Paris CDG Airport, where she worked her way up the ranks.



STEPHAN GNAGI JOINS IMPIANA

Impiana Hotels Resorts Management is pleased to welcome Stephan Gnagi as the new General Manager, Hotel Group. Gnagi's strengths are in food and beverage, hotel operations, management and interior designing. These strengths will be valuable for the group as Impiana grows its hotel chains in ASEAN. His career in luxury hospitality spans over two decades, with extensive experience in Thailand, Hong Kong, Malaysia, Mauritius, Singapore and Switzerland. Previously, he held positions with Raffles International Hotels & Resorts, Mandarin Oriental Hotel Group, One & Only Hotels and Resorts, Starwood Hotels & Resorts, Hilton International and The Savoy Group in several Asian and European locations. Originally from Switzerland, Gnagi is a former student of the Ecole Hôtelière de Lausanne and National University of Singapore.



NEW GM CHECKS INTO THE WESTIN BUND CENTER SHANGHAI

Greg Findlay has just taken over the reins at The Westin Bund Center Shanghai in downtown Shanghai. Drawing on over two decades of experience with Starwood, Findlay is responsible for all operations at Shanghai's iconic hotel just minutes' walk from the historical bund waterfront. Hailing from New Zealand, the seasoned hotelier started his hospitality career with Starwood in 1992 in his home country and has held general manager positions for Starwood properties in New Zealand, Australia, Indonesia, Thailand and Korea. After successfully launching The Westin Auckland in 2007 and The Westin Siray Bay Resort and Spa, Phuket in 2010, he became the General Manager at Asia's first W hotel – W Seoul Walkerhill and was the opening General Manager of W Beijing before moving to Shanghai.



DUAL ROLE

Appointed as Area General Manager, Philip Wong oversees Dorsett Singapore and Silka Johor Bahru, Malaysia. He has spent some 20 years in the hospitality and tourism industry and before joining Dorsett Hospitality International headquartered in Hong Kong, he was the General Manager for Sovereign Hotel Zhanjiang in China and earlier, Tanjung Puteri Golf and Country Resort in Malaysia. He previously held senior management positions in other Asian hotels including Starwood Hotels and Resorts, Ritz Carlton, Shangri-la and Cairnhill Hotels and Resorts. He has also worked for Singapore Airlines and DFS Group. With his extensive experience, he will drive Dorsett's commitment to be 'the gateway to Asian inspired hospitality' by providing guests with a memorable and unique experience that embraces Asian grace and warmth.



ACCORHOTELS APPOINTS TRI-COUNTRY HEAD

AccorHotels recently appointed Garth Simmons to the position of Chief Operating Officer for Malaysia, Indonesia and Singapore. He has been with Accor since 2007 in a variety of strategic positions. With over 30 years of hospitality experience Simmons



is one of AccorHotels' most respected leaders, with a reputation for driving performance and forging strong relationships with owners and key tourism partners. In his most recent position in New Zealand, he led the country to record growth in direct web revenue (increased by 33%) and achieved strong increases in both network development and hotel performance. Prior to this, he was Regional General Manager for AccorHotels NSW and ACT properties. His move to Indonesia is at a time when AccorHotels is enjoying strong growth in Malaysia, Indonesia and Singapore.

NEW HEAD AT AVANI SEPANG GOLDCOAST RESORT

With over ten years experience at Hilton Worldwide, Erwin van der Veen began his adventure with MINOR Hotel Group as General Manager of AVANI Sepang Goldcoast Resort. Born in the Netherlands, he developed a passion



for hospitality from a young age which led him to pursue his education in hotel management. After completing his BBA.HM at Hotel School The Hague, he moved to Asia and the Seoul Hilton in 1999. He then worked in the Middle East and Africa as Food and Beverage Manager at Transcorp Hilton Abuja. He then moved back to Asia as Director of Food and Beverage at the Millennium Hilton Bangkok where he led the successful completion of Hilton 4D Development Centre. Prior to being appointed General Manager AVANI Sepang Goldcoast Resort he was a Hotel Manager in the Middle East.



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Meiko Successfully Launches Upster Dishwasher Range In Singapore

Warewashing technology specialist Meiko is delighted with its success as an exhibitor at Food & Hotel Asia 2016. The company took the opportunity of this key Asian industry trade fair to showcase its latest product innovation in the form of the new “UPster” range of dishwashing machines.

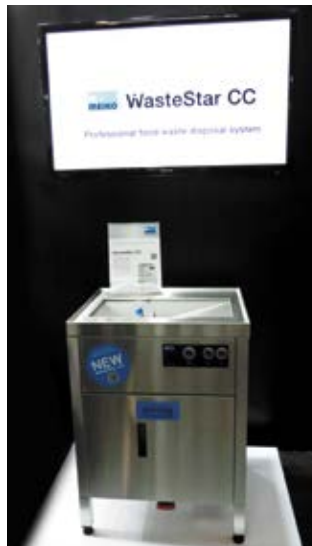
“Our UPster range offers entry-level models with premium-brand quality. That combination attracted significant interest from visitors to the exhibition,” says Rudolf Kitzbichler, Managing Director of Meiko Clean Solutions (South East Asia) Sdn. Bhd., a subsidiary of the German machine maker and warewashing technology specialist Meiko. The location chosen for the product launch in Singapore was the world’s largest glass greenhouse, the Flower Dome. This proved to be the perfect setting to combine technology and nature in an event hosted by celebrity chef Eric Teo.

The UPster range of machines come in a modular format which makes them quick to produce in the Meiko plant and quick to deliver to customers. “Meiko has essentially redefined the compact category of dishwashing systems and is now able to offer them at a very attractive price,” says Kitzbichler. There was also

plenty of interest in the company’s premium M-iQ and M-iClean machines which have become modern classics in the industry. Once again, they demonstrated the German manufacturer’s capabilities as an innovator and solution provider.

Meiko’s products are a perfect match for the current situation in the Singapore market, as illustrated by the company’s WasteStar food waste disposal technology. “We’re seeing a big surge in demand for this product at the moment because it fits perfectly into the government’s 3R scheme of reduce, reuse and recycle,” says Kitzbichler.

The scheme subsidises technologies which help to avoid or recycle at least 100 tonnes of waste over their service life. Funding is prioritised for technologies which are used to treat food waste, glass and plastic. “Our WasteStar SC system is a fully automated system for commercial kitchens which disposes of organic waste directly at its source, allowing companies to deploy personnel more productively. That dovetails neatly with the Singapore government’s Productivity & Innovation Credit Scheme which provides government funding to subsidise staff reductions in order to increase the population’s productivity,” says Kitzbichler.





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8 Conlay Kuala Lumpur

Food and Hotel Malaysia 2015

Food and Hotel Malaysia (FHM2015) staged at the Kuala Lumpur Convention Centre from September 20 to October 21 2015 proved to be the perfect setting for the Malaysian hospitality industry to do business with the world. The 13th Malaysian international exhibition of food, drinks, hotel, restaurant, food service equipment, supplies, services and related technology was sponsored by the Malaysian Association of Hotels and endorsed by MATRADE. It was organised by Malaysian Exhibition Services and incorporated for the first time a Wine Village as well as Bakery and Confectionary Malaysia 2015 and was held in conjunction with Culinaire Malaysia 2015. It attracted suppliers from many parts of the world including Japan, South Africa, China, Philippines, Poland, Korea, Mauritius, New Zealand and the United States as well as many Malaysian and those from within the region.



MEIKO Clean Solutions

MEIKO only opened its regional office in Kuala Lumpur three years ago so this was the first time they attended FHM2015. According to Managing Director, Rudolf Kitzbichler their aim in attending the exhibition was to get closer to the Malaysian market. He claimed that while FHM2015 was a small exhibition it was a good stage for a new company to make its presence prior to attending FHA2016 in Singapore next year. Kitzbichler considers Singapore to be a truly regional exhibition whereas FHM2015 is quite localised.

Having said that, he was quite happy with the response they received and they had enquiries from a range of customers for all their ware washing equipment from in-flight catering down to small coffeeshops. He felt that it was a great opportunity to meet customers face to face as this is still very important and helps in clinching a deal. FHM2015 is an exhibition where the company can meet a range of customers from the CEO through to the actual operators.

While MEIKO was not exhibiting anything new they did display most of the equipment they have available in the Malaysian market especially the more economical and affordable because of the current depressed economic climate. For example, the increase in foreign currency over the ringgit is impacting upon MEIKO's sales.

Some customers however, are interested in finalising sales. Kitzbichler commented that out of more than 200 dishwashing companies in the world, MEIKO is the most expensive, but also adding most value to customers' operations. He qualified this by saying that while expensive, there was considerable value in the machines they offer especially to those customers who value energy efficiency, quality and reliability. This provides a great return on investment, which will benefit the customer in the long run and compensate them on the higher investment costs.

MEIKO has a tradition of sponsoring young chefs so they can get exposure around the world and Kitzbichler said it was a very important role for the company and they



were happy to support upcoming talent. He claimed it helps them to establish the brand and what it stands for. He added that MEIKO needs greater brand awareness in South East Asia and events like FHM2015 help.

Kitzbichler concluded: "While it's a small event and venue, we have secured good brand awareness and potential business." www.meiko-asia.com

Cool Climate Wines LLP

Michael Thurner from Singapore-based Cool Climate Wines is a regular visitor to Malaysia where he has been trying to introduce wines from his native Austria now for several years. The once head of the Austrian Wine Board is very familiar with the many fine attributes that his country's wines have to offer and relocated to Singapore as he rightly predicted that Austrian wines were perfect for the tropics. He exhibited previously at FHM when there wasn't a dedicated wine section to the exhibition.

"While it's never been a wine fair before, an exhibition like FHM attracts restaurateurs and hoteliers and this means that there is always someone here interested in wine, but if they are the right ones, that's another question," he claimed. Thurner hosted a pre-event two weeks early to try and get importers interested and thought about following up at the show. Sadly, the importers then aren't here – but according to him, they didn't know about FHM at all. "No one of the bigger importers is interested to attend this show, so seems it's not attractive enough", he said. This is the first time they have done wine so can get bigger. Michael stores about 20,000 bottles in his Singapore bonded warehouse and hopes he can do some first trial sales out from there. According to him, there is one big importer interested.

www.coolclimatewines.info

New Zealand Unlimited Sdn Bhd

New Zealand Unlimited Sdn. Bhd. (NZU) is a Malaysian based company importing wines from New Zealand (NZ). It has been in the Malaysian market for the past two years and now has operations in Singapore with plans to expand into North Asia in 2016.

The company's aim is to introduce new labels and to give Asian consumers greater knowledge of the variety and quality of NZ wines. Terrence Kong, the Senior Sales and Marketing Manager for Wines and Spirits reported that he and his staff had very positive feedback from visitors to the display at FHM2015. He believes the exhibition was good exposure for the company, and was a great opportunity to meet staff from hotels and restaurants.

Sourcing wines is very important for New Zealand Unlimited. They principally deal with independent growers, winemakers and vineyard owners in New Zealand. This ensures that they can bring the very best NZ wines to the market, and deliver the highest levels of service, training and quality assurance to its customers.

Kong added: "The (Asian) market is very familiar with New Zealand Sauvignon Blanc but there is much more depth to the country's wines and one of the reasons we participated in FHM2015 was to introduce new wine styles and regions such as Martinborough on the North Island. So our presence here is educational as well."

New Zealand Unlimited is confident that they will get new sales from FHM2015. They found that there was considerable interest in NZ wines, from other parts of Malaysia as well as Vietnam, Myanmar and Indonesia. Kong reported that they had at least 40 good leads. "We will come back as the organisation is great and the liaison officers gave us a lot of support," concluded Kong.

www.newzealand-unlimited.com

Branding Important for KIAN

Things are getting better every year for KIAN according to General Manager, Chris Chan. "We have greater confidence and displayed our products in three different locations plus two sponsored booths at FHM2015," he enthused. Just in the first day of the exhibition, they booked a pleasing number of sales but one of the main benefits of exhibitions such as FHM2015 is long-term branding. Chan claimed that with the quality of furniture and design for the stand being done in house, they could make one big bang for a small outlay.

Chan remains very positive about the future and FHM in general. "Singapore is more regional but FHM is very local with many visitors being entrepreneurs who are prepared to make quick decisions," he reflected. He claims that original designs are a unique selling point for KIAN and that they are prepared to invest in branding and this showed in the quality and construction of their FHM booths. Staffing is another sign of KIAN's commitment to FHM with many staff being assigned duties at the event.

Brand building is a proactive way of countering the effects of the Ringgit depreciation with the company's focus being on original design and working with world renowned designers. Today, KIAN is especially focused on original designs plus intelligent and total furniture solutions for the food and beverage industry. KIAN was happy to support the event and also contributed to the VIP Lounge. www.kian.com

EuroChef Active in Asia

According to Tim Yee, General Manager for EuroChef Projects Ltd., the company has been a keen supporter of FHM as it's an important opportunity to show their clients

that the Matfer-Bourgeat Group, French manufacturer is consistently active in Asia. "French technology and food are the perfect marriage and our professional customers know we supply state-of-the-art European products," enthused Chef Yee.

He continued that EuroChef is well-known and well-recognised: "Not only in name but reputation as it's all about quality and we supply what chefs want to use. As such, we invited Chef Jean Francois Arnaud, a noted French pastry chef to demonstrate products and how to apply them in commercial situations."

Yee claimed that it wasn't so much about sales but making connections and reconfirming business relations. EuroChef doesn't necessarily attend to sell equipment but to obtain contacts which it can follow up on after the event. Yee was pleased that they made several new contacts which were a mix of entrepreneurs, new restaurants and cafés and chefs.

www.eurochefworldwide.com

Advances in Cutlery

Advance Hotel Supplies has been attending FHM since the 1990s and its Managing Director, Philip Y.S. Teo claims it is good for awareness more so than sales although sales are always welcomed. Old customers reconfirm friendship. It was rewarding to get some requests especially from Sabah and Sarawak and FHM is a venue where they can address the needs of some of their smaller clients.

FHM2015 gave Advance Supplies the opportunity to introducing pearl finish, stone washed cutlery which is not highly polished to offer a longer life. In addition, they showed PVD cutlery as supplied by WMF in Germany with its special treatment and colour on cutlery. PVD finish



brings colour to cutlery with its bronze, gold, pale gold and gun metal finish. Customers now want something special in shape, design and/or colour. Teo commented that five-star hotels are still spending and maintaining standards as they need to have unique items in catering to VIPs. www.advancehotelsupplies.com.my

Thermoboxes and Gelato Machines

Hocatsu has been operating in Malaysia for the past 20 years but according to Lim Thean Boon, Commercial Director for parent company Singapore's Sia Huat, innovation is important especially as customers want to know what new innovative products are available. Products such as Thermobox (offering constant temperature retention) and ice cream/gelato machines were important at FHM2015.

Thermo Future Box is a German product that is robust and made from EPP, waterproof, durable and lightweight and with excellent insulation attributes that is safe for transporting hot or cold fresh food. The thermo lid and sealing covers ensure that there is minimum temperature loss with prepared hot meals thus making it perfect for use with off-site catering. Lim was pleased with the inquiries they received which came in from all over Malaysia. www.hocatsu.com.my

South African Gourmet Sauces

For Rizia Bassa from Bassalicious Sauces, it was her first time to FHM but not to Malaysia. She said: "I came to Malaysia nine years ago and I am amazed as to just how much it has changed." The sauce maker from Cape Town, South Africa as she was invited to attend FHM2015 to exhibit her sauces in the South African Pavilion. Her trip

was fully funded by the Ministry of Trade and Industry of the South African Government. The Ministry sponsored 20 stands to attend FHM2015 to enable potential exporters such as Rizia Bassa to exhibit her sauces and to secure a potential Malaysian importer.

"I was approached at a trade show I was attending in Durban back home and was asked to submit an application to participate in some forthcoming trade exhibitions including Malaysia," she commented. Her application was made four months ago and she was successful in being accepted for FHM2015 as well as recent trade mission to Moscow. The Ministry of Trade and Industry encourages South African producers to export their products so that more South Africans can be employed. "There was an awesome response in Moscow and while things here started slowly on the first day, lots of chefs came back a second time to sample my handmade, organic and preservative free sauces," she enthused. She was also pleased that she has managed to attract the attention of a very interested importer and distributor. On day two of the exhibition, Rizia said that despite the slow opening day, there was strong interest and it was well worth her while to attend FHM2015.

Rizia Bassa Sauces are handmade by just four employees and only 1,000 bottles are produced daily. Half the company's business is done in South Africa and they think that if the Russia deal comes off, more sauces will have to be produced. Even if volume increases the attention to detail through hand-produced sauces will remain the same. Rizia Bassa is not a chef but an enthusiastic cook. Her Indian fusion produce incorporates influences from South Africa and India that are combined through her personal touch. www.bassalicious.net



Food & Hotel Asia 2016

The international food and hospitality scene is heating up, with Asia taking the lead. In April, the region's premier industry event, Food and Hotel Asia 2016 (FHA2016) will bring more than 300 first-time exhibitors to the region's most established and comprehensive food and hospitality trade show, including a host of new international group pavilion entrants.



The new exhibitors will bring with them, an exciting range of new products and ingredients, equipment and supplies and the finest services. This will see a bigger and more diverse exhibition profile, offering more choices than ever before to industry buyers, and adds to FHA's appeal as the tradeshow to see and be seen.

"For the 2016 event, we will see many new local and international companies joining for the first time. This is a firm reflection of the importance the industry places in the event, and solidifies its position as the event of choice for food and hospitality players, large and small, from across the region and beyond," says Ms. Ting Siew Mui, Project Director of Lifestyle Events at Singapore Exhibition Services, organiser of FHA2016.

Held from 12 to 15 April at the Singapore Expo, FHA2016 will clock another first with its unveiling of ProWine Asia 2016. Teaming up with Messe Düsseldorf Asia to bring this newest ProWein satellite event to FHA, ProWine Asia 2016 presents an ideal gateway for international producers of wine and spirits wishing to tap into the South East Asia market.

Festive Firsts

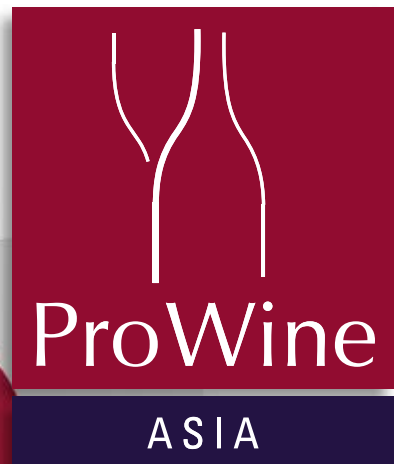
One of Singapore Exhibition Services' flagship industry events, FHA2016 will highlight many firsts, including:

First-time exhibitors: Local conglomerates such as Boon Tong Kee, Fraser & Neave, Lam Soon, Owl International and Yeo Hiap Seng will take the stage alongside approximately 3,000 returning exhibitors. Also joining the line-up of new exhibitors is a host of global brands, including Arla, Blue Diamond Growers, Scelta Mushrooms, SodaStream Professional and many more.

First-time international group pavilions: Algeria, Hungary, Poland and The Netherlands.

First outdoor extension: For the first time, space at FHA2016 will be extended to accommodate exhibitors from FoodAsia.

First ProWine Asia: With Messe Düsseldorf Asia, Singapore Exhibition Services will bring the first ProWine Asia exhibition to South East Asia, co-located with FHA2016. Modelled after the globally recognised wine and spirit trade fair ProWein in Düsseldorf, ProWine Asia will tap into Messe Düsseldorf's extensive experience, expertise and standing as the business-promoting order



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www.foodnhotelasia.com

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platform for the international wine and spirits segment. Through the staging of ProWine Asia, FHA2016 will be able to grow and extend its existing wine and spirits segment.

First Sweet High Tea Challenge: Part of the renowned FHA Culinary Challenge, the new Sweet High Tea Challenge, open to teams from hotels, restaurants, confectionaries, airlines, culinary training institutes and catering establishments, will see teams of two competing to impress judges with a high tea set for six.

First Hotels and Resorts Management Conference track: This track will explore topics on suitable business models for hospitality owners, the use of smart technology for operational efficiency, sustainable hotel design and new design trends for hotels and resorts, as well as an update on new hospitality projects in the Asian region.

First talk track on Food and Beverage Productivity: Covering sustainable kitchen concepts and design, the new segment at the Food and Beverage Design, Technology and Operations Conference track features case studies on effective designs to maximise productivity, trends in menu engineering and successful outsourcing of culinary preparations.

Productivity and Performance

Asia-Pacific is driving new opportunities and growth for food and hospitality industries and recent demographic and policy changes in the Asia Pacific region have led to a surge in international travel and retail spending in the region. The growing middle class, affordable air travel and accommodation, as well as the ASEAN Open Skies Policy, which allows ASEAN airlines to fly freely throughout the region, are creating enormous opportunities for local and international brands.

To benefit from the influx of affluent travellers into the region, hoteliers and retailers need to look at ways to improve productivity. One way of achieving this is through the adoption of new technology that helps provide more personalised services to guests. To address these trends,

FHA2016 International Conference will discuss key issues affecting the food and hospitality industry, looking at commercial opportunities for hotels, green hotel design, big data analytics for smart operations, and food traceability, to name but a few. Joint plenary sessions featuring CEO Insights, Stakeholders Panel Discussions and think tanks will see global experts sharing their perspectives and views on the latest trends in the food and hospitality sectors.

"I am very heartened that our twentieth installment is off to a great start and I am very excited to see the event come to fruition. The food and hospitality industry is evolving rapidly with changing consumer needs and behaviours. Consumers today not only expect good service from hospitality and food service establishments, they are also increasingly drawn to products derived from ethical, clean and safe manufacturing. We will be covering these trends at FHA2016 and we look forward to having meaningful discussions with participants," adds Ms. Ting.

FHA2016 will feature six specialised exhibitions, namely FoodAsia, HotelAsia, Speciality Coffee and Tea, Bakery and Pastry, Hospitality Style Asia and Hospitality Technology, each with their own unique themes and areas of focus.

Competition Challenges

Adding to the holistic experience, FHA2016 will host a series of activities including intense, prestigious competitions targeting professionals from specific groups and sectors of the food and hospitality industry. These include the FHA Culinary Challenge 2016, the FHA Barista Challenge 2016, the FHA Latte Art Challenge 2016 and Asian Pastry Cup 2016.

The last edition of FHA in 2014 garnered the attention of more than 65,000 trade attendees and played host to about 3,000 exhibitors from 65 countries and regions. FHA2016 and ProWine Asia 2016 to be staged from April 12th to 15th at Singapore Expo (Halls 1-9) will attract 3,350 exhibitors from 70 countries/regions (80% from overseas).



www.foodhotelasia.com and www.prowineasia.com

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