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Wisma Sia Huat  
No 3A, Jalan 225. Seksyen 51A,  
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Main line: +60 3 7958 6288  
Email: enquiry@hocatsu.com.my  
www.Hocatsu.com.my



#### Myanmar

**S&P Foodservice Distribution (Myanmar) Co.,Ltd.**  
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Ground Floor, SanChaung Township

Main line: +95 1 5257 3552 4895  
Email: enquiry@spfoodservice.com.mm  
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# 2016 Outlook ~ No More Monkeying Around

It's always exhilarating to publish the latest edition of Hospitality Asia and to see it read and referred to by the industry throughout the region. Each edition is the result of a team effort and involves interviewing key industry players, reporting on the latest news, consulting with our advertisers as to their needs and continually reassessing how best to improve upon the quality of the publication.

With each edition, I take a snapshot of where the hospitality industry is heading, the challenges before us and the opportunities that exist. The extension of friendship through hospitality is as old as time and the hospitality industry will always have a valuable role to play in society. There will be bumps along the way and while there are many challenges facing us, the industry is still striving for growth with hundreds of new hotels opening over the past year. Add to this the tens of thousands of restaurants and we can all appreciate that hospitality, is still a vibrant economic activity. This is especially so in Asia and Hospitality Asia is well positioned to continue its valuable role in keeping industry players updated. We are working hand-in-hand with advertisers to maintain a platform for them to inform the industry of new products and services they have to offer. Both our associated activities in HAPA and MAD are collaborating with Hospitality Asia's advertisers to provide value-added services and partnerships with their clients to assist them with publishing, creative design, copywriting, awards and event management support.

The 13th Series of HAPA, the HAPA Regional 2016-2018 Awards results are being tabulated now and our grand gala awards dinner will be held in the third quarter of 2016. This has been a long judging process and has involved a lot of regional travel for the judges as they are required by HAPA's strict policy to conduct their assessments and interviews face-to-face with the nominees. In spite the many hospitality challenges we faced the last year, the judges have completed all their audit assessments and deserve a big thank you for their



tireless and committed effort. Now, the HAPA team is focused on the preparations for the Gala Dinner and Awards Presentation, which is a massive task as well. The new 'face' of HAPA will also be unveiled at the Awards Night.

Lastly, we are pleased to announce the return of the HAPA Malaysia 2017-2019 Awards Series. The HAPA Committee has started the ground work for the nomination process and nominations will be open in June 2016. I hope you enjoy the latest edition of Hospitality Asia and, as always, I welcome your feedback so that we can continue to serve you better.

**Jennifer Ong**

*Founder / Publisher*



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RESERVATIONS +603 2386 6030

RESERVATIONS@MARINISGROUP.COM

WWW.MARINISGROUP.COM



# troopers

Founder / Publisher

**Jennifer Ong**

[jennifer@wapgroup.asia](mailto:jennifer@wapgroup.asia)

Director of Marketing

**Janice Entaba**

[janice@hospitalityasia.asia](mailto:janice@hospitalityasia.asia)

Journalist

**David Bowden**

[david@hospitalityasia.asia](mailto:david@hospitalityasia.asia)

Creative Director

**Pat Seow**

[pat@wapgroup.asia](mailto:pat@wapgroup.asia)

Director of Finance & Production

**Rachel Law**

[rachel@wapgroup.asia](mailto:rachel@wapgroup.asia)

Project Executive

**Vivian Andrew**

[vivian@hapa.asia](mailto:vivian@hapa.asia)

Event Plotter

**Sean Teh**

[sean@madasia.asia](mailto:sean@madasia.asia)

Senior Admin & Circulation Executive

**Nurul Sakinah Binti Sa'dan**

[sakinah@wapgroup.asia](mailto:sakinah@wapgroup.asia)



PUBLISHING • AWARDS • EVENTS



## offices

WAP INTL SDN BHD [564376-H]

(Formerly known as WAP Asia Group Sdn Bhd)

3 Jalan 14/28, Section 14, 46100 Petaling Jaya

Selangor Darul Ehsan, Malaysia

Tel : +60 3 7954 1911 Fax : +60 3 7954 3911

E-mail: [wap@wapgroup.asia](mailto:wap@wapgroup.asia)

WAP SINGAPORE

10 Anson Road, #10-06 International Plaza

Singapore 079903

Tel : +65 9067 4090

## websites

[www.hospitalityasia.asia](http://www.hospitalityasia.asia)

[www.hapa.asia](http://www.hapa.asia)

[www.madasia.asia](http://www.madasia.asia)



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## printing

PERCETAKAN LAI SDN BHD

1 Persiaran 2/118C, Kawasan Perindustrian Desa Tun Razak

Cheras, 56000 Kuala Lumpur, Malaysia

Tel : +60 3 9173 1111

## memberships and endorsements



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Inspired  
Cuisine at  
eighteen

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#### Malaysia

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Wisma Sia Huat  
No 3A, Jalan 225. Seksyen 51A,  
46100 Petaling Jaya, Selangor

Main line: +60 3 7958 6288  
Email: enquiry@hocatsu.com.my  
www.Hocatsu.com.my



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Resorts World Genting's transformation rolls on with the recent opening of a truly inspiring outlet called **eighteen** located on the panoramic 18<sup>th</sup> floor of Crockfords Hotel in the Genting Highlands.

## Inspired Cuisine at eighteen



**W**ith nature set as the backdrop, dining seems heaven-sent as diners at eighteen will be fully immersed in the magical mountain setting.

**NATURAL SETTING**

Eighteen incorporates a natural setting where the elements of nature unite to maximise the majestic vista presented by the floor-to-ceiling windows. Inside, the designers have created a warm ambiance yet one that is also sleek, sophisticated and contemporary using natural materials where possible.

Distant views of rolling mountains blanketed in thick montane rainforests are not only picturesque but soothing to the senses. Diners can enjoy wining and dining while admiring the forest greenery before their eyes. Typically the forests in the mountains of the Genting Highlands at 1,740m are enveloped in atmospheric mist and clouds. This unique forested setting greets diners at eighteen.



In other parts of the restaurant, the element of water comes into play as sunlight dances across the sapphire-coloured water which soothes the senses as it gently cascades. The space is also bright and airy with a natural dappling of sunlight.

Guests can dine in quiet and luxuriously-appointed private corners or join in the lively socialising and action at the Humming Bar and Cocktail Space.





INSPIRATIONAL FOOD FROM CULINARY MASTERS

An experienced team of culinary experts is creating inspirational dishes at eighteen. Talented chefs Eric Lee, Steve Chou, Mandy Goh and Ikou Umeda are masters of innovation and are inspired by eighteen's striking backdrop and beautiful interiors to prepare creative dishes to complement the setting.



While being a modern traditionalist, Chef Lee believes in pushing the boundaries in reinterpreting Chinese cuisine in exciting new ways. The chef is known for taking risks and is a legend in the highlands for being the first chef to prepare an eight-course meal featuring durian.

Global Chef Chou has travelled the world and tasted the best that it has to offer, Inspired by cooking traditions that range from Taiwan to New York and places in between he likes to mix and match, blend and bind and create and craft to deliver an enticing selection of inspirational dishes.

Armed with the freshest produce, the challenge for Chef Umeda has always been to be creative and unconventional while maintaining the authenticity of Japanese culinary traditions. The 20-year veteran continually strives for perfection to create Japanese delicacies with unmistakable flare and with the chef's own signature touch.

Chef Mandy Goh started her career by joining the Mandarin Oriental Kuala Lumpur just as it was preparing for Bocuse d'Or which needed an assistant below 21 years old to participate in the final round in Lyon, France. While tough work her team won and made history for being the first winning female team in Bocuse D'or Asia. The chef's mandate is to create affordable food with a dominant selection of local flavours as Malaysians are deeply rooted in the tastes and textures of their homeland.

The Chef's Table is the canvas on which all the chefs create their fresh inspirational food on a daily basis. Patrons can relax at the sit-up, bench-top dining area and watch the chefs tempt their taste buds with wondrous creations.

**ELEGANT AND CLASSIC SETTING**

Eighteen is located on the 18th floor of the prestigious Crocford's Hotel in the Genting Highlands which combines modern elegance with classic charm to create a calm and restful haven. Each suite designed by Benson Saw and his creative team combines space, luxury and comfort while utilising premium fixtures and a palette of natural tones and materials. Guests enjoy unsurpassable mountain views over the montane rainforest immersed in swirling clouds so typical of the high altitude location.





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 Angsana Spa Kuala Lumpur  
 Be Urban Wellness  
 Bella Luna Sdn Bhd  
 Biossentials Puri Spa  
 Borneo Spa – Nexus Resort Karambunai,  
 Sabah  
 Chi, The Spa  
 Danai Spa @ Tanjung Bunga Penang  
 Edes Spa – The Puteri Pacific Hotel, Johor  
 Elysle Spa  
 Energy Day Spa, Ampang, Kuala Lumpur  
 Gamelan Spa, Kuala Lumpur  
 Heavenly Spa by Westin  
 Ishan Spa Langkawi  
 Jari Jari Spa Kota Kinabalu, Sabah  
 Jobaba Spa Kuala Lumpur  
 Ka'andaman Spa Mabul  
 M Spa Genting, Pahang  
 Mandara Spa – Sutera Harbour Resort  
 Kota Kinabalu, Sabah  
 Mandrayu Spa – Strawberry Park Resort,  
 Pahang  
 Martha Tilaar Spa Kuala Lumpur  
 Ozmosis Health and Day Spa, Bangsar,  
 Kuala Lumpur  
 Qin Spa @ Flamingo by the Beach  
 Royale Spa, The Royale Bintang The Curve  
 Samsara Spa @ Swiss Garden Hotel  
 Kuala Lumpur  
 Sembunyi Spa – Cyberview Resort & Spa  
 Serenity Spa, Shah Alam  
 Spa Indrani, Starhill, Kuala Lumpur  
 Spa Manja, Century Garden  
 Spa Village, Pangkor Laut Resort, Perak  
 Spa Village, Tanjung Jara Resort,  
 Terengganu  
 Mandarin Orchard Spa – PARKROYAL Penang  
 Resort  
 Tatami Spa – Berjaya Hills, Pahang  
 Teratai Spa @ Meritus Pelangi Beach  
 Resort & Spa, Langkawi  
 Teratai Spa, Penang  
 Thalia Spa @ Eastin Hotel Petaling Jaya,  
 Selangor  
 The Andaman Spa – Andaman Datal Bay,  
 Langkawi, Kedah  
 The Asia Spa  
 The Frangipani Spa – The Frangipani  
 Langkawi Resort & Spa  
 The Geo Spa at Four Seasons Langkawi  
 The Somptson Spa @ Hotel Istana Kuala  
 Lumpur  
 The Somptson Spa @ Premiere Hotel  
 The Somptson Spa @ Prince Hotel &  
 Residence Kuala Lumpur  
 The Somptson Spa at Intercontinental  
 Kuala Lumpur  
 The Somptson Spa at Novotel Kuala  
 Lumpur City Centre  
 The Spa – Mandarin Oriental Kuala  
 Lumpur  
 The Spa Village at the Ritz-Carlton KL  
 V Botanical Spa at The Andaman  
 Langkawi

**SPAS (SINGAPORE)**

Amrita Spa at Swissotel The Stamford  
 Aramsa Spa, Singapore

Aviva Spa at Aranda Country Club  
Ayuthaya – The Royal Thai Spa @ Gallery  
Hotel Singapore  
Banyan Tree Spa  
Earth Sanctuary Day Spa  
Essence Vale Aroma Spa  
Estheva Spa  
Helio Asia Spa  
Lagunita Spa  
Mayooru Ayurvedic Spa, Singapore  
Rustic Nirvana Singapore  
Spa Botanic at Sentosa Resort & Spa  
Spaboutique  
Spa Valley  
Spa Villas – Resorts World at Sentosa  
St Gregory Spa at Marina Mandarin  
The Asian Spa at Fullerton Hotel  
The Aspara Spa at Goodwood Park Hotel  
The Oriental Spa at Mandarin Oriental  
Singapore  
The Spa @ Aranda, Singapore  
The Tamarind Spa  
Wayan Retreat Balinese Spa, Singapore

**RESTAURANTS (MALAYSIA)**

Al-Amar Lebanese Cuisine Kuala Lumpur  
Amadeus Bistro & Wine Bar  
Atmosphere 360  
Bagan Bar & Restaurant, Penang  
Belanga Café, Mid Valley  
Bianco Kuala Lumpur  
Bijan Bar & Restaurant Kuala Lumpur  
Bijou Kuala Lumpur  
Chili Padi Restaurant  
Chin's Stylish Chinese Cuisine, Penang  
ChinaHouse, Penang  
Ciantro Restaurant, Kuala Lumpur  
Crystal Jade Restaurant @ The Gardens  
Dragon-1 Restaurant Kuala Lumpur  
El Meson Spanish Restaurant  
Kuala Lumpur  
Enak Kuala Lumpur  
Estilo  
Eu Yan Sang's Zun Kitchenette  
Front Page  
FUKUYA Authentic Japanese Cuisine  
Geographic Adventure Restaurant Bar  
Club (Menjalara)  
il Lido Italian Dining + Lounge Bar  
Imperial China by Tai Thong  
Imperial City by Tai Thong  
Imperial Garden by Tai Thong  
Indonesian Corner Fast Food, Johor  
Indulgence Restaurant & Living, Ipoh,  
Perak  
Karne Sushi  
Kechara Oasis New Age Vegetarian  
Cuisine, Petaling Jaya  
KURA, Petaling Jaya  
La Risata Kuala Lumpur  
Marini's on 57  
MOVIDA – C180, Cherat Selatan  
MOVIDA – Changkat Bukit Bintang  
MOVIDA – Hatten Square, Melaka  
MOVIDA – IOI Boulevard, Puchong  
MOVIDA – Scott Garden, Jalan Klang  
Lama  
MOVIDA – Sunway Giza, Petaling Jaya  
Mulligan's Pub & Bistro  
Noble House Restaurant Kuala Lumpur  
Noble Mansion PJ  
Nobu Restaurant, KLCC  
One Seafood @ Bukit Bintang  
Oriental Pavilion Restaurant Petaling Jaya  
Pak Loh Chiu Chow Restaurant  
Passage Thru' India Kuala Lumpur  
Pegaga Restaurant, Kuala Lumpur  
Pietro Ristorante Italiano  
Ploy  
Prego  
QEII The Venue  
Renoma Café Gallery  
Restaurant Mao Jia  
Royal China Bukit Bintang by Tai Thong  
Shook! Restaurant  
Sid's Pub-Plaza Damansara  
SOHO Country House  
SOHO Free House, Penang  
SOHO Gastro Pub  
SOUled Out Kuala Lumpur  
Spring Garden KLCC by Tai Thong  
Spring Garden Melaka by Tai Thong

Spring Garden Tropicana by Tai Thong  
Sushi Hinata  
Sutraa by the Olive Tree Group  
Tamarind Hill Kuala Lumpur  
Temptation by the Olive Tree Group  
That Little Wine Bar, Penang  
The Beer Factory (Setiawalk)  
The Beer Factory (Sunway Giza)  
The Bierhaus (Taman Johor Jaya)  
The Bierhaus (Taman Sentosa)  
The Geographer Adventure Restaurant  
and Bar, Puchong  
The Ming Room Restaurant Kuala Lumpur  
The Olive Tree by the Olive Tree Group  
The Pool  
The Roof, Petaling Jaya, Selangor  
The Ship Kuala Lumpur  
Thirty8  
Top Hat Restaurant  
Trend Matrix Enterprises, Kuala Lumpur  
Vanity Mansion Kuala Lumpur  
Vansh Kuala Lumpur  
Vinty Cellars, Petaling Jaya  
Xenri Japanese Restaurant @ Wisma Elken  
YUZU Japanese Restaurant @ The  
Gardens

**RESTAURANTS (SINGAPORE)**

1-Altitude  
Au Jardin  
Au Petit Salut  
Boathouse Restaurant  
Caffe B  
Cas Born Vento  
Chinois  
Choupinette  
Club Chinois  
Coriander Leaf  
Crystal Jade Golden Palace (Paragon)  
Friends at Jelita  
Garibaldi  
Garuda Padang  
Halai Restaurant  
Hellpad @ Clarke Quay  
Iggys at the Hilton Hotel, Singapore  
Il Lido, Sentosa Golf Club  
Indochine Restaurant Club Street  
Indochine Waterfront  
Ivory  
JAAN at Swissotel the Stamford,  
Singapore  
Ku De Ta Singapore  
L'Atelier de Joel Robuchon at Resorts  
World Sentosa, Singapore  
Lantern @ Fullerton Bay Hotel Singapore  
Le Papillon  
Lei Gardens (CHIJMES)  
Les Amis, Singapore  
Majestic Restaurant & Bar  
My Humble House  
One on the Bund  
Orchard Lei Garden  
Original Sin  
OSO Ristorante  
Osteria Mozza, Singapore  
Paddy Fields  
Paradise Pavilion  
Pierdsie Kitchen & Bar  
Prive, Keppel Island  
Punjab Grill by Jiggs Kalra  
Rang Mahal  
Relish Burger  
Restaurant Andre, Singapore  
Restaurant Madame Butterfly  
Saint Pierre  
Salt Grill & Sky Bar, ION Orchard  
Savanh Bistro + Lounge  
Senso  
Serenity Spanish Bar & Restaurant  
Shinji, Singapore  
Si Chuan Dou Hua Restaurant  
Sky Dining @ Singapore Flyer  
Sky on 57 @ Marina Bay Sands  
Taste Paradise  
Tawandang Microbrewery @ Dempsey  
The Cliff  
The Forbidden City  
The Jewel Box, Mount Faber  
The Song of India  
Tong Le Private Dining  
Tung Lok Restaurant, Singapore  
TWG Tea Salon & Boutique

Vansh  
Waku Ghin at Marina Bay Sands,  
Singapore  
Ying Yang, The Club Hotel

**EMBASSIES IN MALAYSIA**

Australian Trade Commission  
British High Commission  
Canadian High Commission  
Embassy of Belgium  
Embassy of Brazil  
Embassy of Chile  
Embassy of Denmark  
Embassy of France  
Embassy of Ireland  
Embassy of Japan  
Embassy of Mexico  
Embassy of Peru  
Embassy of Romania  
Embassy of Spain  
Embassy of Sweden  
Embassy of the Federal Republic of  
Germany  
Embassy of the People's Republic of China  
Embassy of The Republic of Indonesia  
Embassy of the Republic of Italy  
Embassy of the Republic of Korea  
Embassy of the Republic of the Philippines  
Embassy of the Socialist Republic of  
Vietnam  
Embassy of the Union of Myanmar  
Embassy of the United States of America  
French Embassy  
High Commission of Brunei Darussalam  
High Commission of the Republic of  
Singapore  
Indian High Commission  
New Zealand High Commission  
Royal Danish Embassy  
Royal Embassy of Saudi Arabia  
Royal Thai Embassy  
The Italian Trade Commission  
The Royal Norwegian Embassy

**EMBASSIES IN SINGAPORE**

Embassy of Argentina  
Australian High Commission  
Embassy of Austria  
Embassy of Belgium  
High Commission of Brunei Darussalam  
Embassy of Cambodia  
High Commission of Canada  
Chinese Embassy  
Embassy of France  
Embassy of Germany  
High Commission of India  
Embassy of Indonesia  
Embassy of Italy  
Embassy of Japan  
Embassy of Lao PDR  
Embassy of Myanmar  
High Commission of New Zealand  
Embassy of The Philippines  
Saudi Arabia Embassy  
Embassy of Spain  
Taipei Representative Office  
Embassy of Thailand  
Embassy of United Arab Emirates  
U.S. Embassy  
Embassy of the Socialist Republic of  
Vietnam

**HOSPITALITY SCHOOLS (MALAYSIA)**

Ascot Academy  
Berjaya Higher Education Sdn Bhd  
Ciantro Culinary Academy  
Genting Int'l International College  
HELP College of Art & Technology  
INTI International University & College  
KDU University College  
Kolej Tunku Abdul Rahman  
Kuala Lumpur Metropolitan University  
College (KLMUC)  
Limkokwing University  
Lincoln University College  
Nilai School of Hospitality & Tourism  
Olympia College (Malaysia)  
Ranaco Training & Education Institute  
SEGI University  
Sunway University College  
Taylor's University College  
UCSI University

YTL International College of Hotel  
Management

**HOSPITALITY SCHOOLS (SINGAPORE)**

At-Sunrice GlobalChef Academy  
Dimensions International College  
Raffles Campus  
Raffles Hospitality School  
SHATEC Institutes  
Singapore Culinary Institute  
Temasek Culinary Academy  
The Tourism Academy @ Sentosa  
William Angliss Institute Singapore

**GOLF & COUNTRY CLUBS (MALAYSIA)**

Awana Genting Highlands Golf & Country  
Resort  
Berjaya Hills Golf & Country Club  
Bukit Beruntung Golf & Country Club,  
Selangor  
Bukit Jalil Golf & Country Resort, Selangor  
Cinta Sayang Golf & Country Resort,  
Kedah  
Cleanwater Sanctuary Golf Resort, Perak  
Darul Aman Golf & Country Club, Kedah  
Glenmarie Golf & Country Club, Selangor  
Horizon Hills Golf & Country Club  
Kelab Golf Perkhidmatan Awam, Kuala  
Lumpur  
Kota Permai Golf & Country Club,  
Selangor  
Kuala Lumpur Golf & Country Club  
Mercurie Johor Palm Resort & Golf  
Pulai Springs Golf & Country Club, Johor  
Royal Selangor Golf Club, Kuala Lumpur  
Saujana Golf & Country Club, Selangor  
Sultan Abdul Aziz Shah Golf Club,  
Selangor  
Tanjong Puteri Golf Resort, Johor  
The Mines Resort & Golf Club  
Tropicana Golf & Country Club, Selangor

**GOLF & COUNTRY CLUBS**

(SINGAPORE)  
Jurong Country Club/Keppel Country Club  
Laguna National Golf & Country Club  
Marina Bay Golf Course  
Orchid Country Club  
Raffles Country Club  
Safra Resort & Country Club  
Seletar Country Club  
Sentosa Golf Club  
Singapore Island Country Club  
Tanah Merah Country Club  
Warren Golf & Country Club

**BANK LOUNGES (MALAYSIA)**

Alliance Bank Privilege Banking  
CIMB Private Banking  
Hong Leong Priority Banking  
HSBC Premier  
KFH Priority Banking  
Maybank Private Banking  
OCBC Premier Banking  
Public Bank Red Carpet Banking  
RHB Bank Premier Banking  
Standard Chartered Priority Bank  
The Bank of Nova Scotia Berhad  
(Scotiabank)  
UOB Private Banking

**BANK LOUNGES (SINGAPORE)**

DBS Asia  
ICICI Bank  
ANZ Signature Priority Banking

**TRAVEL AGENTS (MALAYSIA)**

AF Travel  
Bestour & Travel  
De Mawardah Travel & Tours  
Discovery Overland Holiday  
Dream Destination Travel & Tours  
GSI Travel  
Holiday Tours & Travel  
Malaysian Harmony Tour & Travel  
Mayflower Acme Tours  
Pacific World Destination East  
Sedunia Travel Services  
Udara Travel & Tour  
Worldspan Travel

**TRAVEL AGENTS (SINGAPORE)**

Air Sino-Euro Associates Travel  
American Lloyd Travel Services  
Chan Brothers  
City 99 Asia Travel  
Commonwealth Travel Service Corporation  
Farmosa Holiday Tours  
Nam Ho Travel Service  
Seiki Travel  
Shengyan Tours & Travel  
ZUJI Travel

**AIRLINE OFFICES IN MALAYSIA**

Air France  
Air India  
Air Mauritius  
Air New Zealand  
All Nippon Airways  
Berjaya Air  
British Airways  
Cathay Pacific Airway  
China Airlines  
Emirates  
Firefly  
KLM Royal Dutch Airlines  
Lufthansa Malaysia  
Malaysia Airlines  
Myanmar Airways International  
Philippine Airlines  
Qantas  
Royal Brunei Airlines  
Singapore Airlines  
Swissair  
Thai International

**AIRLINE OFFICES IN SINGAPORE**

Air France  
Air India  
Air Mauritius  
All Nippon Airways  
Asiana Airlines  
Bangkok Airways  
British Airways  
Cathay Pacific Airways  
Continental Airlines  
Emirates  
Gulf Air  
Indian Airlines  
Japan Air Lines  
KLM Royal Dutch Airlines  
Korean Air Lines  
Kuwait Airways  
Myanmar Airways International  
Nippon Cargo Airlines  
Garuda Indonesia  
Pakistan International Airlines  
Royal Brunei Airlines  
Royal Jordanian  
SAS Singapore  
Saudi Arabian Airlines  
Sempati Air  
Singapore Airlines  
South African Airways  
Sri Lankan Airlines  
Thai International Airways  
Vietnam Airlines

**AIRPORT/AIRLINE & OTHER LOUNGES**

Cathay Pacific Lounge, KLIA  
Dynasty Lounge, KLIA  
Golden Lounge Domestic KLIA  
Golden Lounge Kota Kinabalu, Malaysia  
Golden Lounge Kuching, Malaysia  
Golden Lounge London, UK  
Golden Lounge Melbourne, Australia  
Golden Lounge Penang, Malaysia  
Golden Lounge Perth, Australia  
Golden Lounge Regional, KLIA  
Golden Lounge Satellite KLIA  
Golden Lounge Singapore  
Golden Lounge Sydney, Australia  
Kris Flyer Gold Lounge, Singapore Changi  
Airport  
Plaza Premium Lounge, LCCT  
Silver Kris Lounge, KLIA  
Silver Kris Lounge, Singapore Changi  
Airport

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Malaysia Airlines

# Kids Celebrate End Of Chemo

'GRADUATION' CEREMONY TO RECOGNISE THE CHILDREN'S COURAGE IN COMPLETING TREATMENT



**K**OTA DAMANSARA, 2 April 2016 : The courage and youthful determination of children who successfully underwent the ordeal of chemotherapy has inspired a one-of-its kind charity ball to raise funds to support others in need of cancer treatment.

Ms Jennifer Ong, Founder & CEO of HAPA and WAP INTL Sdn Bhd, the brainchild and organiser of the Chemo Graduation Charity Ball said, "The generous contributions from sponsors and donors enabled us to raise RM150,000.00 cash and sponsorships valued at RM99,000.00, donated to The National Cancer Society of Malaysia (NCSM) for the University of Malaya Medical Centre (UMMC) and Hospital KL (HKL)."

"Dealing with cancer is a difficult ordeal for anyone, more so for children. Childhood cancer presents a lot of challenges for both the patient and their family, from diagnosis through treatment. To a child, cancer can be truly overwhelming as they are uncertain of what they are going through and why this happened to them. But, in the relentless strength of youthful determination they fight in their own ways. The Ball is also a celebration of their significant achievement, hope and inspiration for the other children undergoing the same ordeal. We wanted an event that will highlight, recognise and acknowledge the resilience and determination of these children."

At the Ball, the 39 chemo-graduates, aged from 3 to 17, all of whom completed their treatments at the UMMC, received Certificates of Completion, "in recognition of their incredible bravery, courage and sacrifice" they made to fight

cancer." They and the 430 guests, 205 of whom are children from different orphanages and children's homes were served high-tea, co-sponsored by the Royale Chulan Damansara Hotel. They were also treated to various performances, including a Ukelele performance by Kong Kiat A/L Bun Song who completed his treatment at UMMC, Elysee Music, iKindy Mind Enrichment Centre and Razak Rahman, Marc & Peter featuring Tita Razak, Puteri Ruzanna & Haqem.

The theme of this special ball was inspired by Disney's movie "Frozen" and there were lots of activities such as cupcake making, music workshop, body painting, bouncing castle, sand art, photo corner, Lecka Lecka gelato and also an ice skating session in the evening sponsored by the Royale Chulan Damansara Hotel.

Ms Ong said, "As part of HAPA's CSR efforts and MAD (the organiser), we hope to make this Chemo Graduation Ball an annual event to continue raising funds in support of childhood cancer research and treatments for children."

Also present at the event were UMMC Senior Consultant Paediatric Oncologist, Dr Hany Ariffin and NCSM Project Manager, Viji Nair. Dr Hany said there was nothing that made her happier than seeing the faces of children recovering from cancer. "We will never be able to relate to the feelings and emotions that the patients and their family members go through during the treatment process. We hope the donations will help improve cancer survival rates," she said.

Special thanks to our main sponsors Sound Innovations and Borders, as well as other sponsors, donors and volunteers for their invaluable support.

*“Others have seen what is and asked why.  
We have seen what could be and asked why not?!  
We make events happen!”*

*The architect of innovation!*

*Yes, we're*



**We Make A Difference.**

WAP INTL SDN BHD • 603 7954 1911 • [mad@wapgroup.asia](mailto:mad@wapgroup.asia)





# “It is a Leaning Mecca for New Styles, Trends & Taste Profiles”

**World Association of Chefs Societies**  
**Continental Director - Rick Stephen**

Fellow Chefs!

August 18<sup>th</sup> the SPICE ARENA will live up to its name! The venue for the 16<sup>th</sup> Penang's Battle of the Chefs. Chefs from Asia, Europe, Australia and the Americas will come on top! 3 days of picturesque city of Penang to do Battle to find out whose cuisine will gather in the heat, spices, passion and skill all will be harnessed into this venue, which will be a Culinary delight to the many Foodies in our region. This is the competition where judges envy to be on the jury as it is a learning Mecca for new styles, trends and taste profiles.

Penang - the Pearl of Asia - is the home of one of the most dynamic group of chefs in Asia. Enthusiasm and commitment is a normal daily routine to these highly dedicated stars in their own rights. Their un-selfishness alone pushes the bar to great heights in our hospitality industry and YOU the competitor have an opportunity to be part of this Culinary Extravaganza.

Remember the dates 18<sup>th</sup> - 20<sup>th</sup> of August 2016, and get your entries into Penang. I am looking forward to meeting the Champions of the Future at the Spice Arena.

Happy Cooking.

**Chef Audee Cheah**  
PJK  
 Organizing Chairman  
 Battle of The Chefs 2016  
 President  
 Penang Chefs Association

**Chef Lee Chan Wai**  
PJK PJK FPA  
 Chief Event Officer  
 A/F Penang, Malaysia (Asia Food Festival) 2016  
 Vice-President  
 Penang Chefs Association

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| <p>BOTC Organizing Chairman<br/> <b>CHEF AUDEE CHEAH</b> <small>PJK</small><br/>       +6 012 - 499 0626<br/>       audeecheah@gmail.com</p> | <p>BOTC Secretariat<br/> <b>MS KHOR YING JIA</b><br/>       +6 012 - 511 5172<br/>       yingjia.pjcc@gmail.com</p> |
|--|---|

Register Online @ [www.battleofthechefs.com.my](http://www.battleofthechefs.com.my)

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