

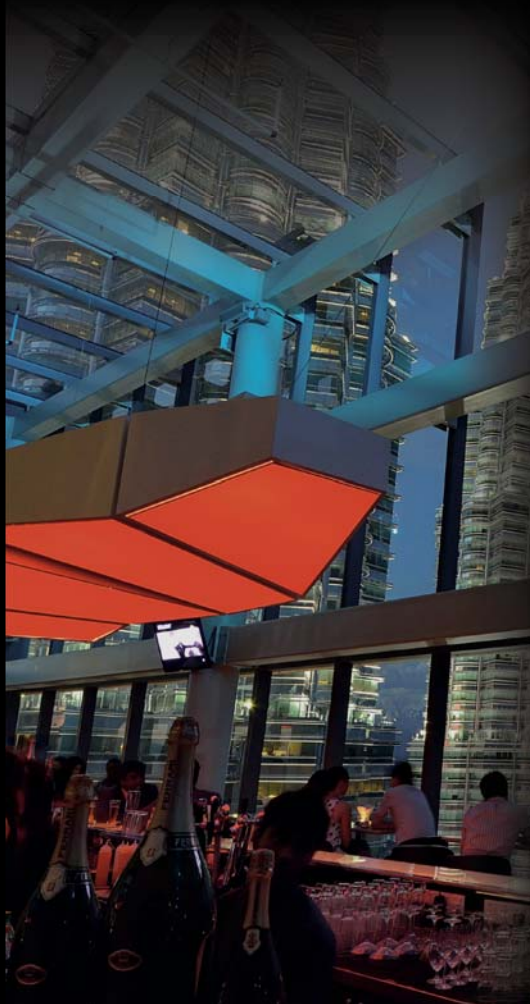
MALAYSIA'S HIGHEST & FINEST ROOFTOP BAR, RESTAURANT & LOUNGE



Life at the top



Icon of the Year Hospitality Entrepreneur – Modesto Marini ■ Restaurant of the Year Dining Experience (Independent) ■ Night Spot of the Year Outstanding Concept ■ King of Kitchens The Ambassador of Cuisine – Chef Federico Michieletto ■ Masterchef (Western) Master of Fine Cuisine – Chef Federico Michieletto ■ Masterchef (Pastry) Captain of Creativity – Chef Chlov Wee ■ F&B Personality Champion of Innovation – Peter Teng ■ Concept Restaurant Most Innovative Guest Experience (Independent) ■ Flavours of The West (Independent)





The Datai Langkawi

Nestled in the heart of an ancient rainforest, The Datai Langkawi is a captivating destination resort that blends smoothly with its natural surroundings. Situated on the mystical island of Langkawi, each room, suite and villa enjoys the embrace of the lush rainforest and offers stunning views from private verandas of the breathtaking Andaman Sea. Reconnect with nature, rekindle your spirit and reignite your soul in this serene natural haven.

The Datai Langkawi offers the perfect escape and allows you to fully nurture the well-being of your mind, body and spirit. Natural Geographic has rated Datai Bay as one of the top 10 beaches in the world, while the resort's jungle surrounds play host to a wealth of wildlife, some of which are endemic to the area. Bask in the tranquility and reconnect with nature.

+604 9500 500

| infodatailangkawi@dataihotels.com

| thedatai.com

A very warm welcome to 2014! Those born in the Year of the Horse are known for their constant efforts to improve themselves, their ingenious communication skills and for always wanting to be in the limelight. Our New Year's resolution is to continue to be recognised as a one-stop publication that delivers business, travel and trade news from a global perspective but in a more relaxed lifestyle format. This means, we're tweaking the look and content and hope that you will like what you see now and in the magazine's evolution over the coming months.

At this time of the year, I also reflect upon how another year has passed and what we have achieved over the last 19 years. In 1994, I started the groundwork with my late husband for the first edition of Hospitality Asia. This eventually rolled off the printing press in 1995 and I recall the excitement of having compiled what was then an innovative publication and a magazine exclusively for the hospitality industry.

This year marks our 20th anniversary and I'm proud of how our "baby" has matured into a fine upstanding member of society. We will be celebrating our 20th Anniversary, so please mark your calendar for our landmark anniversary party on November 21, 2014. With Hospitality Asia being Malaysia's longest standing hospitality magazine, plans are already underway on what is destined to be the event of a lifetime.

Riding The Wind

One of our greatest achievements is the Hospitality Asia Platinum Awards (HAPA) Series which we initially launched in Singapore, followed by Malaysia and then regionally. The year 2014 started in grand style for us with the Awards Presentation Ceremony and Gala Dinner for the HAPA Malaysia 2013-2015 Series on January 9, 2014 at One World Hotel. This spectacular evening was for recognising establishments and individuals who showed extraordinary passion and dedication for excellence. It was also an evening to acknowledge the judges who travelled all over the country to perform on-site inspections and assessments as well as interviews with nominated personalities.

I'm pleased to announce that judging will soon commence for the HAPA Regional 2015-2017 Series and we look forward to welcoming nominees from Malaysia, Singapore, Indonesia, Thailand, Vietnam, Philippines and Cambodia to what will be another keenly contested series.



In April, our partner Guinness Anchor Berhad (GAB) and HAPA will be organising the second series of HAPA-GAB Excellence Awards 2013-2014 Awards Presentation Dinner on April 16, 2014 at The Majestic Hotel Kuala Lumpur to recognise those in the trade who deliver the finest levels of service and quality excellence throughout Malaysia. We will also be participating at the Food, Hotel & Tourism Bali 2014 and Food & Hotel Asia Singapore 2014, so please drop by at our booth to learn more about our plans for the coming months.

With our years of expertise in organising our own events and awards, we have taken the next step in starting World Asia Events (WAE) to create unique, out-of-the-box, adventurous and exciting events for our clients. Our commitment for 2014 is to deliver a unique experience for each and every one of our client's events.

It has been a pleasure producing another great edition of Hospitality Asia and should you have any feedback, feel free to drop me a note at jennifer@wapublishing.asia



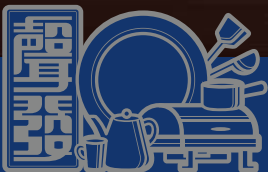
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12 centrestage

Trend Matrix Enterprises Sdn Bhd have been the pinnacle of the entertainment industry for more than 18 years and constantly strive to broaden their scope with some of the most recognised entertainment and hospitality outlets in Malaysia. HA speaks to Group Executive Director Judy Choong on the journey of Trend Matrix Enterprises and continuing the legacy of an empire.

the experience

David Bowden checks in to properties around the region to give a first-hand perspective on 'the experience' during his stay.



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52 limelight

GABPS Rewarding the Crème de la Crème of the Hospitality Industry with the most coveted HAPA-GAB Excellence Awards

64 ground breaking

Home On The Go – The Rise of Luxury Serviced Apartments and Residences



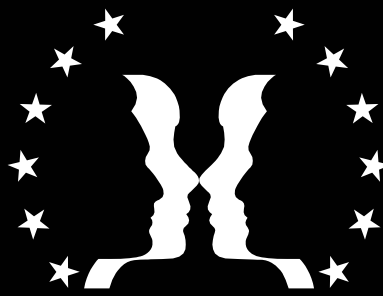
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MALAYSIA SERIES

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1) HAPA Restaurant of the Year

Dining Experience (Hotels/Resorts) - Hard Rock Cafe Penang

2) HAPA King of Kitchens

The Ambassador of Cuisine - Chef Mohd Khairusshahri Bin Ghazali

3) HAPA 4-Star Hotel/Resort

Exceptional Experience

4) HAPA Family & Recreation Hotel/Resort

Delightful Experience

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Most Innovative Guest Experience (Hotels/Resorts)

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Noble Mansion PJ
Oriental Pavilion Restaurant Petaling Jaya
Pak Loh Chiu Chow Restaurant
Passage Thru' India Kuala Lumpur
Pietro Ristorante Italiano
Ploy
QEI The Venue
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
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 Ship Kuala Lumpur
Top Hat Restaurant
Vanity Mansion Kuala Lumpur
Vansh Kuala Lumpur
Vintry 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
Halai Restaurant
Garuda Padang
Halai Restaurant
Helipad @ Clarke Quay
Il Lido, Sentosa Golf Club
Indochine Restaurant Club Street
Indochine Waterfront
Ivory
Jaen, Swissotel The Stamford
Ku De Ta Singapore
Lantern @ Fullerton Bay Hotel Singapore
Le Papillon
Lei Gardens (CHIJMES)
Les Amis
Majestic Restaurant & Bar
My Humble House
One on the Bund
Orchard Lei Garden
Original Sin
OSO Ristorante
Paddy Fields
Paradise Pavillion
Pierside Kitchen & Bar
Prive, Keppel Island
Punjab Grill by Jiggs Kalra
Rang Mahal
Relish Burger
Restaurant Madame Butterfly
Saint Pierre
Salt Grill & Sky Bar, ION Orchard
Savanh Bistro + Lounge
Senso
Serenity Spanish Bar & Restaurant
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
Ying Yang, The Club Hotel

EMBASSIES IN MALAYSIA

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British High Commission
Canadian High Commission
Embassy of Denmark
Embassy of Ireland
Embassy of France
Embassy of Brazil
Embassy of Japan
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
France Embassy of Malaysia
High Commission of Brunei Darussalam
High Commission of the Republic of Singapore
Indian High Commission
New Zealand High Commission
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Royal Embassy of Saudi Arabia
Royal Thai Embassy, The
The Italian Trade Commission
The Royal Norwegian Embassy in Kuala Lumpur

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Chinese Embassy

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High Commission of India
Embassy of Indonesia
Embassy of Italy
Embassy of Japan
Embassy of Laos
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Embassy of The Philippines
Saudi Arabia Embassy
Embassy of Spain
Taipei Representative Office
Embassy of Thailand
Embassy of United Arab Emirates
UK Embassy/High Commission
U.S. Embassy
Embassy of the Socialist Republic of Vietnam

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Berjaya Higher Education Sdn Bhd
Cilantro Culinary Academy
Genting Inti International College
Kolej Damansara Utama (KDU)
Kolej Tunku Abdul Rahman
Nilai School of Hospitality & Tourism
Ranaco Training & Education Institute
Sunway University College
Taylor's University College
YTL International College of Hotel Management

HOSPITALITY SCHOOLS (SINGAPORE)

At-Sunice GlobalChef Academy
Dimensions International College Pte Ltd
Raffles Campus Pte Ltd
Raffles Hospitality School
SHATEC Institutes
Singapore Culinary Institute (SCI)
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
Clearwater 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

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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

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Malaysian Harmony Tour & Travel Sdn Bhd
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Air Mauritius
Air New Zealand
All Nippon Airways Co Ltd
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British Airways-Qantas
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China Airlines - CAL
Emirates
Firefly
KLM Royal Dutch Airlines
Lufthansa Malaysia
Malaysia Airlines - MAS - Malaysia Airline System Berhad
Myanmar Airways International - MAI
Philippine Airlines
Royal Brunei Airlines
Singapore Airlines - SIA
Thai International Airways
Vietnam Airlines

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Asiana Airlines
Bangkok Airways Co. Ltd
British Airways PLC
Cathay Pacific Airways Ltd
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Emirates
Gulf Air Co.
Indian Airlines Ltd
Japan Air Lines Co. Ltd
KLM Royal Dutch Airlines
Korean Air Lines
Kuwait Airways Corporation
Myanmar Airways International Co. Ltd
Nippon Cargo Airlines Co. Ltd
PT Garuda Indonesia
Pakistan International Airlines
Royal Brunei Airlines
Royal Jordanian
SAS Scandinavian
Saudi Arabian Airlines
Sempati Air
Singapore Airlines Ltd
South African Airways
Sri Lankan Airlines Ltd
Swissair
Vietnam Airlines

AIRPORT/AIRLINE & OTHER LOUNGES

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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
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Golden Lounge Sydney, Australia
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THE EGG

The Horizon Is The Limit

Trend Matrix Enterprises Sdn Bhd have been the pinnacle of the entertainment industry for more than 18 years and constantly strive to broaden their scope with some of the most recognised entertainment and hospitality outlets in Malaysia. HA speaks to Group Executive Director Judy Choong on the journey of Trend Matrix Enterprises and continuing the legacy of an empire.



“Success is as successful as the foundation it is only built upon and the back liners in our staff as much appreciated as the front liners.”



Trend Matrix Enterprises Sdn Bhd is one of the largest entertainment groups in Kuala Lumpur was founded by the late entrepreneur Ronnie Choong. Having built a hub in the heart of KL with venues such as the iconic Beach Club and Rum Jungle that provide leisure entertainment, an exceptional dining atmosphere and fun party environment for the discerning city dweller, Trend Matrix has established the Jalan P. Ramlee area in KL as the go-to tourist entertainment spot. Alongside that, the group have also ventured into hospitality and real estate.

The first hotel, the Hotel Havanita was built in Mersing, Johor, the gateway to popular tourist

destinations Pulau Tioman and Pulau Besar and served as an affordable option. The Lumina Kiara Condominiums in Mont Kiara Kuala Lumpur is also another notable foray for Trend Matrix into the real estate business as is the KL Walk project that serves as an active tourist spot promoting Malaysian cuisines and cultures. The Trend Matrix Group is constantly developing a community while expanding with more entertainment outlets and developing more hotels and commercial buildings both locally and abroad.



According to the Judy Choong, who alongside her late husband Ronnie Choong has worked to build a reputation as the leaders in the entertainment industry in Malaysia, the company policy is to never be left behind and to have their eye on the changing tides. She mentions, "Realising a goal, it is an embellishment of who we are and what we have to be... we have to have an understanding of the current trends and stay ahead of the tides. This is the (Trend Matrix) Group policy. The industry can be very fickle, hence we must constantly be appreciative of our surroundings and realizing we are not a standalone enterprise but that embraces our fellow competition to ensure that we collectively tell a whole story."

On their current projects Choong is excited to highlight that, "At the moment, the group has retro fitted the Poppy Collection, elevating it to the international mainstream, international

entertainment and international platforms to encompass the learned genre who appreciate the quality of their surroundings and appreciate high definition sound... its Miami in a beautiful box! It also still maintains its elective and off the cuff interior."

"Our biggest challenge has been the relocation of the Beach Club Café, which has endeared and endured 14 years weathering many storms but has become iconic in the mind set of the people. To uproot and to redefine the Beach Club Café was no small task." Choong laughs that it was, "Almost like someone moving the TV while still on the sofa!"

Undaunted though by the challenge, Trend Matrix Enterprises has managed to pull off the impossible and has re-launched the Beach Club Cafe in late 2013. The positivity prevalent in the Trend Matrix DNA shines through as Choong elaborates, "The highlight of any enterpriser is to be in a position to return customer appreciation, essentially the recognition of a consistent client

“The greatest joy is the return of appreciation, knowing that whatever challenges arise, we are there to meet them.”



“*Hospitality has no boundaries, but rather it beckons the best from the industry. The ultimate service is being a hotelier.*”

base that has memorable experiences of the old, but a paradigm shift that when the market base moves, we move further. It is important to note the sensitivity of current trends and what maintains a steady client base. The Poppy Collection and the sharper Beach Club Café does this. The DNA is intact and does not shift.”

Trend Matrix Enterprises has endured the challenges of the last decade or so with great resilience and not only does it continue to thrive, the group has had the opportunity for development. Says Choong, “During the last decade, The group has experienced wonderful developments opportunities, from the entertainment industry to mainstream whole ownership development, notably Lumina Kiara, the “Living in the Light” condominium consist of 104 luxury units and 12 super Semi-D properties in

the effervescent Mont Kiara. We consider this to be one of the greatest fruits of our labour, and are grateful its success has been recognized.”

The group have also ventured into the world hospitality and according to Choong, the service industry is all interlinked. “Hospitality has no boundaries, but rather it beckons the best from the industry. The ultimate service is being a hotelier, it really is total commitment, total sense satisfaction and capturing the desire of the guests to extend and extra night. We, as a total concept group embrace the challenge of creating a home away from home, and giving you the whole package. It is only natural that we should venture into the hotel arena. Hotel Havanita achieves all this. It fills a void that Mersing was calling for. It is a boutique, quaint, yet captures the traveller niche market at a budget level. That is its success, and it is managed by people who know to manage people’s needs. It provides a reason to extend a stay. In turn, it ultimately gives popularity to destinations that were before only transit points.”

There has also been the opportunity to breathe life into the city and the Trend Matrix group pulled off their greatest task yet by going into the joint venture with the KL City Council to develop KI City Walk, off Jalan P. Ramlee. "It is a half kilometre food and beverage, retail and artisans extravaganza, built upon Kuala Lumpur's main water outlet. Deemed almost impossible, but with a vision in mind to link the final corridor between Jalan P. Ramlee and the KL Convention Centre, another success was born, creating safe passage and full of entertainment, consisting of more than 70 boutique outlets, which covers the entire spectrum of Malaysian culture," says Choong.

Continuing the legacy of her late husband, along with the group partners Mh Tan and Kevin Anthony Flynn, Choong continues to envision new concepts for the group and intends their journey to be an ever-changing and prosperous one. She attributes much of the success so far to her staff and mentions that "Success is as successful as

“ Our biggest challenge has been the relocation of the Beach Club Café, which has endeared and endured 14 years, weathering many storms but has become iconic in the mind set of the people. ”

the foundation it is only built upon and the back liners in our staff as much appreciated as the front liners.”

Choong is happy to take on the role as frontrunner of the group's responsibilities and takes joy in reaping the rewards of her hard work but she humbly concludes, "the greatest joy is the return of appreciation, knowing that whatever challenges arise, we are there to meet them .I truly believe that we can face every day with the full knowledge that it will be a new horizon and a new dawn."



RHAETIAN RAILWAY CELEBRATES 125 YEARS

Rhaetian Railway, one of the world's most famous rail networks celebrates 125 years of operation in 2014. Of all the private Swiss railways, the Rhaetian Railway is the largest and mostly operates in the canton of Graubünden but also with a station in neighbouring Italy (Tirano). Several famous destinations such as St Moritz, Davos, Chur, Arosa, Klosters and the Bernina Pass are connected by the Rhaetian Railway network. In 2008, sections of the railway in the Albula – Bernina area (including St Moritz) were added to the UNESCO World Heritage List. One of the most famous trains that uses this network is the Glacier Express and the Landwasser Viaduct is one of the most famous stone structures along the railway. Train buffs may want to sign up with the railway (www.rhb.ch) to join the anniversary journey on June 21, 2014.



SINGAPORE AND ETHIOPIA SHARE CODES

Ethiopian Airlines (ET) and Singapore Airlines (SQ) have expanded their code share agreement to offer more destinations to passengers of both airlines from early December 2013 onwards. This code share arrangement has expanded Ethiopian Airlines-operated flights between Singapore and the Ethiopian capital Addis Ababa, via Bangkok. On a reciprocal basis, Ethiopian Airlines will code share on Singapore Airlines-operated flights beyond Singapore to the Australian destinations of Adelaide, Brisbane, Melbourne, Perth and Sydney. While subject to regulatory approval, both airlines have planned a code share on Ethiopian Airlines-operated intra-Africa flights from Addis Ababa to Pointe-Noire (Republic of Congo), Kigali (Rwanda), Entebbe (Uganda), Accra (Ghana), Mombasa and Nairobi (Kenya) and Dar es Salaam (Tanzania).

JAKARTA CONTEMPLATES FLIGHTS FROM SECOND AIRPORT

The Indonesian Government is considering opening Jakarta's Halim Perdanakusuma Airport to scheduled passenger flights and relocating some commercial operations there in a bid to ease congestion at the city's main airport. A number of airlines such as Garuda Indonesia, Citilink, Mandala, Lion Air, Batik Air and Indonesia AirAsia, have submitted requests to operate services from Halim Perdanakusuma Airport located in East Jakarta rather than the existing Soekarno-Hatta International Airport. Currently the main airport has slotted 74 flights per hour with an average of one flight every 40 seconds. However, normal operations can only cope with between 35 flights to 40 flights per hour. There are plans to move a number of flights to Halim Perdanakusuma Airport in early 2014. The airport currently caters to military, presidential and private or chartered airlines and, being situated in East Jakarta, it is ideally located to better service the tourist destinations of Bogor and Bandung. Moving flights to the second airport will also enable airport operator Angkasa Pura II to speed up the ongoing apron and runway development at Soekarno-Hatta's Terminal 3, which is scheduled to open between April and May 2014.



MORE LCCS FOR CHINA

Recent changes to the minimum airfare pricing in China could lead to a growth in Low Cost Carriers (LCCs) and a reduction in airfares across the country. The Civil Aviation Administration of China (CAAC) recently announced the abolition of minimum airfare pricing. Despite its size, the Shanghai headquartered Spring Airlines is currently the only domestic budget carrier in the world's second largest aviation market after the USA. Other budget carriers are being proposed by several existing carriers and a dedicated budget terminal is being planned for the new Beijing Airport. Airline officials and industry players are keenly watching these exciting developments which will make a large impact upon the domestic aviation scene in China.



HERTZ LAUNCHES FIRST GLOBAL CAR RENTAL GUIDE IN ASIA

The Hertz Corporation, the world's leading general use car rental brand, has produced its first, comprehensive Global Car Rental Guide for Travel Agents in Asia. The guide provides Asian travel agents with easy access to all the essential information they need to efficiently use Hertz worldwide services, making it an invaluable one-stop resource for both new and experienced agents. Catering to all travel agents in 24 Asian countries, the guide is available in hard and soft copy. It is intended to boost knowledge and use of car rental bookings by frontline travel consultants. Hertz has seen an increasing demand for both corporate and leisure car rentals. With sound product knowledge and familiarity with booking processes, travel consultants can confidently offer car rental options when taking air ticket reservations. In the process, the travel agents will earn commission and at the same time offer clients a higher level of service. Copies of the Hertz Travel Agent Guide can be downloaded at www.hertz.com/travelagentguide.

SWISS GOURMET TRAVEL

SWISS International Air Lines (LX) has reintroduced direct flights from Singapore to Zurich, Switzerland. Interest has been growing with tourism overnight stays in Switzerland from South East Asian visitors expected to grow from 350,000 nights currently to over 500,000 by 2016. Swiss gourmet products are renowned around the world and passengers on both economy and business class on SWISS get the opportunity to share in the best produce that Switzerland can offer. Menus served onboard change regularly and feature specific Swiss cantons. Passengers flying during January and February 2014 can enjoy the wonderful food from the Valais. Economy class passengers will savour the delights from menus prepared by chefs from Findlerhof (14 GaultMillau points) located in the hamlet of Findeln, above Zermatt at 2,051m asl. Business class passengers can relax over sumptuous dishes

prepared from the menus of Chez Vrony also located high in the Alps above Zermatt. Swiss chocolates complete all meals on SWISS. In addition, passengers who follow specific health or religious diets can preorder one of 18 special diets.



NEW AIRPORT OPENS IN MAURITIUS

The Sir Seewoosagur Ramgoolam International Airport recently opened for business in the Indian Ocean nation of Mauritius. Inaugurated on March 12, 2013 the new airport located 48km southeast of the capital Port Louis received its first flight into the new facility in November 2013. Equipped with five boarding gates, the airport has the capacity to accept aircraft up to Airbus A380 size. There are direct flights from the small island nation to and from Europe, Asia and Africa. The design of the building is based upon the shape of the traveller's palm which thrives in the forests and gardens of the island. Air Mauritius uses the airport as its hub and flies from here to Kuala Lumpur and Singapore among other destinations. Air Mauritius is the fourth largest carrier in Sub-Saharan Africa and is consistently voted the leading airline of the Indian Ocean.

SUNSAIL SETS SAIL

Sunsail is now offering invigorating sailing and holiday experiences in 27 exciting global locations. Along with its new rebranding and philosophy - 'A lust for life', Sunsail has introduced a new Caribbean destination and five new flotilla routes. Sunsail's St Lucia base is perfectly located for exploring the amazing diversity of the Caribbean and to enable cruising around the neighbouring islands of St Vincent, Tobago Cays and Mustique. St Lucia is perfect for more experienced sailors who will relish the prospect of exhilarating open water passages offered here. The area is full of quaint towns, beachside restaurants, snorkelling hot spots, and of course the famous Pitons. Sunsail offer both bareboat and flotilla options out of this new base. In addition, Sunsail has opened a number of new flotilla routes around the Mediterranean. These include: Croatia, Turkey and Greece.

Sunsail offers a wide choice of sailing holidays with over 800 yachts in 27 locations worldwide. Alongside yacht charter and flotilla sailing holidays, Sunsail also offers beach clubs, sailing schools, team building, events, yacht ownership and racing. For more information on sailing holidays visit www.sunsail.com.au.



SABAH TO TOKYO ON MALAYSIA AIRLINES

Malaysia Airlines (MH) recently reintroduced direct flights between Tokyo and Kota Kinabalu, the capital of the East Malaysian state of Sabah. The airline had previously suspended various routes flying from Kota Kinabalu to several destinations in its regional network. The airline recently reconsidered improved market conditions and reinstated the route. This new service opens up opportunities for travellers between both these important markets. Currently there are three flights per week between Kota Kinabalu and Tokyo's Narita International Airport on Malaysia Airline's two-class configured Boeing 737-800 aircraft with 144 economy class seats and 16 business class seats. The new flight supports the airline's commitment to Visit Malaysia Year 2014.



AIRASIA X ADDS NAGOYA

AirAsia X will commence flights to Japan's Chubu region with a new Kuala Lumpur-Nagoya service destined to commence in March, 2104. It will commence four-times-weekly flights into Chubu Centrair International Airport, the airline's third Japanese destination to date. On Wednesdays and Saturdays, flights will depart Kuala Lumpur at 0045 to arrive in Nagoya at 0820. Return flights on the same days depart Nagoya at 0935 to arrive back into the Malaysian capital at 1545. Flights on Mondays and Fridays will depart Kuala Lumpur at 0845 to arrive in Nagoya at 1620. Kuala Lumpur-bound flights on these days depart Nagoya at 1735 to land at 2345. Travellers will soon have more travel options for exploring Japan especially with Nagoya being a scenic and historical destination. Japan contributed over 14% of the airline's total revenue in the first half of 2013. AirAsia X also flies from Kuala Lumpur to Tokyo (Haneda) and Osaka in Japan.

NOUVEAU PARIS-CHARLES DE GAULLE

Like Satellite 7 before it, the 2,400m² Satellite 5 departure lounge at Paris-Charles de Gaulle Airport has been completely redesigned. It now presents more pleasing architecture, enhanced comfort and much improved services along with a new retail space, activity and leisure areas (Playstation, music and Alanteam workspaces). The structure's energy performance has been improved and an eighth jetway has been constructed to enable access to the upper decks of Airbus A380 aircrafts. Work recently commenced on Satellite 4 in an effort to continually update the main airport in Paris and to keep it competitive with other airports in the region.

JET AIRWAYS AND GARUDA CODESHARE

India's Jet Airways (9W) and Garuda Indonesia (GA) recently signed a codeshare agreement and launched a reciprocal frequent flyer programme. Under the terms of the agreement Jet Airways will place its code on Garuda-operated services between Singapore and Jakarta, while Garuda will do the same on Jet Airways' flights linking Singapore to Delhi, Mumbai and Chennai. With the new frequent flyer programme arrangements, members of both schemes can accumulate and redeem miles on all flights within the partner airline's network. This is a valuable alliance as Indonesia is a popular tourist destination for Indian travellers and a strategic trade and investment partner for India. With the seamless connections now offered the codeshare is expected to contribute to a further increase in demand for business and leisure travel between the two destinations.

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Lofty Lounging

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CASA DEL MAR, LANGKAWI, MALAYSIA

Jalan Pantai Cenang, Mukim Kedawang 07000 Langkawi, Kedah
Contact: +604 955 2388 www.casadelmar-langkawi.com



Royal Treat

A luxury international five-star hotel located in the heart of Kuala Lumpur just minutes from the city's hub features 445 rooms and suites and 157 serviced apartments. It is ideal for both business and leisure travellers alike.

PRINCE HOTEL & RESIDENCE KUALA LUMPUR, MALAYSIA

No.4 Jalan Conlay, 50450 Kuala Lumpur
Contact: +603 2170 8888 www.princehotelkl.com



Middle of Everywhere

The Best Western Premier Sukhumvit is conveniently located on vibrant Sukhumvit Soi 1 in the heart of Bangkok. The hotel offers easy access to Ploenchit and Nana Skytrain Stations where Siam Paragon, Central World, Central Chidlom, Gaysorn Plaza as well as MBK, Platinum Mal and Pratunam Mall are a few stops away.

THE BEST WESTERN PREMIER SUKHUMVIT, BANGKOK, THAILAND

78 Sukhumvit Soi 1, Klongtoey Nua, Wattana, 10110, Bangkok
Contact: +66 2256067 www.bestwestern.com

David Bowden checks in to properties around the region to give a first-hand perspective on 'the experience' during his stay.



New Look and Name for Phuket Favourite

Amari Coral Beach Phuket has been a favourite for holidaymakers since it opened 29 years ago. Following an 18 month enhancement period, the popular family resort recently introduced its new look guest rooms, public areas, spa and restaurants. The property has also changed its name to 'Amari Phuket'. Changes include a fresh look for all superior and deluxe guest rooms and suites and a new design for the lobby. The restaurants have also received a makeover; La Gritta, Amari Phuket's fine dining Italian with its impressive position overlooking Patong Bay, has been re-imaged to become a chic destination restaurant sure to whow the senses. La Gritta Terrace is destined to be a stylish venue for enjoying cool cocktails, premium wines and accompanying tapas. Whilst, Rim Talay all day dining restaurant and Breeze Spa have also undergone the makeover treatment and are showcasing their new fresh design. A new guest lounge, Voyager has also been introduced offering snacks and light refreshments, wash and change area, library and a selection of games to keep minds active. The resort attracts a large number of repeat visitors year after year who will appreciate the very contemporary, comfortable and functional new look. In 2015, in conjunction with the property's 30th birthday, a further 160 units, comprising 148 residences and 12 pool villas will be added to Amari Phuket, bringing the total inventory to 357 rooms. The additional one, two and three bedroom units will also offer an investment opportunity to buyers who will have private use of the residences but also the option to pool the units back into the hotel inventory, generating a rental return.

Contact: www.amari.com

Radisson Opens Two Properties in Chongqing

Two new hotels in Chongqing both offer first class accommodation but two different experiences. For downtown accommodation, visitors can stay at the luxurious Radisson Blu Plaza Chongqing or for equally delightful accommodation, but in an urban resort setting beside hot springs pools, the 438-room Radisson Blu Hotel Chongqing Sha Ping Ba is the place for total relaxation. Guests at the latter can chose spacious terrace suites with gardens and outdoor hot spring pools. There are various dining options with Flow Asian Bistro and Bar having a unique rooftop location and panoramic views over Gele Mountain. Innovative Asian cuisine is served here in a contemporary setting. In the city centre, Radisson Blu Plaza Chongqing is home to 308 lavishly appointed guest rooms and an exclusive Club Lounge on the 37th floor. Diners in the hotel have several options with Shiki Japanese Teppanyaki Restaurant and Sushi Bar delivering the freshest produce and magnificent city views. Chongqing in Sichuan Province southwest China is one of the world's largest cities that radiates from the banks of the mighty Yangtze River. It is an exciting destination for playing a round of golf, seeing the Giant Panda, relaxing in hot springs in the mountains, staying in luxurious hotels and visiting some fascinating sights in the old part of the city. **Contact:** www.radissonblu.com





Anantara Bophut Koh Samui Makeover

Anantara Bophut Koh Samui Resort and Spa has reopened after an extensive refurbishment programme. The impressive lobby, ballroom, meeting facilities and public spaces were all refreshed and updated. The previous six room categories of the 106-room resort have increased to eight and most categories have changed. The deluxe garden view and deluxe sea view rooms have been expanded, enabling requests for an extra bed. With direct access to the landscaped tropical gardens, the revamped junior garden

view suites are perfect for families in accommodating up to three adults and a child. Suite categories have been increased to five with two new garden view and royal garden view suite types offering spacious accommodation. The popular Anantara beachfront pool suites now incorporate a private pool with immediate beach access. Guests arriving prior to check-in time or with evening departures have access to a new hospitality room with shower facilities and complimentary beverages and snacks. Resort restaurants and bars have

also received a facelift with the alfresco Full Moon now offering contemporary island styled char-grilled fusion cuisine and Eclipse Bar reverting to a more open, pub-like ambience. Casual Asian fusion snacks are served poolside at a new cocktail bar complete with bean bags, shisha pipes and Phangan Island views. The new purpose built Baan Ling Noi Children's Club offers an exciting range of fun activities designed to motivate, develop skills and make new friends.

Contact: www.samui.anantara.com

Pullman's Business Playground

Pullman London St Pancras recently introduced the hotel brand's new meeting room concept in order to inject more creativity into meetings and to reinvent hospitality. Created by renowned designer Mathieu Lehanneur, the Pullman's 'Business Playground' reflects the brand's 'work hard, play hard' concept. It is aimed at combining pleasure and performance with a meeting table resembling a poker table, a private area for informal discussions (the 'Pullman canopy break') and a 'cabinet of curiosities' to stimulate thinking and to encourage greater creativity. This meeting space caters to the Pullman brand's clientele of cosmopolitan, mobile and hyper-connected travellers where the blurring of private and professional lives is part of their daily routine. These guests want to work and live intensely when they check into one of 80 Pullman properties located in Europe, Africa, the Middle East, Asia-Pacific and Latin America. Pullman's 'Business Playgrounds' will be rolled out across the Pullman network throughout 2014. **Contact:** www.pullmanhotels.com



JW Marriott Opens at New Delhi Aerocity

JW Marriott recently became the first property to start operations in the New Delhi Aerocity. JW Marriott Hotel New Delhi Aerocity provides 523 rooms and is the largest property in India for the hotel group. The new property has one of the region's largest meeting and conference facilities with some 2,300m² of meeting space which includes the 1,200m² Grand Crystal Ballroom and eight meeting rooms covering two levels. These facilities and location make the hotel ideal for MICE events. Despite the Aerocity development having initial delays its planned 11 properties and 5,000 rooms inventory are eagerly anticipated considering its close proximity to the Indira Gandhi International Airport New Delhi.

Contact: www.marriott.com



Sebel Melbourne Opens in Docklands

Melbourne has welcomed its first Sebel Premier Apartment hotel following the opening of The Sebel Melbourne Docklands in November 2013. Its opening heralds an exciting new era for sophisticated apartment style accommodation in Australia's events capital. The Sebel Melbourne Docklands is located in Melbourne's NewQuay Docklands waterfront precinct among a vibrant selection of restaurants, cafés and bars with a retail and factory outlets shopping centre and marina next door. The apartment hotel has water views across Victoria Harbour from a number of its 124 (incorporating an existing 28 purpose built studio suites) self-contained one and two bedroom apartments with most featuring private balconies. The Sebel Melbourne Docklands offers guests the luxury of space with separate bedroom, living, kitchen and laundry facilities. These apartments have been furnished with stylish and contemporary décor and include deluxe bathroom amenities by Appelles Apothecary. A fitness centre with fully equipped gymnasium, 25m indoor heated pool, spa and sauna, business centre, rooftop garden, tennis court, secure car parking and comprehensive wi-fi internet access throughout the apartments are featured. The Guest Lounge provides added conveniences such as a private lounge, cinema, library, reading room, business centre with boardroom and a private dining room with kitchen and bar. The Sebel Docklands joins a network of 16 Sebel hotels and apartments across Australia and New Zealand.

Contact: www.accorhotels.com.au



Langkawi's Top Specialty Lodging Goes Even Higher

In a move that will delight its guests, Ambong-Ambong, Langkawi's top specialty hotel according to Trip Advisor, has opened three new suites. Perched high on a hill slope, above the rest of the resort, the suites offer spectacular views of the twin bays of Tengah and Cenang plus Andaman Sea islands, the Machincang Range and glorious sunsets. On most days it is even possible to see the islands of southern Thailand. At 85m², the suites, the size of a small apartment, are fitted out with tasteful and luxurious furnishings like the rest of the resort. A comfortable four-poster bed occupies the middle of the bedroom and a large picture window decorates one wall, making it possible for guests to witness the grandeur of a tropical dawn breaking, from the warmth and comfort of their beds. Open on two sides, the spacious balcony is light and airy and designed to catch the cool breezes wafting in from the Andaman Sea. A two-person hot tub occupies one corner of the balcony and a bar/kitchenette another. Like the rest of the resort, the suites are built deep in the jungle with large trees almost within arm's reach, creating an ambience that is at once restful and serene, cosy as if cocooned by nature and yet distant from the rest of the world.

Contact: www.ambong-ambong.com





Heritage Boutique Villa Opens in Melaka

Guests can discover the rich heritage of historic Melaka at the recently opened The Kahaani. A luxury boutique villa with personalised butler service, The Kahaani is an ideal venue for a private and intimate retreat in historic Melaka. Formerly the official residence of the Malacca State Governor, The Kahaani is a symbol of prestige, style, promising an irresistible pleasure and elegant lifestyle. Located in Ayer Keroh, the mansion is filled with generous and lavish interiors, comprising an all-embracing hall, premier and customary luxury suites, deluxe suite, elite private lounge and dining hall, plus fully equipped reading and meeting rooms. Its beautifully landscaped garden is perfected by a beach pool for ultimate leisure. The property is just a five-minute drive from Melaka Zoo and a 20-minute drive from Melaka Town. Rooms and suites at The Kahaani feature a blend of modern and colonial décor. They are air-conditioned and equipped with a flat-screen TV with a full selection of cable channels and a personal safe. Complimentary wi-fi access is provided for all guests. The reception operates round-the-clock to offer storage, use of meeting/banquet facilities and room service. Irons and hairdryers are available upon request. **Contact:** www.thekahaani.com

the experience

hospitality
asia

The Chedi Andermatt Residences Debut in Asia

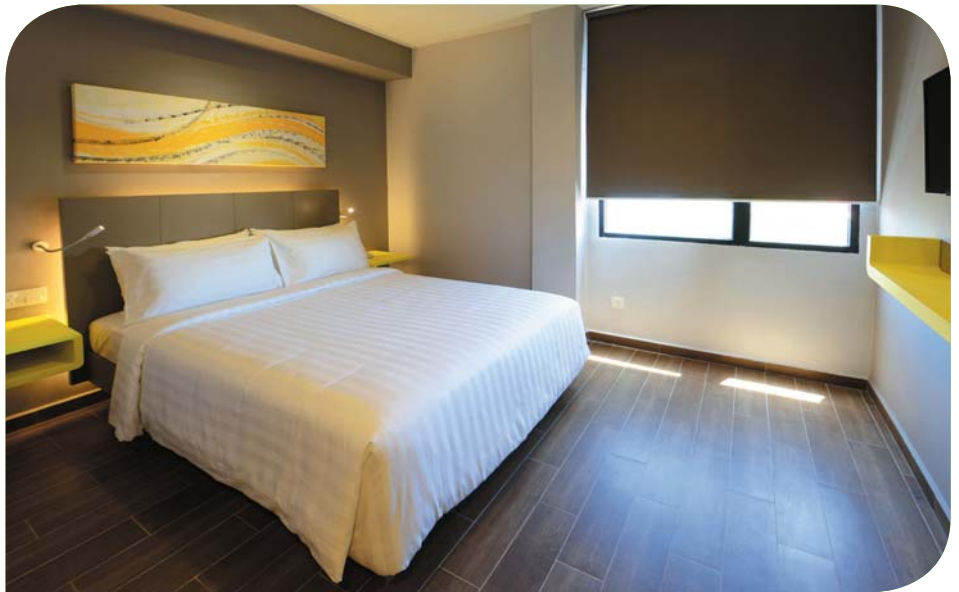
Asian buyers have a rare opportunity to purchase a Swiss residence at The Chedi Andermatt, a luxurious five-star contemporary hotel and residences development located in the quaint Swiss Alpine hamlet of Andermatt. The Chedi Andermatt Residences is available for sale with no restrictions for foreign buyers, making it an ideal investment for Asian buyers interested in owning a home in one of the world's most exclusive enclaves. Switzerland is known for its business friendly environment, economic stability and, of course, its picturesque alpine scenery. Opened in December 2013, The Chedi Andermatt is a luxurious hotel and residences development in the heart of the Swiss Alps comprising 50 luxury hotel rooms and 119 impeccably appointed residences as well as two gourmet restaurants, luxurious lounges and bars, and an exclusive spa and health club. With management by Singapore-based General Hotel Management Ltd, the resort showcases a distinctive blend of the best of Asian and Swiss hospitality cultures, offering discerning travellers highly personalised services and facilities. The architecture combines traditional alpine style with clean modern lines and sumptuous luxury amenities. Located in the Gotthard Region of Switzerland in the high Alpine valley of Urseren, Andermatt has been a favourite European holiday destination for over a century. At 1,444m above sea level in the heart of the Swiss Alps, Andermatt is known for high peaks, deep canyons, wild waterfalls and quiet mountain lakes.

Contact: www.thechedi-andermatt.com



Penang to GLOW

Zinc 1 InVision Hospitality, with global headquarters in Bangkok, Thailand, has expanded its growing mid-scale brand GLOW by Zinc in opening in Penang, Malaysia. Owned by The Nomad Group Bhd, a regional integrated provider of serviced offices, hotels and serviced residences, Zinc 1 InVision Hospitality will manage the 131-room property in partnership with Brand Bon Ton Sdn Bhd. With Bon Ton Sdn Bhd's long-standing reputation for unique properties in Malaysia, and Zinc 1 InVision Hospitality's consistent growth throughout South East Asia over the past five years, the two companies create a solid partnership. Bon Ton Sdn Bhd's prominence has been unwavering since 1987, including the popular Bon Ton Restaurant and Resort, Temple Tree Resort in Langkawi and China House in Penang. Zinc 1 InVision Hospitality's main goal is to reinforce the growth of the successful mid-scale brand GLOW by Zinc. There are currently three GLOW by Zinc properties open in Thailand with four more under development in Bangkok and Pattaya, Thailand, Chitwan, Nepal and Perth



Australia. GLOW by Zinc aims to get the modern traveller's needs just right with value for money, ease and convenience as the guiding principles. It's the surprise of the ordinary done well, and a desire to provide guests with precisely what they need. The brand's five consistent elements are superb bedding, free wi-fi, an excellent shower experience, a satisfying breakfast and access to fitness facilities. The new GLOW Penang is located at 101 Jalan Macalister with

easy access to the core of the UNESCO listed George Town area and features 131 stylish guest rooms, an all-day dining restaurant, two bars, free wi-fi, an outdoor swimming pool and a small private meeting room with the availability of computer stations. Brand Bon Ton Sdn Bhd expects to expand throughout Malaysia offering branding, conceptual strategy, design and management for potential development partners. **Contact:** www.zinchospitality.com

Pan Pacific Planned for Yangon

Pan Pacific Hotels Group has announced a conditional joint venture with Shwe Taung Group, one of Myanmar's leading corporations in real estate and infrastructure development, to develop the first Pan Pacific hotel in Myanmar, to be known as Pan Pacific Yangon (subject to receipt of all necessary regulatory approvals from the relevant Myanmar authorities). Pan Pacific will manage the 348-room hotel which is planned to open in 2016. The Pan Pacific Yangon will be part of a mixed-use development that also comprises serviced apartments, retail and office spaces. It is strategically located along Shwedagon Pagoda Road and Bogyoke Aung San Road in the heart of Yangon city centre, and opposite Bogyoke Aung San Market (previously known as Scott Market), a key attraction and a major bazaar for tourists and locals alike. The hotel will include an extensive range of luxurious facilities including a pool, spa, gym, ballroom, meeting rooms, an all-day dining restaurant and a specialty restaurant. The hotel will also offer expansive views of iconic city locations such as the Anglican Trinity Church, Yangon River and the downtown area. Pan Pacific already owns and has been operating the Parkroyal Yangon for the past 12 years. Pan Pacific Hotels Group is also exploring opportunities in Naypyidaw, Myanmar's capital and the host city for the recently staged 27th Southeast Asian Games and the planned ASEAN Summit in 2014.

Contact: www.panpacific.com



An Everlasting Journey



The Laguna, a Luxury Collection Resort & Spa, Nusa Dua, Bali is a haven of relaxation and as a discerning traveller, you can see why. Located within the exclusive Nusa Dua resort enclave, on Bali's most beautiful beach, a tranquil sanctuary of tropical gardens, sparkling lagoons, a luxurious accommodation with the highest level of personalised service awaits you.

A five-star deluxe resort, all 257 guestrooms, 19 suites and 11 villas reflect the contemporary Balinese style; the resort's unique Lagoon Access Rooms allow you to step from your private balcony directly into crystal-clear lagoon waters while a 24-hour Butler Service allows you to truly indulge in private luxury.

The Laguna Resort & Spa offers a wide range of dining options featuring cuisines from around the world. Banyubiru has views of an expansive lagoon and tropical gardens, featuring pan-Asian and International cuisines with buffets and an à la carte menu. Arwana is set against the backdrop of the Indian Ocean. This beachfront restaurant offers an extensive and unparalleled premium coastal cuisine. Cornerstone features a wine room and a deli highlighting a sambal corner where you can taste five authentic sambals from various Indonesian provinces with take away sambal jars!

For a cultural dining experience, be entertained by the famous Kecak & Fire Dance at Uluwatu Temple over the cliff with Indian Ocean views with more than 100 performers and enjoy an authentic Balinese cuisine after enjoying the performance. Take pleasure on this exquisite menu and witness the dramatic cultural show performed by Balinese artists. It is an experience not to be missed!

Lagoon Spa blends intricate local rituals with effortless Balinese grace and offers a serene retreat for mind, body and soul. International and local product selections, unique water features, indigenous treatments and state-of-the-art equipment offer a total spa indulgence for guests who seek the finest and authentic experience.

While staying at The Laguna, a Luxury Collection Resort & Spa, Nusa Dua, Bali, you can also enjoy luggage free travel. It is an exclusive global hotel partnership with Luggage Forward, the cornerstone of the brand's newest signature service, Luxury Collection Luggage Liaison(sm). With Luggage Liaison, when you choose to stay at The Laguna, a Luxury Collection Resort & Spa, Nusa Dua, Bali and other The Luxury Collection properties in the world you can travel without luggage to any of the brand's 69 destinations, with the peace of mind that comes with knowing that your belongings will be waiting in your room upon arrival.



The Laguna, A Luxury Collection Resort & Spa, Nusa Dua, Bali

Akawasan Pariwisata Nusa Dua Lot N 2
PO Box 77, Nusa Dua, Bali, 80353,
Indonesia
Contact: + 62 361 771327
Fax: +62 361 771326
www.thelagunabali.com

The Laguna is truly an escape for those seeking pure luxury and exotic elegance.

There are many hotels around the globe that everyone dreams of staying in at least once before they die. Grand heritage hotels have that old world charm and a timeless sense of place that hasn't changed over the decades. Many have become destinations where guests check in and do nothing but enjoy gracious hospitality from a bygone era. Here are several grand heritage hotels to seek out on your next global getaway.



WALDORF ASTORIA AND TOWERS

New York's premier hotel is the Waldorf Astoria with the boutique hotel within a hotel, the Waldorf Towers situated above the main hotel. It's one of the world's foremost hotels where luxury and grandeur set the benchmark. Now a member of Hilton's Luxury and Lifestyle brand, it offers unparalleled service, facilities and fixtures. www.waldorfnewyork.com



HÔTEL DES TROIS COURONNES

Vevey is not only the international headquarters for Nestlé and former home of Charlie Chaplin but also the Hotel Des Trois Couronnes (The Three Crowns) on the foreshores of Lake Geneva. Stay in style in the Pablo Casals, Peter Ustinov or Tchaikovsky Suites or a deluxe room and lap up the heritage surroundings. Dine at the one-star Michelin restaurant and enjoy fine Swiss produce. www.hoteltroiscouronnes.com



THE RITZ

The Ritz London is arguably the city's finest luxury hotel. It is home to the great and the good as well as intelligentsia, glitterati and thousands of discerning and well-heeled guests. It opened in 1906 at its prestigious Piccadilly address. The Ritz was conceived by the world's consummate hotelier, Switzerland's César Ritz. www.theritzlondon.com



VICTORIA FALLS HOTEL

Zimbabwe has become a tourism backwater recently but the thundering Victoria Falls still lure intrepid travellers and the finest address here is the Victoria Falls Hotel dating back to 1904. The 'Vic' symbolises an era of grand travel on the Cape to Cairo Railway and a flying boat stop on the Southampton to South Africa air route. www.victoriafallshotel.com



HOTEL SACHER

One of Vienna's finest hotels is best known for its famous Original Sacher-Torte. Millions of slices of this rich chocolate cake have been sold here and in its sister property in Salzburg. Supporters of culture and arts choose to stay in this hotel located opposite the grand Opera House in Vienna's famous heritage precinct. Enjoy a slice of cake in the hotel's traditional Viennese coffeehouse. www.hotel.sacher.com



RAFFLES HOTEL LE ROYAL

Le Royal is Cambodia's premier hotel in the capital Phnom Penh. Established in 1929, it fell into disrepair and was then elegantly restored to its original grandeur under Raffles management. It combines French colonial architecture with Khmer furnishings. www.raffles.com



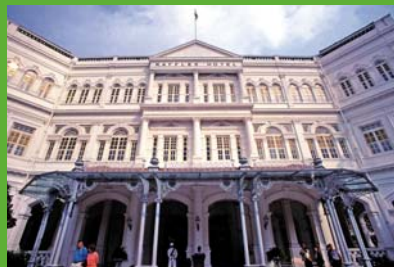
HOTEL DANIELI

Venice is one of the world's most romantic cities and Hotel Danieli is brimming grandeur and heritage. It comprises three Venetian palaces with one dating to the 14th century. Admire antiques, ornate marble, grand arches and impressive stairways. Dine in Venice's most fashionable restaurant, Terrazza and enjoy views over the Grand Canal, Adriatic Sea, St. Mark's Square and its Piazza. www.danielihotelvenice.com



HENRY JONES ART HOTEL

Few Australian hotels are old and grand but Hobart's Henry Jones Art Hotel maybe the closest. What was once a jam factory dating back to 1804 has been converted to a boutique heritage property of 56 rooms overlooking Hobart's historic docks. Australia's first dedicated art hotel is for those who appreciate art and historic rooms. www.thehenryjones.com



RAFFLES SINGAPORE

The home of the famous Singapore Sling cocktail has evolved from a once beachfront hotel to a destination in itself. Raffles is Singapore and vice versa. Dignitaries graced and still grace the grand hotel. Over the years it has been refurbished to accommodate modern facilities but retains enough charm to fascinate visitors. www.raffles.com

Vietnam's Lure

David Bowden checks in to hotels and resorts around the region to give a personal perspective on what's on offer and what makes each one special. On this journey, he heads off to Vietnam to look at some city-based hotels as well as two seaside resorts.



Pullman Hanoi

Vietnam's capital is rapidly expanding like the rest of the country and hotels such as the Pullman Hanoi best serve business travellers doing business in the city's commercial and government district. There are, however, leisure facilities such as a pool, and 24-hour Fit Lounge plus a restaurant and bar to ensure a comfortable and enjoyable stay for all. All 242 rooms in this mid-scale hotel have been recently refurbished and room features include a very comfortable bed, Roger & Gallet toiletries, block out curtains, excellent work station, complimentary wi-fi, bath tub and complimentary soft drinks from the mini-bar. Executive rooms also feature rainforest shower heads, espresso coffee making machine and access to an intimate club lounge. Interestingly, there is only one restaurant and one bar: La Cheminée and the Mint Bar.

Verdict: The Pullman Hanoi offers a perfect retreat from the energetic street life of the Vietnamese capital with the Mint Bar in the lobby serving credible tapas-inspired dishes and local beers at competitive prices.

Contact: www.pullman-hanoi.com

Angsana Lang Cô

Lang Co, between Hué and Danang is one of the finest stretches of sand in Central Vietnam. Laguna Lang Cô, Vietnam's first integrated resort is a 280ha development with two luxury resorts; the Banyan Tree Lang Cô and Angsana Lang Cô but with space for another six. A Nick Faldo, 18-hole golf course is included in the development. Spas, restaurants and recreational activities on the land and water ensure the property provides a complete holiday. Modelled along the lines of Laguna Phuket, Laguna Lang Cô is destined to become as successful as its sister property in Thailand. Angsana offers 229 contemporary and spacious rooms with sea or mountain views and neither disappoint. There are seven dining options with the Rice Bowl delivering Asian rice dishes. Market Place offers creative breakfasts with delightful views over landscaped pools.

Verdict: Laguna Lang Cô is a destination resort where guests can check in and chill out and appreciate the tranquility before the word gets out about this amazing place. Angsana offers stunning interiors and its facilities are the best in Vietnam.

Contact: www.angsana.com



Pullman Saigon Centre

The brand new Pullman Saigon Centre in the middle of Ho Chi Minh City (Saigon) is bristling with young and enthusiastic staff. Everything is new and cutting edge so it ought to be good. Purples and mauves are the dominant colours in the chic and contemporary lobby and staff uniforms. Colours of grey, purple, white and oak saturate the guestrooms and a spacious bathroom with a voluminous bathtub are the main features. The room is equipped with what you'd expect in the contemporary Pullman brand – safe, hair dryer, adjustable reading lights, complimentary wi-fi, French toiletries and a Procaffé coffeemaker. Food Connexion features buffets with little twists to make them more tantalising than the usual buffet fare. The 30th floor Cobalt Rooftop Restaurant serves up tropical and atmospheric ambiance at altitude. Other facilities include a small pool and THANN Sanctuary Spa that's already popular. The hotel isn't in the central CBD but a complimentary shuttle service transfers guests there in a matter of minutes.

Verdict: Pullman offers a smart business and meetings hotel with French flair. My only beef is that the in-room work station is currently inadequate but I was told this was being addressed.
Contact: www.pullmanhotels.com

Hotel de l'Opera by MGallery

This design-driven hotel is perfect for fashionable guests who want their senses constantly aroused. Its interior combines French décor with contemporary design. Members of Accor's MGallery are unique and deserving through their location or design. Outstanding design elements of the 107-room Hotel de l'Opera and its historic location ensure its notoriety. Over-sized beds are features of the guestrooms as they're high with double-deep mattresses. Chocolate-coloured and patterned ceilings provide warmth and perfect lighting, including subtle purple backlighting. There's a riot of colour in the bathroom with shimmering ruby tiles and 'movie-set' lighting around the mirror. An enclosed atrium is a feature of the hotel's interior. Diners at Satine enjoy the finest Mediterranean cuisine in the atrium. Guests can relax by the petite pool, visit the gym or read in the library. The hotel is located near Hanoi's Opera House, historic French Quarter and Hoan Kiem Lake.

Verdict: This boutique property pleases for its heritage location in Hanoi's fashionable French Quarter, its designer interiors and the chic Fée Verte Bar where it's possible to taste the mystical beverage, Absinthe.
Contact: www.mgallery.com/Vietnam

Sheraton Nha Trang Hotel and Spa

Most visitors come to Nha Trang to relax along the 7km-long beach and to stay in plush accommodation such as the Sheraton Nha Trang Hotel and Spa which overlooks the expansive sands. All 280 rooms in this luxurious five-star property have dazzling sea views which are best appreciated from balconies refreshed by sea breezes. Its rooms are equipped with the latest gadgetry including wireless internet. With nine accommodation categories guests are spoilt for choice. Spacious deluxe rooms at 33m² have been designed to complement the seafront location. While the décor is best described as contemporary there are Asian and Vietnamese elements. Club Floor guests have access to privileges served in the 25th floor lounge. Altitude on the 28th floor is home to Nha Trang's coolest and highest bar. Steam n' Spice is popular for dim sum and delicious noodles that are competitively priced to encourage guests to dine in-house.

Verdict: Enjoy the finest international accommodation along this rapidly developing beach resort destination. The balconies enable guests to enjoy the sea breezes and sunrise for those up early enough.
Contact: www.sheraton.com/nhatrang



MAZDA6 MECHANICAL MAGIC

Japanese manufacturer Mazda released the first Mazda6 in 2002 and now in its third generation; it still provides motoring magic. Over the years, it has become faster, safer and more economical with the 2.5 litre third generation released in 2012 delivering fuel consumption of 8.9 litres/100km thanks to the SKYACTIV technologies. This is an impressive reduction of 25% on the second generation Mazda6. Motorists enjoy onboard drivers' aids such as a camera for reversing, automatic windscreen wipers and automatic headlights. Safety is another important feature of the car with the American Insurance Institute for Highway Safety (IIHS) awarding the Mazda6 the 2013 IIHS Top Safety Pick for 2013. Drivers who drift into another lane will appreciate this when warnings are provided automatically.

VENERABLE VIOS

The all-new Toyota Vios is a car that features dynamic design and exhilarating driving performance, fuel efficiency and refined interior spaciousness. Body rigidity is enhanced through the car's impact absorbing body structure with high tensile steel to offer optimal handling, comfort and braking performance. Safety features include a new level of protection from side and frontal impact, whiplash protection, driver and passenger airbags, front and rear seat belt pre-tensioners as well as force limiters for a holistic approach to safety. Its electric power steering also produces a new level of precision. A remote smart entry and push start system enables drivers to open and start the car without inserting a key. The car interior has a 'piano black' gloss finish and a six-speaker system. The new Toyota Vios successfully marries safety with a sporty image.



LUXURIOUS LEXUS

While Lexus has a luxury image the new Lexus IS250 F Sport projects a very sporting image with its trapezoidal grill and articulated HID lamps. Its 2.5-litre V6 capable engine enables the vehicle to travel from zero to 100km/hour in just 8.1 seconds. A Adaptive Variable Suspension System (AVS) provides a firm, stable and very comfortable ride. Lexus also delivers a very stylish interior with driver comfort being paramount. In addition to leather seats there is an electronic switch which enables the driver to adjust the air conditioning temperature at the touch of a finger and a rear view camera assists parking and reversing. A 15-speaker Mark Levinson Premium Surround System with Bluetooth and USB connectivity provides a superior level of surround sound.



LIGHTWEIGHT TRAIL SHOES

Hit the trail with the new BIOM ULTRA by ECCO. These lightweight and versatile Natural Motion® shoes are engineered for adventure competitions, trail runs, lightweight hiking and a range of other sporting and adventure activities. BIOM ULTRA is built for excellent traction on a wide variety of surfaces. It offers great stability and a glove-like fit via a reinforced support cage that works in concert with the anatomical tongue and collar. BIOM ULTRA is available for both men and women in 100% waterproof GORE-TEX® membrane and performance textile models. Available from all ECCO Concept Stores. www.ecco.com

DROP IN WHILE DROPPING OUT

Head off on holidays with peace of mind knowing that when you drop out you can always drop in with a Dropcam safely monitoring your home or office. Dropcam cameras are wi-fi enabled to allow access to the camera via the Web using a laptop or Smartphone. Dropcam continually records in video mode and sends alerts if noises are detected. The new Dropcam is 2x sharper and features 8x zoom, 130° field of view and enhanced two-way talk. Available from stores stocking Dropcam.

www.dropcam.com



KID CARRIER

Travelling parents will just love the Osprey baby carrier/backpack to help them enjoy their travels knowing that their child is safely accommodated. The Poco Premium Child Carrier and Backpack is a sturdy but lightweight essential travelling item for adventurous parents. Not only is their room for a baby to be snugly supported but there is also a zippered backpack for holding all those things that babies require. Available from Paddy Pallin.

www.paddypallin.com.au



CAMERA DRYZONE

These days, every traveller is a photographer with some form of camera equipment whether it be a camera phone or state-of-the-art professional SLR. Water, dust and jarring are the worst enemies to delicate camera equipment but Lowepro takes care of these issues with its DryZone collection.

Designed specifically for outdoor photographers, adventure junkies and watersports enthusiasts, the DryZone DF 20L roll-top duffel and DryZone BP 40L include removable padded camera inserts with taped seams, side-release buckles and ergonomic grab handles and zipper pulls to accommodate most photographic scenarios. Both bags are IPX-6 splash-proof rated to ensure that cameras stay dry and unaffected by sunlight. Available from stores stocking Lowepro equipment.

www.lowepro.com



FALDO @ LAGUNA

Laguna Lang Cò is a 280ha integrated property currently with two luxury resorts; the Banyan Tree Lang Cò and Angsana Lang Cò. Several hotels line the beachfront and Vietnam's first integrated resort is destined to put Lang Co on the world tourism map. Six times major winner Sir Nick Faldo designed the championship golf course which recently received the 'Best New Golf Course Asia Pacific 2013' at the Asian Golf Awards. Only opened in March 2013, the course covers 80ha of the resort complex and Faldo used the lay of the land in crafting the course. Faldo's par 71 course has been designed for golfers who enjoy a challenge. Facilities in the two-storey clubhouse include a *Titleist* concept pro shop, bar and café, lockers, tennis courts, driving range, golf academy and activities centre.

LAGUNA LANG CÒ GOLF CLUB

Cu Du Village, Loc Vinh Commune, Phu Loc District,
Thua Thiên Hue Province, Vietnam
Contact: +84 54 369 5800
www.lagunalangco.com



CAPE TOWN REDS, WHITES AND GREENS

This 18-hole Peter Matkovich designed championship course is consistently regarded as one of South Africa's finest golf courses. Near perfect, year-round golfing conditions ensure the course's popularity. Most golfers enjoy the par 3, 165m seventh that includes two narrow pathways short of an island green surrounded by impressive bunkers. However, the hole that really captures the essence of this prime location is the par 3, 165m long 17th. It offers mountain views, residential estates in the background and the premium vines of the adjoining Steenberg Vineyards. With its panoramic vineyard vistas and mountainous horizons, Steenberg Estate is an artful mosaic of history, premium South African wines and of course, world-class golfing.

STEENBERG GOLF CLUB

10978 Tokai Road, 7945 Cape Town, South Africa
Contact: +27 21 715 0227
www.steenberggolfclub.co.za

GOLD COAST BLISS

Queensland's Gold Coast is one of the region's most popular golfing destinations. While not yet appreciated by most golfers, the courses close to the Gold Coast International Airport in northern New South Wales offer a less hurried pace of life than the glitzy Gold Coast. Discover the relaxed lifestyle of magnificent beaches such as Kingscliff and the challenging 36 holes of Coolangatta & Tweed Heads Golf Club while still having access to the glitzy Gold Coast located some 30 minutes away. Coolangatta and Tweed covers 100ha and its two courses are very different to each other. A five-storey clubhouse has facilities such as gaming machines, restaurant and a full bar service. Golf is also more affordable here than on the Gold Coast's iconic courses.

COOLANGATTA & TWEED HEADS GOLF CLUB

Soorley Street, Tweed Heads,
2486 NSW, Australia
Contact: +61 7 5524-4544
www.cooltweedgolf.com.au



Dusit to Manage Kunming Spa Resort

Dusit Fudu Hotels and Resorts has announced the signing of an agreement with Yunnan Jingdian Real Estate Group to manage a 72 villa hot springs resort named Dusit Devarana Dianchi Lake by the Dianchi Lake in Kunming, Yunnan Province. Scheduled to open in 2016, the villas will showcase private hot springs pools in one of China's most scenic landscapes. The key feature of this deluxe resort is the extensive hot springs experience, which will include a nano hydro revitalising pool, aromatic pools, therapeutic pools, jade and volcanic stone pools, splash pools, foot reflexology pool and hot stone relaxation room. The hot springs experience will be complemented by the Thai-inspired massage treatments of Dusit's famed Devarana Spa. Dining and entertainment outlets will include a Thai restaurant, an all-day dining restaurant and reading room. Dusit is encouraged as Yunnan Province is experiencing a growing demand for quality, upscale accommodation. With its scenic location, outstanding facilities and personalised service based on Thai hospitality, Dusit management is confident that the resort will become a favourite destination for leisure and business travellers. The resort's is located 40 minutes from Kunming International Airport and 25 minutes from the CBD.

Centara Grand Modus Resort Pattaya

The five-star Centara Grand Modus Resort Pattaya soft-opened in December 2013. Spa Cenvaree, one of Thailand's most luxurious and innovative spa brands provides good reason to visit the new property. Value brand Cense by Spa Cenvaree provides core spa services for busy travellers. The resort, the third property under the premium Grand brand of Centara Hotels and Resorts is located on the bay near the Sanctuary of Truth, one of Pattaya's most famous landmarks. Furnishings include antique wooden tables, nautical objects, vintage detailing and elements from the ancient world. Exploring the spa's design is like a voyage of discovery that is unique and the only thing guests can expect is the unexpected. Another important feature of the 252 room resort is that it is one of the few in Pattaya that is directly on the beach, occupying a bay that is closed off by rocky headlands. It provides a tranquil setting for the Spa Cenvaree. Centara currently operates 27 branches of Spa Cenvaree. www.centarahotelsresorts.com





Spa Cenvaree Centara Grand Modus Resort Pattaya

Africology Skincare

A new spa specialising exclusively in Africology skincare products has been opened at Bongani Mountain Lodge in South Africa's Mpumalanga's Mthethomusha Game Reserve. Lodge guests can now enjoy soothing treatments designed to relax the spirit, harmonise the body, preserve youthfulness and enhance health and vitality. Africology products are made of natural ingredients that are bio-identical to the body and treatments enhance skin integrity while aiding premature ageing. All treatments are conducted in full view of the surrounding bush against the backdrop of the rugged beauty of the Malelane Mountains. Africology products will be rolled out at other properties managed by the group such as Gondwana Game Reserve, Thakadu River Camp, Casa do Sol, Makalali Private Game Reserve in South Africa as well as Azanzi Beach Hotel in Zanzibar and Mara River Lodge in Kenya. Bongani Mountain Lodge offers 38 rooms designed in a timber and thatch. Mthethomusha Game Reserve covers an area of 8,000ha and is bordered by the Kruger National Park's south west area. The game reserve is characterised by prominent granite outcrops and is renowned for its flora and fauna.

www.bonganimountainlodge.co.za

Bund for Glory

Shanghai's Waldorf Astoria is bound for glory in more way than one with the Waldorf Astoria Spa helping to place this iconic property in the limelight for those seeking a memorable treatment in a memorable location. Being located in the historic six-storey Baroque Revival former Shanghai Club Building at No 2 The Bund certainly helps in the spa's endeavours to create one of Shanghai's most indulgent experiences. The spa sets out to offer simple but intricate details of healthy practices and adopting a seasonal approach for its treatments. It blends traditional Chinese medicines with the latest global therapies. Treatments are offered in eight specialised rooms each equipped with private steam room and rain shower. A 1,000m² VIP Suite is available for couples to luxuriate in a private steam room, thermal jacuzzi, a fireplace and large post-treatment relaxation area. The spa was just voted Shanghai's best new spa in 2013 through it focusing on delivering visual results. Six signature rituals are delivered with the Men's Executive Ritual of 140 minutes including an initial aromatic steam session to prepare the body for a deep tissue massage. A tailored facial follows and concludes with a tired feet soak, scrub and warm ginger wrap before a soothing massage and cream application.

www.waldorfastoriashanghai.com



Mulia Moment

The Mulia, Mulia Resorts and Villas in Nusa Dua, Bali is home to the Mulia Spa. It has been open for less than a year but has already established itself as one of the island's leading spas. There are 20 treatment rooms plus a Wellness Suite by Sweet Spa. Hammam tables are another highlight plus a sauna with aromatic eucalyptus scent. Guests can enjoy the spas 'emotional' showers and Asia Pacific's only ice fountain room with chromotherapy chakra colours and a hydrotherapy pool with hot and cold ponds for metabolism, detox and aching joints. An outdoor meditation area for yoga plus a spa beverage counter are also featured. The property includes three distinctive Mulia branded luxury island retreats spread across 30ha along the dramatic Nusa Dua coastline. Featuring 526 rooms and suites, the Mulia Resort also includes several recreational pools dotted with a range of private areas for an afternoon's leisurely retreat.

www.themulia.com

Spa Queue

There has been a long queue at the entrance to spaQ in downtown Sydney since it was recognised as one of the brightest new global spas in 2013.

The spa has partnered with the quirky and eccentric designer hotel QT Sydney to offer treatments based upon contemporary technology and traditional botanicals. Spa guests can choose the best spa and beauty products from Uspa or Kerstian Florian. An extensive menu of spa and beauty treatments are offered including the Kerstian Florian K-Lift Therapy which uses red LED light therapy, impulse micro-currents in conjunction with Kerstian Florian cosmeceuticals to improve dermal density and trigger collagen production to restore cell function to younger levels. An historic and traditional barber shop attends to the facial needs of blokes.

www.spa-q.com.au

Lemon Leads the Way

Leading Thai-based spa consulting company, Asia Pacific Leisure Consulting launched at the beginning of 2014 a new range of lemon-based essential oils and massage oils for a new spa project. The company sees lemon leading the way in many spa treatments as research has shown that it improves mental alertness, concentration and enhances the capacity for learning and boosting memory. Lemon is well known for its cleansing qualities and as a disinfectant and most people report positive emotions when they come into contact with lemon and lemon scent. Lemon has many other qualities including removing dead skin cells and brightening skin complexion. A few drops of lemon oil added to water helps keep heartburn at bay and makes the digestive acids more alkaline. When mixed with oils, lemon also enhances scalp health. www.asiapacificleisure.com

The Height of Rejuvenation

Hua Spa on the 69th floor of the Four Seasons Guangzhou takes rejuvenative therapies to a new height in the city. A signature Flowers at Four Seasons treatment focuses on the sensual fragrances of exotic flowers - mu mian (spring), lotus (summer), Chinese rose (autumn) and peony (winter). They bring their calming properties to this 2.5 hour long treatment. After a mu mian foot bath, a lotus seed body exfoliation stimulates the circulation and removes dead cells to revivify dull and tired skin. Hydrating and mineralising marine algae and rose water are then applied to the body and an intensely nourishing face mask with crushed peony petals works its magic while a scalp massage helps eliminate tension and stress. The treatment concludes with a soothing massage using a blend of four highly nourishing plant oils.

www.fourseasons.com

Turkish Delight

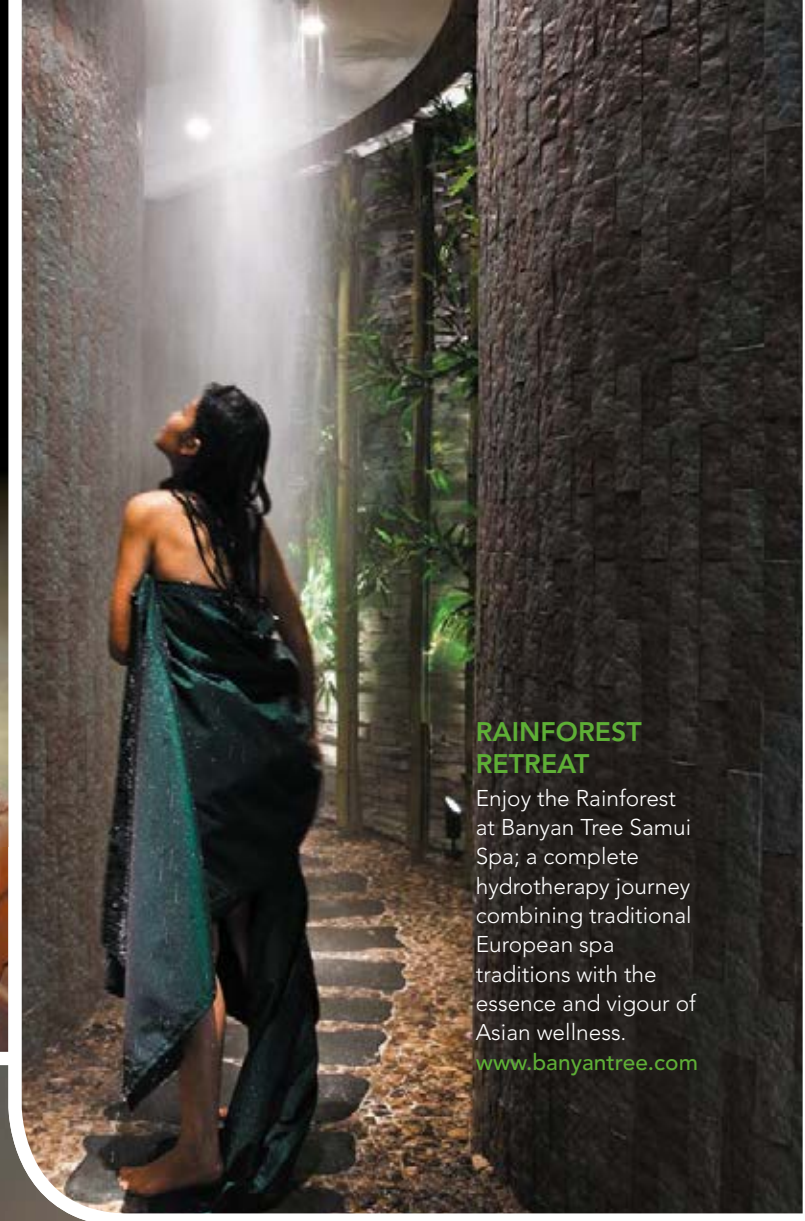
Potential spa visitors need not rush to the ESPA Spa at the D-Hotel Maris on the Aegean coastline in Turkey as it is closed until April 2014 for its winter retreat. When it reopens, spa guests will be mesmerised by the glistening Aegean Sea before them and can choose post spa treatment relaxation by the pool or the panoramic sundeck. Spa facilities include a vitality pool, sauna and steam room, ice fountains and 'experience' showers. There is also an opulent hammam with private individual scrub rooms. Signature treatments include a blissful two hour Sea Salt and Oil Scrub with an Aegean sea shell massage using heated sea shells and aromatic oils. For something different try the Purva Karma Four Handed Massage with the gentle but firm hands of two therapists.

www.dhotel.com.tr

AMAZING ATHÉNÉE

Bangkok's favoured urban retreat is Spa Athénée in the Hotel Plaza Athénée with the signature treatment being the Immunetra Blood Type Massage therapies.

www.plazaatheneebangkok.com



RAINFOREST RETREAT

Enjoy the Rainforest at Banyan Tree Samui Spa; a complete hydrotherapy journey combining traditional European spa traditions with the essence and vigour of Asian wellness.

www.banyantree.com

COOL CAPE

Surrender your senses at The Spa at Cape Twelve Apostles Hotel and Spa beside the azure Atlantic Ocean of Cape Town and enjoy the Rascul chamber, hydrotherapy bath and locally sourced products.

www.12apostleshotel.com



Impulsive Delights!

IMPULSE! Enterprises was founded in 2002 as a high-end lifestyle company that focused on inspiring indulgent living with its line of exceptional tabletop accessories. Initially, IMPULSE! drew a following from luxury retailers who were intrigued by the company's bold, colorful collection. Full of life, spirit and a sense of dare, the IMPULSE! collection eventually drew the attention of luxury hoteliers around the world.

Today, the IMPULSE! client base includes several high-end hotel brands such as Ritz Carlton, Four Seasons, Mandarin Oriental, Shangri La, Taj, MGM, W, St. Regis, Peninsula, Hyatt, Hilton, Waldorf Astoria, One and Only, Trump and many others. Due to the overwhelming consumer demand from customers wanting to purchase the quality products they enjoyed and used at hotels, the company has continued its evolution to become a lifestyle brand that offers a unique collection of barware, glassware, serveware and other home decorative items to retailers worldwide.

Headquartered in Miami Beach, FL the company finds inspiration for its products from the diversity of its surroundings. A bold spirit of design and innovation characterizes the IMPULSE! brand, which is constantly being reinvented and renewed. The high-quality items produced by IMPULSE! range from unique white porcelain serving accents that add a modern twist ... to classic entertaining essentials ... to hand-blown glassware that creates stunning tabletops and backdrops, as well as polycarbonate and melamine food and beverage service components that bring an elegant flair to poolside hosting. Known for their stylish and elegant designs, IMPULSE! products are available internationally for commercial and personal use. Dare to step beyond and experience what IMPULSE! has to offer!



For more information, please visit our local distributor at www.hospitality.com.my



The interior of Colonial Café remains classic and majestic

CLASSIC CULINARY DELIGHTS AT COLONIAL CAFÉ

Go on an epicurean journey of classic colonial dishes at The Colonial Café. Located at the Majestic Wing of The Majestic Hotel Kuala Lumpur, The Colonial Café recreates the atmosphere of the halcyon days of the planters of Malaya and offers authentic classical cuisine from the colonial era.

A part of Malaysia's history as a colony, colonial cuisine is essentially the result of two completely different culinary cultures coming together. These classic recipes were actually an attempt by the Hainanese chefs of the day to recreate traditional British meals using local ingredients, which resulted in a unique and innovative culinary translation.

The café, decked with plush leather chairs, crisply starched white tablecloths and classic timber paneling, features a menu specifically designed to offer classic colonial dishes such as the Hainanese Chicken Chop, Prawn Cocktail, Mulligatawny Soup and Rib-Eye Steak. Hainanese chefs have been hired as a throwback to the kitchen traditions of that era and to keep the experience as authentic as possible with recipes such as Traditional Hainanese Boiled Beef, Old-Style Hainanese Chicken Rice Ball and Mee Hailam. A daily set menu is now available for both lunch and dinner throughout the week and customers can choose to have either a 3-course or a 4-course meal. The menus change daily and include a starter, main course and dessert. Each day features different favourites for the main course such as the Prime Rib of Angus Beef with Yorkshire Pudding, Pepper Crusted Roast Rack of Lamb, Roast Atlantic Cod Fish and Traditional Beef Wellington.

An example of a delightful Saturday set lunch is Homemade Lobster Bisque followed by Classic Fish and Chips with Homemade Fries, Mushy Peas and Pickled Onions. Warm Bread and Butter Pudding served with Hazelnut Ice Cream, and coffee or tea makes a perfect ending. At dinner, nostalgia fills the air as the descendants of the legendary Maestro Alfonso Soliano, a family whose musical traditions date well back into the nation's history, entertain with their classic renditions.

THE WESTIN RESORT NUSA DUA, BALI WELCOMES CHEF MAURO BELLODI

The Westin Resort Nusa Dua, Bali takes great pleasure to announce the recent appointment of Mr. Mauro Bellodi as Executive Chef. A native of Italy, Chef Mauro has packed a lot of different experiences into his culinary career. Upon graduating from a reputable Hotel & Tourism Institute, he enjoyed a succession of positions with several boutique hotels that enabled him to perfect his skills.

Chef Mauro has his own distinctive style of dress for the workplace and is known affectionately as the 'Chef in Black' amongst his peers. He is currently the Vice President of the Italian Chefs Association worldwide and takes great pride in his culinary heritage. Passionate about all food genres, Chef Mauro is particularly excited about the abundance of seafood and fresh ingredients that are available in Bali. He is well aware of the island's evolving culinary scene and its incredible diversity, which he hopes to emulate. Chef Mauro has inherited an extremely talented local team and he is looking forward to the whole exchange of knowledge and the sharing process that goes on in the kitchen.

"Chef Mauro will certainly strengthen the resort's Food & Beverage positioning. His arrival follows the recent launch of Prego, a Westin themed restaurant that puts the fun back into Italian dining. Chef Mauro's input will be invaluable to ensure the authenticity of all dishes served on a daily basis as well as at our weekly Family Brunch. Guests can also expect to see some positive changes at all of our restaurant venues in the near future with revitalized menus and special dining promotions," comments Mr. Bipan Kapur, Managing Director of The Westin Resort Nusa Dua, Bali



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WINE AND DINE SKY HIGH

Located in the heart of the lion city, Zafferano, which is Italian for Saffron, is a chic authentic Italian restaurant, bar and lounge that sits 240 metres above ground, on the top floor of the Ocean Financial Centre along Singapore CBD's bustling Collyer Quay.

It offers an authentic Italian menu by Michelin-star Chef Fabio Chucchelli, who focuses on creating dishes using the highest quality fresh ingredients and observing the style of traditional Italian cuisine while incorporating a modern touch. Placing emphasis on ingredients and flavour, the presentation is simple, natural and appealing to the eye.

You may select from the extensive a la carte menu or delectable Degustation menu during dinner. The main dining area of the restaurant boasts an open-plan kitchen with two separate show kitchens, offering guests a full view of the chefs engaged in their craft. For private affairs, the Private Dining Room and the Wine Room, which sit up to 14 and 12 guests respectively, offer a luxurious oasis with views of the city, and a private entrance for those who prefer to dine in exclusivity.



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Antoine Rodriguez
Executive Chef
Le Meridien Kuala Lumpur

Born in Bordeaux, France, Antoine has gained his wealth of 30 years experience in culinary knowledge through his travels to the Caribbean Island, Sri Lanka, Seychelles, Thailand, Africa and Turkey. As the hotel's Executive Chef, Antoine is responsible for the overall culinary operations, food conceptualization, promotions, menu planning and ensuring high quality service and delivery standards of 110 kitchen professionals.



This celebrated chef derives satisfaction by constantly pushing the boundaries in the food arena and likening his food to architecture. His love for food started when he was assisting part-time in his friend's take-away restaurant whilst attending high school in France. After much encouragement from family and friends, Antoine enrolled himself to a hotel school and trained at the 'Lycee Technique D'Hotellerie & Tourisme' in Bordeaux. His first breakthrough came when he was employed as Executive Chef in Le Meridien Barbaron, Seychelles. Antoine joined Le Meridien Kuala Lumpur as Executive Chef in year 2004, and his venues and catering department have been flying high since. When French-Spanish Antoine is not busy penning down recipes, he stretches for a game of golf. With a handicap of 13 presently, he aspires to become the next Tiger Woods! When he retires of course. (Inset: Chef Anotoine and his signature dish Risotto Nero)



Eduardo Vargas
Chef Owner

Celebrity Chef Eduardo is owner and chef at Azul Tapas, Azul Urban, Ceviche and Chicha Lounge, all becoming landmarks in Shanghai for serving amazing Peruvian specialties. His menus offer an eclectic mix from his homeland cuisine to Mediterranean, South American, Southeast Asia and European flavours.

Chef Eduardo has worked in various hotels in Asia but is now a much sought after Peruvian expert based in Shanghai. The challenge in Latino food is 'consistency'. "It is difficult to prepare a dish and leave and ensure the consistency remains in the

Peruvian food I prepare," Chef Eduardo says. Chef Eduardo's signature dish is the Lamb Shemar, with different types of chillies. He learnt his craft from the young age of 12 and accolades his dessert to his 101-year old grandma who was a 'Juliet Child' in the 50's known as the 'Mother of American/Peruvian cooking'. His famous grandma mooted his interest in this field and he hasn't looked back ever since.



Chef Ibrahim Salim
Executive Chef
Palm Garden Hotel

Kedah-born, Ibrahim Salim never intended to become a chef, but growing up helping the family catering business helped spur the interest in cooking. Gaining experience through on-the-job training, Chef Ibrahim learned the tools of the trade the hard way starting as a kitchen helper that led him to head full-fledge fine dining outlets where he is today at the Palm Garden Hotel, IOI Resort in Putrajaya.

Over 20 years experience in the business landed Chef Ibrahim as Executive Chef at the Palm Garden Hotel, IOI Resort in Putrajaya since November 2012. He previously headed Tuscany, an Italian fine dining since its opening in 2003 at Marriott Putrajaya, a sister hotel to the Palm Garden.

Spaghetti Aglio E Olio is Chef Ibrahim's signature dish. Similar to any other Italian cuisine, Chef Ibrahim likes to emphasize on the main ingredients of his Spaghetti to include Basil, Garlic and Olive Oil – the building blocks of any fine Italian dining.



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Chef Pearl, Junior Sous Chef giving us Cuba Cuisine at Qba

Trained in Cuban Cuisine and by Master Chefs, Chef Pearl feels her continuous learning and her skill enables her to be where she is today.

Her signature dish, Beef Chatin Grill and her favourite products Extra Virgin oil makes Chef Pearl one of the well-known chefs in the Latin American scene locally. Qba is located at Westin KL, on the lower ground floor.

Ingredients are her passion, her culinary motto is 'proud of it', Chef Pearl serves her food as if she is serving to her loved ones. "Never cook in anger," she said, as cooking in anger will translate the taste into the food. She also instills a 'healthy chef culture' by having a non-smoking kitchen. Describing herself as passionate and appreciating life, her work as well as the people around her, Chef Pearl is continuously learning and training chefs who work under her.



Chef de Cuisine, Reto Weber serves mouth-watering local and international fare at Mandarin Grill & MO Bar

The exclusive and contemporary modern grill restaurant, Mandarin Grill & MO Bar is presided over by Chef de Cuisine, Reto Weber, and aims to satisfy both local and international food connoisseurs with a range of classic dishes with a modern twist. The elegant interior complete with inbuilt fireplace and glass wine cellar, exudes comfort and style, while the menu includes dishes such as 'Black Angus Steak Tartare', 'Foie Gras Au Torchon', and 'Whole Dover Sole Meuniere' among others.

Chef Seeri, head chef at Restaurant Aroi Dee at the Palm Garden Hotel, IOI Resort in Putrajaya brings Thailand to Malaysia

Chef Seeri has 24 years experience in Thai cuisine learning his trade since 24 years of age at the Chao Phraya restaurant in Singapore and Malaysia. After his stint in this famous Thai restaurant, Chef Seeri has also worked in a few hotels and restaurants.

One of his prominent experiences is serving the Sultan of Brunei for 4 years along with a team of experienced chefs in the Royal home. With his diverse background and experience, Chef Seeri is able to prepare cuisines from all areas of Thailand as well as local, including Nyonya cuisine.

Chef Seeri also likes to paint in his spare time as seen in the many masterpieces hung at the Palms Café. A guest at the hotel even offered to purchase one of his many arts but Chef Seeri declined to accept as they are not for sale.



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The first-ever Johnny Rockets in Malaysia opened its doors on October 28. Distinguished franchise partner Aum Asiatic Restaurants Sdn Bhd operate the restaurant at The Curve in Petaling Jaya, Selangor. Johnny Rockets' latest restaurant outlet at The Curve appeals to Malaysians' taste for burgers made with 100% all-natural beef or chicken, American Fries served with the iconic brand's signature ketchup smiley face, hand-spun shakes and classic sandwiches. The restaurant also offers additional burger toppings such as beef bacon, turkey bacon, cheddar, Swiss and pepper jack cheese. Servers that twirl straws and dance to timeless music from the decades-spanning jukebox provide an interactive and family-friendly dining ambiance that local residents and area visitors may not have experienced before.

"We're thrilled to bring Johnny Rockets' all-American food and fun to Malaysia, and commend Aum Asiatic Restaurants for choosing The Curve for their first location," said John Fuller, CEO of Johnny Rockets.

The new Johnny Rockets restaurant in Malaysia seats approximately 150 people in its 2,000-plus square-feet of retail space (both indoor and outdoor), and is strategically located next to The Royale Bintang Damansara Hotel.



JOHNNY ROCKETS

Lot G52, The Street, The Curve,
Mutiara Damansara, 47800 Petaling Jaya,
Selangor, Malaysia
Contact: +60 3 7732 8366, 7732 9366
www.johnnyrockets.com



Fine Food Factor

The Connoisseurs Lounge & Restaurant is an ideal spot for Aficionados. Upon stepping in, you will find this classic lounge features strong traces of European influences in its interior. The main entrance opens to the standout bar that sits commandingly in the centre of the spacious main lounge, with its custom granite bar top.

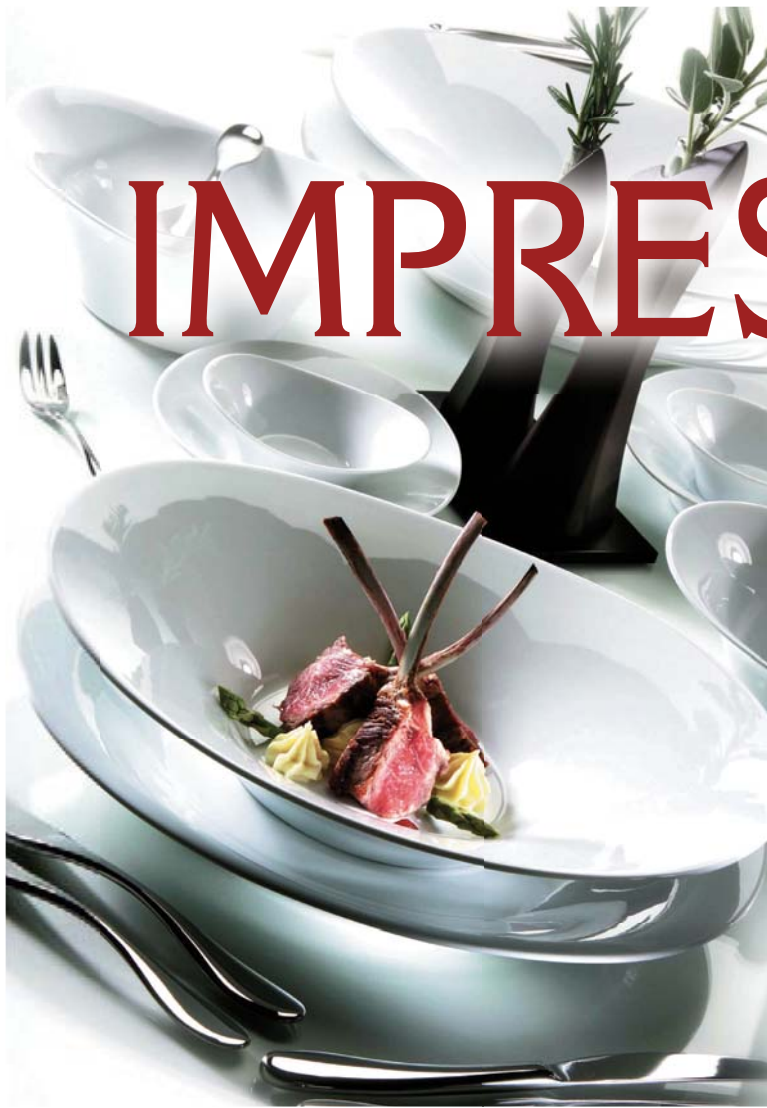
Not to be missed are the spectacular wine and cigar walk-in-rooms, that flank the entrance on the left and right respectively. Headed by Chef Mohammad Azizan Shukri, the lounge serves an extensive menu that boasts Italian, French and local cuisines, as well as a tapas section for casual bites. The beverage menu itself is exhaustive.

Despite all this, one does not strictly have to be termed a 'connoisseur' to relax here with no pretention. A calming energy fills the air as the men happily puff on cigars and the ladies chat animatedly over drinks, setting the mood for a true modern day representation of a country club lounge. With its tranquil environment, Connoisseurs has proven to be a welcome addition to the ever-evolving and colourful dining scene in Kuala Lumpur.

CONNOISSEURS LOUNGE & RESTAURANT

Kuala Lumpur Golf & Country Club,
No 10, Jalan 1/70D, Off Jalan Bukit Kiara,
60000 Kuala Lumpur, Malaysia
Contact: +60 3 2093 1111
www.klgcc.com

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www.hospitality.com.my

Irresistible Italian

Helmed by Beppe De Vito, a well-known face in the local food and beverage industry, Il Lido is Singapore's iconic Italian restaurant and lounge bar. Dine alfresco and enjoy panoramic views of the South China Sea, the Tanjong golf course and on most evenings, stunning sunsets. The restaurant is set in the Golf Club on Sentosa Island. Service was warm and friendly.

Good selection of appetizers - lobster bisque, burrata cheese were very good. The pastas were al dente and ranged from the unusual (spaghetti urchins!) to the more traditional (ravioli, tagliatelle). Angus beef and lamb were also superb. Leave some space for dessert – tiramisu, chocolate cake, coolant. A wonderful end to a delightful meal!

Il Lido serves up an extraordinary selection of traditional Italian food paired with international wines and has received numerous accolades, including the World Gourmet Summit's prestigious New Restaurant of the Year award and Wine Spectator magazine's Best of Award of Excellence. Keep an entire evening free to explore this sophisticated alcove in Sentosa with a loved one. Or if you're feeling extremely self-indulgent, we recommend that you sip a glass of cocktail amid the lushness of your surroundings. The ambience alfresco, romantic and waterfront view.



ILLIDO ITALIAN DINING & LOUNGE BAR

27 Bukit Manis Rd, Sentosa Golf Club,
Singapore 099892

Contact: +65 6866 1977

www.il-lido.com



Singapore's Jewel In A Box

When it comes to planning a romantic or leisurely outing with friends and loved ones, The Jewel Box at Mount Faber Park forms the perfect backdrop. Housing a retail shop, cable car rides, and five different restaurants and bar concepts, The Jewel Box offers a holistic yet distinct experience for any occasion.

Voted 2011 Singapore's Most Popular Attraction by IAAPA, the new Singapore Cable Car presents a bird's eye view of Singapore's city skyline, the harbour, and Sentosa. Photo opportunities are abundant with the cabin's 360° panoramic windows. Take your wining and dining to new dazzling heights with a Sky Dining™ experience. Indulge in epicurean delights in luxurious cabins for an exclusive and private fine dining in the sky. And as the sun sets and the night scene unfolds, feast your eyes on stunning views through the cabin's panoramic windows on a picturesque Singapore landscape.

But if you prefer something more grounded, choose from a great selection of food and beverage venues at Mount Faber Park. From delectable Chinese cuisine at the Empress Jade and international selections at the al fresco Sapphire to the casual-chic Faber Bistro, you'll be spoiled for choice.

For evening drinks, gather a few friends at Moonstone, a watering hole under the stars that serves a tasty range of Tapas. In the mood to splurge? Make a date at Black Opal—a lavish fine dining restaurant with an exquisite Modern European menus.

Besides being the perfect venue for dining and catching stunning views of the city, Mount Faber is also a great place for bird-watching, trekking and nature walks.

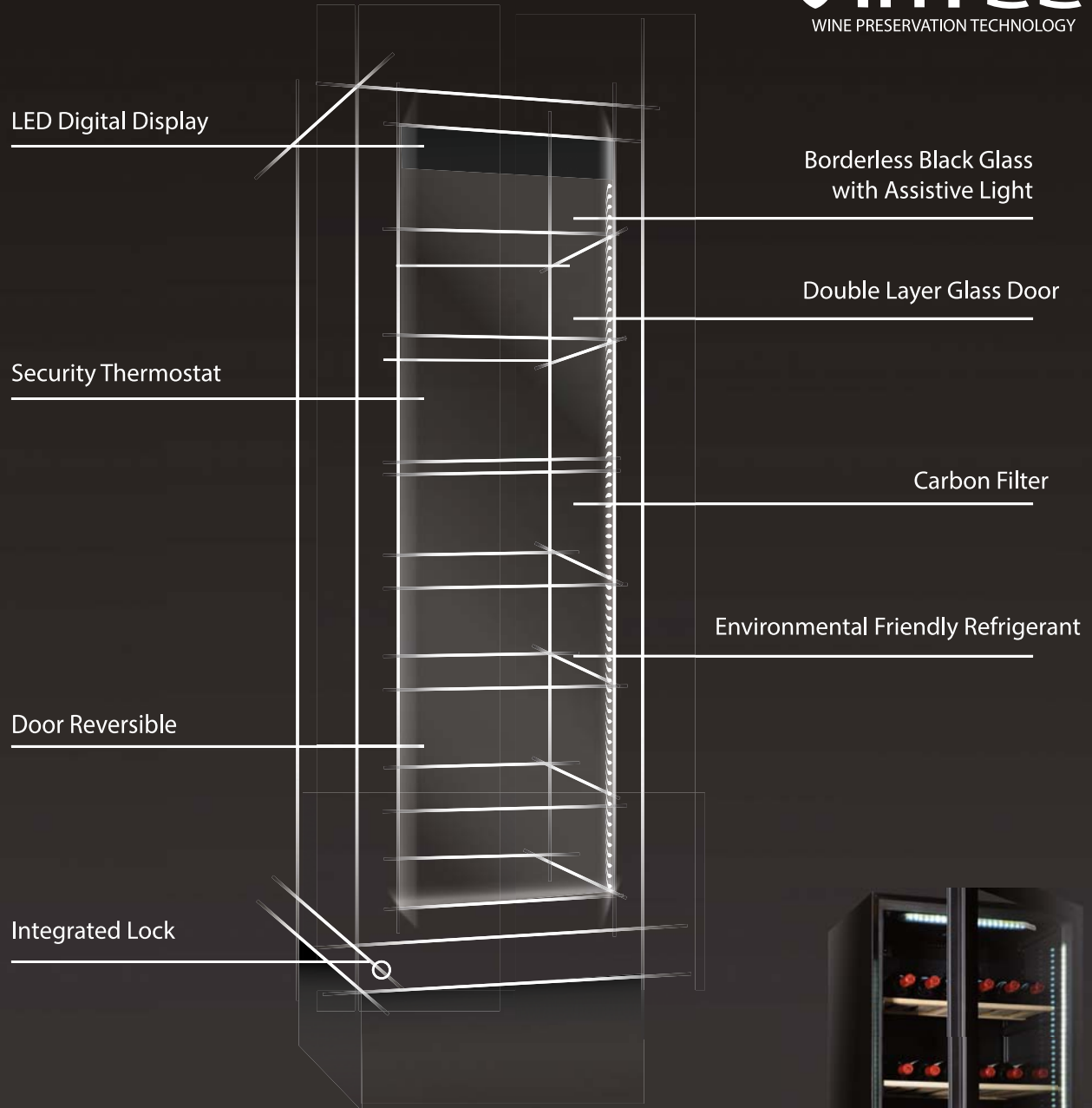
To learn more about Singapore, take a stroll up to Faber Point where a mural wall depicts scenes of local history on copper panels. Explore more and you'll also find a miniature sculpture of the mythical Merlion, the iconic symbol of Singapore.

THE JEWEL BOX

109 Mt Faber Rd, Singapore City 099203

Contact: +65 6377 9688

www.mountfaber.com.sg



V190SG2eBK

Listening to professional recommendations from wine makers and Sommeliers – to achieve a single or single/multi temperature wine cabinet that can display bottles lying or straight up. Collaborating with architects and interior designers - to achieve a new purity of the design with no visible handles and new minimalistic glass door, we present the new V190SG 2e BK. Borderless black glass door with Crystal white LED lighting.

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Austria Sturms the Wine World

By David Bowden

Apart the general mayhem that there is around wineries at harvest time, there really is no better time to be in a wine district than when the fruits of a season's hard labour are being harvested. Despite the sun receding from its zenith, the air is warm, the smell of grape sugar is on the wind and the expectation of a bumper harvest brings optimism to the vigneron.

The grapes have just been harvested in Burgenland in Austria and despite a difficult year, there that everyone is pleased with the 2013 vintage. Wines harvested early end up as Sturm which is a 'wine' of fermented, freshly-pressed grape juice. It is an early wine (called 'must') originating from the most recent harvest and a matter of just days old. With an alcohol content of only 4% and being carbonated, it is a refreshing and popular wine while it lasts before being keenly snapped up by consumers.

Entrée

The closest wine region to the capital Vienna is Vienna itself. Wines are grown in the hills surrounding Vienna in possibly one of the few world capitals where this happens. Burgenland is located one hour's drive to the east and is ideal for wine touring in a car or, for the adventurous, on a bicycle.

Wine tourism has been identified by Austrian Tourism and the Austrian Wine Board as a developing industrial sector. Currently, just two million overnight stays (worth 500 million per annum) are generated from those travellers who list wine and food as the principal reason for visiting Austria. The upside to growing this sector is almost endless according to Willi Klinger CEO of the Austrian Wine Board.

The shallow lake waters of the Neusiedlersee provide character to the vines which grow from the lake's edge up the gently rising slopes in various locations around the lake and along the border with neighbouring Hungary.

For an Austrian entrée or aperitif, white wine varieties such as Grüner Veltliner, Riesling, Welschriesling, Weissburgunder (Pinot Blanc), Chardonnay, and Sauvignon Blanc grow well in Burgenland. For reds, try Blauburgunder (Pinot Noir) or St. Laurent.



Left: Harvesting grapes Weingut Weiss Burgenland
Right page: (clockwise from the top left) Sturm wine Austria; Zweigelt grapes; Tschida dessert wines; Hans Tschida (centre) Sweet Winemaker of the Year 2013.



Mains

Two main endemic grape varieties are helping put Burgenland on the world's wine map. Blaufränkisch and Zweigelt are red varieties that thrive in Burgenland. Austria has an appellation system like in France but known in the country as Districtus Austriae Controllatus (DAC). There are just eight DACs in the country and each one reflects the regional characters of specific grape varieties.

Of particular interest in Burgenland are the Leithaberg DAC (for Weissburgunder, Chardonnay, Grüner Veltliner, Neuburger and Blaufränkisch), Mittelburgenland DAC (Blaufränkisch), Eisenberg DAC (Blaufränkisch) and the recently proclaimed Neusiedlersee DAC with its focus on Blauer Zweigelt (or just known as Zweigelt). Zweigelt is a cross between Blaufränkisch and St. Laurent and has the largest planting in Burgenland covering 1,812ha. The wine is fruit-driven when young but gains complexity, roundness and finesse with age.

Desserts

Austria's other contribution to the world of fine wines is its sweet dessert wines which for many resemble liquid gold in more ways than one. These range from wines produced from grapes dried in the sun to those affected by noble rot or *Botrytis cinerea*.

While Canadian winemakers cleverly took ownership of Icewine, those in German and Austria who had been

making the style for centuries had to look on and make the most of a lost opportunity. However, Austrian sweet wines are up there with the world's best and include the best with Burgenland winemaker Hans Tschida having just been awarded the Sweet Winemaker of the Year at the recent International Wine Challenge 2013 in London for the third year in a row.

The influence of Neusiedlersee in regulating temperature and humidity creates perfect conditions in autumn for the development of noble rot. Various sweet styles are made including Trockenbeerenauslese through to Strohwein (straw wine where the grapes are left on straw to shrivel up in the sun while the sweetness levels become more concentrated). When grapes are left on the vine until the middle of winter, they freeze and conditions are perfect for making Icewine (Eiswein).

Tschida make some luscious sweet wines from white varieties including Sämling, Traminer and Sauvignon Blanc and well as the more unusual styles from red grape varieties such as Zweigelt and Cabernet Sauvignon.



Wines for the World

Despite being the world's 16th biggest wine producer (and ahead of New Zealand, Switzerland, Hungary and Canada) Austrian wines are slowly growing exports into Asia. With a stable of wines that are perfect for Asian cuisines, one expects sales of Austrian wines to boom in the coming decade.



Here are several importers bringing in Austrian wines to Asia: A & L Adventure (www.a-and-l.com, for Hillinger, Hartl, Netzl and Pasler), Austria's Fine Wines Singapore (www.austriasfinebrands.com for Huber, Leth, Markowitsch, Reinisch, Tement, Tschida and Weninger), Luen Heng (www.luenheng.com for Höppler) and That Little Wine Bar Penang (www.thatlittlewinebar.com for Georg Preisinger). Contact: Austrian Wine Board (www.austrianwine.com).

GABPS Rewarding the Crème de la Crème of the Hospitality Industry with the most coveted HAPA-GAB Excellence Awards

GAB (Guinness Anchor Berhad) throughout the years, have built a strong brand presence in Malaysia, for being synonymous with providing quality beverages as seen in their award-winning brand portfolio. As part of GAB's commitment to quality standards, GAB launched GAB Professional Solutions (GABPS) in 2008, with only one objective; and that is to raise the Malaysian hospitality to world-class standards.

The Malaysian hospitality industry today is facing a very challenging and exhilarating period due to its demanding and fast paced customers in today's society. This comes to show how important it is for any given outlet to showcase outstanding product and service quality and constant innovation, whilst retaining the perfect customer experience.

GABPS understands the demand for perfection from a paying customer, and is the definitive quality advocate when it comes to the Malaysian hospitality industry. Expediting the primary objective of raising the Malaysian hospitality industry to world-class standards, GABPS provides the foundation for any given outlet to provide the perfect drinking experience through to providing serial innovation through various breakthrough techniques. At the same time, constant evaluation and assessment by GABPS is carried out, rewarding the most outstanding outlets throughout Malaysia that exceed expectations in a way that exudes world-class hospitality standards.

The Journey of Excellence Begins...

GABPS Academy – Training

GABPS Academy, the training arm of GABPS, kicks off the year by providing Entry Level training to GAB trade partners through to their front-line staff nationwide in the GABPS Mobile Training Centre. In 2013, there were a total of 1,400 trade partners and front-line staff trained, equipping them with the fundamentals of the essential perfect serve ritual for GAB's award-winning portfolio of beverages that would provide a perfect drinking experience to their customers.

Practical and theoretical assessments are conducted to qualify the participants who have showcased determination and a knack for executing the perfect serve.

The Advanced Level training will then take place, where only the qualified trade partners and front-line staff from the Entry Level training will proceed to this stage. Advanced Level training provides modules that consists of further in-depth product and technical knowledge (including knowledge on

the art of brewing, draught beer systems, and beer quality management), 5-star customer service in tackling demanding customers (including selling and serving skills, and how to tackle various types of customers), as well as beverage innovation (including using beer as an ingredient, and food and beer pairing). Again, theoretical and practical assessments are conducted to identify hospitality industry professionals who are determined to raise the industry benchmark.



An intense series of product and service quality assessments for the Top 30 Regional Finalists during the GABPS Academy Regional Finals 2013.

The Champions Prevail

GABPS Academy – Championship Series

The qualifying participants from each region will move on to the GABPS Academy Regional Finals, where they will battle it out with a series of intense interviews, practical and theoretical assessments. This year, there were 30 qualified participants in the Regional Finals, and only the Top 6 made it through to the National Finals. Judges include Keith Nair (Manager of GAB Professional Solutions), Ben Ng and Shawn Kishore (world-class bartending trainers).

The GABPS Academy National Finals is where the Top 6 confronts an intense competition. A nerve-racking quality show-

case was put on by the Top 6 Finalists in the National Finals held on 21st October 2013 in Grand Hyatt, Kuala Lumpur. Performances by the Top 6 demonstrated that the perfect drinking experience was more than just serving perfectly poured beers. Some flair, fire and Wushu were among some of the extra elements that were added to their performances to spice up the act in front of a crowd of 160. The Top 3 determined by the judges who advanced to the GABPS Academy Boot Camp were Jamie Malina Samarakkody (representing Palate Palette, Kuala Lumpur), Jimmy Goh Teong Hock

(representing Patio Bar, Genting) and Low Wei Kiang (representing Beer Belly, Johor Bahru). In November 2013, the Top 3 went through an intensive 3 day 2 night GABPS Academy Boot Camp in Kuala Lumpur, where round-the-clock practice sessions, assessments and evaluations were conducted to ensure that they were mentally, physically and emotionally prepared for the global arena. The Top 3 displayed sheer determination, commitment and passion throughout, but only one could be the GABPS Hero of the Year 2013 to represent Malaysia in the global arena.



Above: The Top 6 National Finalists showcasing the perfect drinking experience during the GABPS Academy National Finals 2013.

Below: GABPS Hero of the Year 2013, Jimmy Goh, representing Malaysia in the Heineken Global Bartender Finals 2013 in Amsterdam, reaping second place, as well as being awarded with the Best Introduction Movie in the global competition.



Our Very Own Hero

GABPS Academy – Hero of the Year

The GABPS Hero of the Year is the ultimate title presented to the candidate who demonstrates key attributes of a true quality advocate. After thorough assessments and evaluation by the trainers and judges during the GABPS Academy Boot Camp 2013, the title was presented to Jimmy Goh Teong Hock, Bar Manager of Patio Bar, Genting. Jimmy represented Malaysia in the inaugural Heineken Global Bartender Finals 2013 on 25th November 2013 in Amsterdam, where he was crowned World No.2 Bartender against the Top 20 countries of Heineken's global markets, which included Netherlands, Russia, Ireland, Greece and Korea, as well as being awarded with the Best Introduction Movie in the global competition.

Retaining the Perfect Customer Experience

GABPS Consultancy

Happening concurrently is GABPS Consultancy, where GABPS works closely with their trade partners on Menu Development, encompassing beverage infused recipes that can be included in their outlet menu, as well as Beverage Innovation to ensure specialty beverages are provided to enhance customers' perfect drinking experience. Bar Planning and Setup is also a crucial part of GABPS Consultancy, where often overlooked, is the fundamental structure that facilitates the perfect drinking experience in any given outlet, promoting better workflow to increase volume without compromising quality.

Honouring and Rewarding the Crème de la Crème

2nd HAPA-GAB Excellence Awards Series

This year will be the second year of the HAPA-GAB Excellence Awards. "The success of the inaugural HAPA-GAB Excellence Awards last year has proven that trade partners are realising the importance of product and service quality excellence, and how it improves their bottom line", explained Bruce Dallas, Marketing Director of GAB. "This is especially seen in the increase in the number of participating outlets from 69 outlets last year, to almost 200 outlets this year", added Bruce.

Being equipped with essential training and innovation tools from GABPS, trade partners would also need to showcase outstanding quality in all aspects, including but not limited to, product quality, service quality, F&B innovation, overall operations and ambience.

The HAPA-GAB Excellence Awards, a collaboration between GAB and HAPA (Hospitality Asia Platinum Awards), was created to acknowledge the crème de la crème of the Malaysian hospitality industry, and to reward GAB's trade partners who showcases outstanding quality in all categories. HAPA is an independent body to facilitate the entire process to ensure fair judgment for all GAB outlets throughout Malaysia.

For the upcoming HAPA-GAB Excellence Awards 2013-2014, the independent panel of judges comprises of industry experts, senior executives, and subject matter experts. All independent judges are treated with utmost confidentiality to HAPA, where they will visit the nominated outlets anonymously.

Due to current market trends in the diversity of Malaysia's F&B outlets, the HAPA-GAB Excellence Awards ensured that all outlets participating were classified in their specific category to maintain a level playing field. For the same reason, the number of award categories has increased from 5 categories last year to 8 categories this year; 3 winners for each category (Gold, Silver, and Bronze), with the exception of Outlet of the Year and Perfect Serve Awards, which will only have one winner.



HAPA-GAB Excellence Awards 2013-2014 Categories

BEST BAR

Gold, Silver, Bronze

Awarded to the outlet that showcases an extensive list of innovative drinks, and also delivers outstanding beer quality standards.

BEST RESTAURANT

Gold, Silver, Bronze

Awarded to the outlet that brings gastronomic perfection to the dining experience. It also delivers memorable customer service.

BEST RESTO BAR

Gold, Silver, Bronze

Awarded to the outlet that delivers extraordinary dining experience; one that showcases unique food selections to creative drinks menu.

BEST CLUB

Gold, Silver, Bronze

Awarded to the outlet that presents the latest entertainment concept, creating the most electrifying party experience.

BEST PRODUCT QUALITY

Gold, Silver, Bronze

Awarded to the outlet with exemplary standards in advocating beer and culinary product quality consistently. Sub-categories (only one winner in each sub-category)

Perfect Serve TIGER

Perfect Serve GUINNESS

Perfect Serve HEINEKEN

Perfect Serve KILKENNY

MOST INNOVATIVE GUEST EXPERIENCE

Gold, Silver, Bronze

Awarded to the outlet that is committed to creating unique dining experiences through innovative products and services.

SERVICE EXCELLENCE

Gold, Silver, Bronze

Awarded to the outlet that showcases hospitality of the highest standards by consistently providing exceptional service to its guests.

OUTLET OF THE YEAR

Awarded to the outlet that has achieved excellence at all fronts, from entertainment experience, to product concept and service levels.

LIST OF NOMINEES

HAPA-GAB EXCELLENCE AWARDS 2013-2014

@Draught
2013 Cafe & Bar
32 Bistro.Bar (Puchong)
32 Bistro.Bar (Sunway)
42 East Restaurant & Pub
After 5
After Five Cafe & Bistro
Amadeus Bistro & Wine Bar
The Apartment (Suria KLCC)
Aruku The Walk
Awave Club. Bistro & Lounge
Baan26 Thai Restaurant & Bar
Bailey's Pub
Bali Bali Hai Cafe
The Bank Dance Club
Barcollo Restaurant & Bar
Barfly
Basic Pub & Bistro
Baywatch Cafe & Bistro
Beast – Bar & Grill
Bed, Juru
Beer Belly
The Beer Factory (SetiaWalk)
The Beer Factory (StarParc Point)
The Beer Factory (Sunway Giza)
Ben's
The Bierhaus@Johor Jaya
The Bierhaus@Sentosa
Bistro Runway 33
Boathouse Restaurant
The Brazzo Restaurant & Lounge
Bricks & Barrels
Candle Bar & Grill
Casa del Rio Melaka Bar Rio
Chamber Bar
Chapter One Bar & Bistro
Cheers Bar and Grill
Chin's Stylish Chinese Cuisine
Chuck's Little Cottage
Coco Pub & Cafe
Cuvee Wine & Champagne
D Legends Bar
De Edge Pub
Double One Eight Bistro & Pub
Epicureo
Exodus Lounge
Fitou Brasserie
Flavours Cafe
Foos Steakhouse
Front Page Sports Bar & Grill
Frontera Sol of Mexico
Geographer Cafe
Lavine
Gridiron
Gypsy Wine Bar
Hartz
Havana Lounge

Healy Macs Irish Bar and Restaurant
Heli Lounge Bar
History Bistroz
Hokkaido Bier Garten
Sirocco Italian Restaurant
Sirocco Bar & Lounge
Home and Away 3 Two Square
Home Lounge
House Restaurant. Bar. Winepost
The Hub Bar & Dine
I Cafe
Italiannies (Empire Shopping Gallery)
Jarrod & Rawlins
KL Pub & Grill
La Primeur (Austin Perdana)
La Primeur (Impian Emas)
Lamour Lounge
Las Delicias Brasserie
The Last Bar
Laundry Bar (The Curve, Mutiara Damansara)
Lava Bistro
Lazio Restaurant & Lounge
Lust KL
Malones Irish Bar (Jaya One)
Malones Irish Bar (Pavilion)
Malones Irish Bar (Sooka Sentral)
Mandolin Pub Plaza Glomac
Mark's Place
Master Darts Pub
The Moon Bar KL
More Lounge
Mulligan's Irish Restaurant
Mulligan's Pub & Bistro Sdn Bhd
The Museum
Muzeum Restaurant & Bar
MyPop Avenue
Never Mine
Olive Kitchen + Bar
On Line Pub
Ovo Live Bistro
Palate Palette Restaurant & Bar
Paradiso Lounge
The Patio Bar & Lounge
Proost Cafe
Pub Here Bistro & Pub
Quaff Restaurant & Bar
The Remedy
Rome Empire Bistro
Ronnie Q Pub
Rosetti Bar & Diner
Roulette Restaurant Bar (Oasis Square, Ara Damansara)
Roxbury
Sanook Bistro & Sportz Bar
The Ship (KL) Sdn Bhd
The Ship (SEL) Sdn Bhd
Showhouse Gastro Bar & Bistro

Sky Lounge
Smokehouse Hotel & Restaurant
Snow Garden Bistro & Cafe
Soho Country House
Soho Freehouse
Soho Gastro Pub
SOULed OUT Ampang
SOULed OUT Sri Hartamas
St. Andrew Cafe
The Suka Restaurant & Bar
Sutraa Kitchen + Bar
Table 23 Restaurant & Bar
Tao Authentic Asian Cuisine
TGI Fridays (IOI Mall)
TGI Fridays (Pavilion KL)
TGI Fridays (Sunway Pyramid)
TGI Fridays (The Curve)
TGI Fridays (The Gardens)
TGI Fridays (Wangsa Walk)
The Rabbit Hole
Tujo Bar-sserie & Grill
Twentyone Kitchen+Bar
V Park At Top
Vino Vino Bistro
Vintry Jaya 33
The Wine House
Wings Musicafe Connaught Avenue
Wings Musicafe Kota Damansara
Wings Musicafe Kuchai Lama
Wings Musicafe Mahkota Cheras
Wings Musicafe Melaka
Wings Musicafe Bandar Puteri Puchong
Wings Musicafe SS2
Wings Musicafe Times Walk
WIP
Wunderbar Restaurant & Bar
Zender's Restaurant & Bar
Zenzibar Pub & Restaurant
Prive Ultralounge





Twentyone Kitchen+Bar

Sleek by design, seductive by nature, twentyone kitchen + bar is the place to unwind along Changkat Bukit Bintang. In a sophisticated setting, the restaurant serves luscious food, decadent cocktails and house melodies, catered to give diners an unforgettable experience.

Accompanying its modern European menu that's added with a touch of Asian flavour is a long list of unique cocktails and wine – the East 8 Hold Up, Knickerbocker Royal, Dunebug Annihilator and Jose 1800 Crusta – to keep you glued to your seat.

20-1 Changkat Bukit Bintang, Kuala Lumpur

Contact: +603 2142 0021

Opening hours: 12 noon till late

The Bier Bar KL

Giving Kuala Lumpur a true taste of German culture, the Bier Bar KL offers huge varieties of German and imported beers accompanied by authentic setting. Besides that, The Bier Bar KL is the only bar in Kuala Lumpur that serves Lowenbrau and Warsteiner fresh from the tap.

A typical German Bar setting, great décor and retro music from the 80s and 90s creates the perfect after-work hangout. And, if you're planning a party or any kind of celebrations, The Bier Bar KL caters for your every need. This is indeed the most authentic German Bar that Kuala Lumpur has to offer.

47 Changkat Bukit Bintang, Kuala Lumpur

Contact: +603 2148 0511

Opening hours: 4pm-3am



Werner's Ground Floor

Werner's Ground Floor is the restaurant and bar to go to if you're looking for good company, a comfortable and cozy setting, great music, good food and of course, a huge selection of cocktails and long drinks. At Werner's Ground Floor, you can take your pick from a wide variety of domestic and international beers or have their skilled and friendly bartenders shake up a mixed drink – the Lychee Martini made with Absolut Blue, lychee liqueur, lychee syrup and fresh lime.

For diners, Werner's Ground Floor serves great Italian and Spanish cuisine to complement your drink of choice. Good food, great setting and a wide selection of drinks – Werner's Ground Floor is definitely a contender.

50 Changkat Bukit Bintang, Kuala Lumpur

Contact: +603 2142 5670

Opening hours: 5pm-3am



Russia's *No. 1* premium
vodka



THE POOL

Still true to its form, The Pool continues to mesmerize its patrons both local and foreign who are looking for a “good time” in Kuala Lumpur. Banking on the concept of embedding a life-sized swimming pool in a club, this getaway located along the Jln Ampang stretch aims to please the crowd with a bit of a recreational experience when going on a clubbing rampage. The Pool is the place to unwind after a long day and cool yourself with a little dip while you’re at it. Infused with a stylish and luxurious ambiance, it has the ideal layout for a variety of events.

The clubbing scene has a lot to offer, apart from literally swimming while enjoying good rave music – it also offers a fine range of western cuisine.

As the regular themed events end at 3am, the after-party begins almost immediately at ChynaBlack – a somewhat of an underground club within The Pool. Here, the party continues until the wee hours of dawn!

347 Jalan Ampang, Kuala Lumpur

Contact: +60 17-998 5577

Opening hours: 5pm-3am



NEVERLAND KL

It’s never a dull moment at this club as patrons are always indulged with awe inspiring on-stage performances. Resident DJ Capt Ed leads an entourage of both local and foreign acts that enthrall party-goers. Able to fit a packed capacity of 1,300 pax (800 main floor, 500 upper floor) there is always a unique experience at Neverland KL. The second outlet in the Southeast Asia region after its humble beginnings in Singapore, the owners of this brand plan to expand their presence in Malaysia.

1 Jalan Kia Peng, Kuala Lumpur

Contact: +60 12-621 8311 Opening hours: 9pm-3am



THE ROOF

One of the most exciting openings in 2013, this nightlife hub in Petaling Jaya houses five outlets all under one roof – the only one of its kind in town. The Roof is a premium integrated dining and entertainment hub offering patrons the ultimate experience with star attraction in the Klang Valley. With over 50,000 square feet of dining, entertainment and event space, The Roof boasts Stratosphere, Signature, Play, Score and Malt & Leaf with each outlet boasting their very-owned unique character.

Stratosphere is Asia’s first and only luxury bar nestled on top of an infinity grassed helipad. It provides an unprecedented panoramic 360-degree view of the city and greater Klang Valley – offering customers a breathtaking and spectacular city skyline at night as they chill and relax.

Signature is a trendy and premium gastro-lounge where award-winning signature cocktails are concocted and a great selection of international premium beverages are served. It is a contemporary dining room section for the avant garde who wish to be tantalized by a plethora of Asian and International Fusion cuisine.

The Roof definitely looks promising; it is certainly a destination you’ll be planning your social calendar for in 2014.

Sky level, 1 First Avenue, Bandar Utama, Petaling Jaya

Contact: +603 7729 1628

Opening hours: 5pm-3am

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PREFERRED ADDITION

V-Continent Beijing Parkview Wuzhou hotel joins Preferred Hotel Group's Summit Hotels & Resorts. Previously known as Crowne Plaza Beijing Parkview Wuzhou, the Hotel is by Beijing North Star, one of the biggest real estate companies in Beijing that currently also owns and manages seven other hotels in China. The addition of V-Continent Beijing Parkview Wuzhou Hotel represents Preferred Hotel Group's continuous commitment to penetrate and expand into the corporate and leisure hospitality market in the gateway cities of China.



Right & below: V-Continent Beijing Parkview Wuzhou hotel's lavish lobby and facade.
Far right: The 3 gorgeous angels of the evening (L-R: Yang Berbahagia Datuk Tracy Ong, Yang Berbahagia Tan Sri Michelle Yeoh, Dr. Christina Ng)
At the bottom: The Saujana Hotel Kuala Lumpur re-launched its ballroom with a new look.



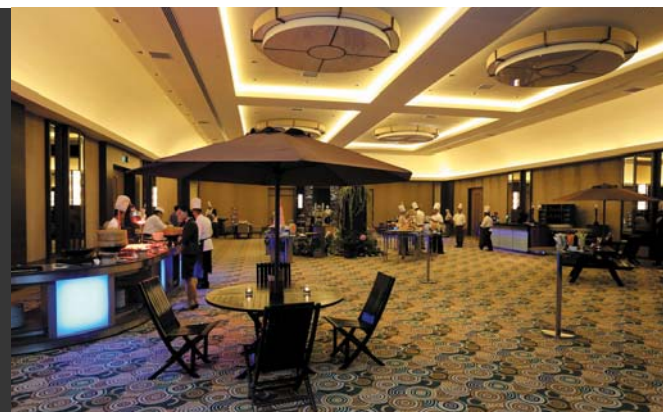
BE AN ANGEL

The Cancer Advocacy Society of Malaysia held its third charity dinner, 'Be an Angel with Tan Sri Michelle Yeoh' at Elegance Club Sdn. Bhd. in Jalan Maarof, Bangsar, Kuala Lumpur. EMPOWERED is a non-profit and tax exempted organization committed to saving lives, preventing cancer and eliminating suffering amongst the poor in Malaysia. Since its launch in 2009, EMPOWERED has effectively mobilised cancer medical expertise, large volunteer group efforts and funding to execute mass cancer programs at grass root levels in densely populated under-resourced Malaysian communities.

EMPOWERED's tireless efforts has reached over 55 000 low income Malaysians and many lives have been saved through early cancer detection. The charity dinner was organised to support EMPOWERED's two large scale cancer awareness and screening campaigns targeted for more under-resourced Malaysian communities in 2014.

A BALL OF A ROOM

After 26 long years, The Saujana Ballroom finally underwent a makeover. Closing its doors in August 2013, The Saujana Hotel Kuala Lumpur recently re-launched its ballroom on 11th October 2013 to corporate clients and guests alike. Taking only 3 months to complete, the ballroom now showcases new interior from the ceiling, carpeting, lighting, to state-of-the-art audio and visual facilities. To complement this, the foyer stands out prominently with its copper – coloured pillars and large mirrors exuding a classy yet maintaining the nostalgic charm of the hotel.



TRANSFORMATION IN CLASS

After undergoing 18 months of transformation works, The Andaman, a Luxury Collection Resort has now set a whole new benchmark for unparalleled luxury, on the legendary island of Langkawi. The 5-star resort unveiled its premier level of exceptional guest accommodations as well as the resort's specialty room types. To complement the new luxurious look and feel, the resort also elevated its dining experience with the introduction of Jala. The first and only Luxury Collection property in Malaysia, The Andaman also introduces the brand's signature Luxury Collection Concierge service to all guests.

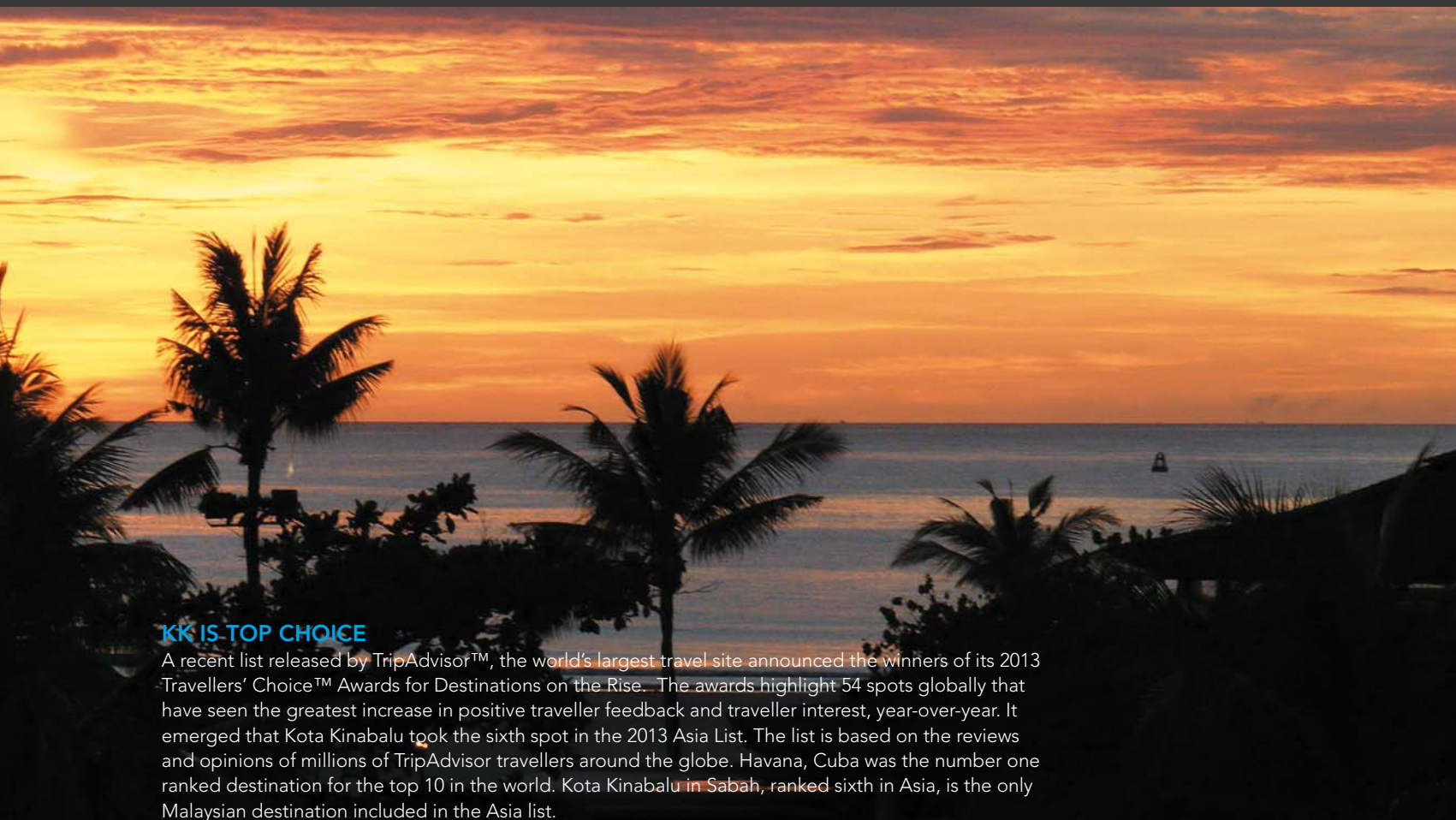


ON STYLE AT HOSPITALITYSTYLEASIA2014

Everything the horeca industry needs to create unique guest experiences can be found at the HospitalityStyleAsia2014 expo. To be held from 8th to 11th April 2014 at the Singapore Expo, the biennial trade event is one of six speciality shows of Food&HotelAsia2014 – the largest and most comprehensive industry event of its kind in Asia. Into its 8th edition, HospitalityStyleAsia has established itself as the leading sourcing ground for the needs of hospitality businesses in the region. Prominent exhibitors at next year's show include Andy Mannhart, Fieldcrest, Kian Contract, Luzerne, Ocean Glass, Q Verbeelen, Rak Porcelain, Riedel, Sambonet, Sia Huat, SICO Asia and Zwiesel.



Left: After undergoing 18 months of transformation, The Andaman, a Luxury Collection Resort has now set a whole new benchmark for unparalleled luxury.
 Below: Kota Kinabalu in Sabah, ranked sixth in Asia, is the only Malaysian destination included in TripAdvisor's Asia list.



KK IS TOP CHOICE

A recent list released by TripAdvisor™, the world's largest travel site announced the winners of its 2013 Travellers' Choice™ Awards for Destinations on the Rise. The awards highlight 54 spots globally that have seen the greatest increase in positive traveller feedback and traveller interest, year-over-year. It emerged that Kota Kinabalu took the sixth spot in the 2013 Asia List. The list is based on the reviews and opinions of millions of TripAdvisor travellers around the globe. Havana, Cuba was the number one ranked destination for the top 10 in the world. Kota Kinabalu in Sabah, ranked sixth in Asia, is the only Malaysian destination included in the Asia list.



PRIVATE LUXURY

At the Westin Langkawi, guests can look forward to relax in one of the freshly rejuvenated rooms or ultra luxury private pool villas which have recently undergone 15 months of transformation work. In addition to the fresh look, the renovation process also allows the resort to introduce new room categories, offering its guests more choices for luxurious pampering. These freshly rejuvenated rooms and ultra luxury villas create a sense of calm and sophistication with an array of wellness amenities by Westin that include the award winning signature Westin Heavenly Beds® equipped with sumptuous pillow-top mattress, billowy down blankets, and soft pillows.

7 NEW EXPERIENCES

On a continued quest to unearth the unusual, experiential and inspired, Design Hotels™ has combed the globe and hand-selected seven new member properties. Complementing a curated portfolio of over 260 member hotels, the new additions span three continents and introduce less trodden trails, from the lakes of Masuria to the craggy formations of Iceland. The new members are: ION Luxury Adventure Hotel, Nesjavellir, Iceland, Hotel Cort, Palma de Mallorca, Spain, Château de la Resle, Burgundy, France, Miura Hotel, eladná, Czech Republic, Hotel Galery69, Masuria, Poland, The Majlis Resort, Lamu Archipelago, Kenya, El Secreto, and Ambergris Caye, Belize.



ELEVATING EDUCATION

Hospitality education has moved a notch higher with the establishment of Dorsett Hospitality International's training facilities at INTI International College Subang (IICS) to create an industry-driven learning environment for students. In a signing of a memorandum of understanding to formalise the establishment of the training facilities, Dorsett Hospitality International and IICS sealed a long standing relationship that has opened doors of opportunity for IICS's hospitality programme students. The collaboration with Dorsett Hospitality International will elevate the standard of INTI's hospitality programmes and raise the bar for hospitality education, training and development.

Above: The Westin Langkawi's luxury private pool villas
Inset: The establishment of Dorsett Hospitality International's training facilities at INTI International College Subang (IICS)

Exceeding Expectations

The Eastin Petaling Jaya has been surpassing hotelling standards for the past 15 years. As they celebrate this benchmark, HA speaks to Eastin PJ's General Manager, Jane Suppiah on her insights in continuing a hospitality legacy.



Eastin has maintained its quality in services and image in the last 15 years to ensure their guests keep coming back and Suppiah is quick to point out that this is all part of the hotel's mission. Our mission is to continue being the preferred business class hotel of international standards in Petaling Jaya. Our aim is to consistently provide service excellence and exceed guest expectations at all touch points.

Suppiah continues that Eastin PJ also has the advantage of being refreshed and rejuvenated and elevated their service standards. In ensuring all their guests and clients are treated with a personal touch, they have engaged with their clients on social media platforms, QR (quick-response code) applications and the latest mobile applications for convenience of reservation of rooms and food and beverages.

She says, "In continuing our hard work in maintaining the relationship, we have also developed strong membership program for bookers and people that dine with us. The two programs mentioned are Buddies and the Eastin Hotel Petaling Jaya Privilege Card. Our Buddies program is a rewards & redemption loyalty program for bookers. Eastin Hotel Petaling Jaya Privilege card allows our hotel patrons to enjoy discounted prices on our food and beverages as well as special room rates. This is part of our guest recognition program for loyal patrons of our Food & Beverage outlets as well as room accommodation."

As a property that has been around for this long Suppiah stresses that it is important to constantly update its furnishings. She explains, "In my opinion, it is very crucial that a hotel or any other property goes through regular preventive maintenance exercise as well as upgrade its facilities to stay current and relevant to the market /travellers. The objective of our transformation was to reflect a quality product in Food & Beverage & accommodation that caters to business travelers as well as to contribute to the overall guest experience in the Hotel. Themed "Experience A Whole New Eastin" the Hotel was re-launched in July 2012 to invite guests to experience

upgraded elegance to match its impeccable service standards."

We are also proud to announce that Tourism Malaysia has recently accorded the Eastin Hotel Petaling Jaya a 5- star hotel rating in recognition of its renovated & upgraded facilities and service excellence. We are truly delighted with this endorsement which will further inspire us to achieve greater heights in terms of serving you better."

"We are proud, a local home-grown brand such as ourselves, has not just survived, but done remarkably well over the past 15 challenging years in a very competitive environment."



Hotel By Design



Running your own hospitality business is a dream that you may want to pursue. Here at HA we give you some tips on how to give your business an edge and set yourself apart in the business.

Architecture

The location of your hotel colours the personality of it and the best way to capture it is by the architecture of the hotel. A hotel should connect the guests with the local culture, to offer them cultural authenticity. If your hotel is in a tropical port city, while it might be “cool” for the locals to have an icy igloo-hotel, the hotel is disingenuous in nature and thus is not a novel concept on an international level. Do not limit your hotel by trying to be “different”.

Design

Originality, originality, originality. The importance of a design concept that is original cannot be stressed enough. A coherent and well-planned concept plays a large role as it breathes life into the hotel. Beyond that, let your design be thought-provoking so that it can create the right ambience and energy for interaction, because you want your guests to leave your hotel believing they have had the most concrete experience in their life.

Service

To fully develop the spirit of your hotel, you need to execute your vision well, not just build it. Do things from the guests’ viewpoint and do it from your heart. The cornerstone of genuine hospitality is that it needs to be authentic in the core, not a show that is put on to impress. Corporate ethics along with the people behind the hotel and in front of the guests must stand behind the vision of the hotel and be committed towards creating a genuine experience for the guests.

Gastronomy

When people travel to a certain destination, they seek a tangible experience for each destination. A

service-driven hotel would aim to create a story and tell that story in perfect execution by engaging the different sense of the guests. Create stories with the food you serve and tell the stories in the way the food is served. Tease the eyes with works of art and fire the passion with the lusciousness of textures and tastes; construct your restaurant to be the engine of novel experiences, Food, more than anything else, can etch a lasting memory in people.

Each of these five component of a hotel provides a distinct and holistic experience, and when it all comes together in harmony, what is reflected is the visionary aspiration and passion of the hotelier, and this is how you set about to create a hotel that is original, passionate and authentic.



You stayed at a fun little hotel that had a whole lot of personality and a tonne of quirk, which has set the wheels in motion in your mind to open one of your own. Perhaps you might already be in the business, knowing the ins-and-outs of the world of hospitality. Good, but how would that translate into an establishment that is novel and apart from the cookie-cutter blandness of what is out there? You might think a boutique hotel is the way to go, but as seen in recent years, boutique hotels are almost run of the mill at this point, with every city worth its salt chockfull with one in every street. Most of all, ask yourself if you want to ride a trend or drive them?

With most hotels featuring an element of contemporary aesthetic and sensibilities, what is that something (or somethings) that can set your future hotel apart from the rest? Surely there is more to having designer chairs and antique crystal chandeliers, and we shall explore the five key elements that can bring a hotel to the next level.

Location

Where you set your hotel holds the key to getting the rest of the elements right; the “where” of your hotel will set the tone for its aesthetics, its culture, its offerings, its sensibilities, etc. Every location is a character on its own – it has its own distinct personality. This will give you a lot to work with; get this right and the rest should be able to fall in line.

Marina Bay Sands
 Shangri-La Hotel
 Shangri-La's Rasa Sentosa Resort Singapore
 Raffles Hotel Singapore
 The Ritz Carlton, Millenia Singapore
 Capella Singapore
 Swissotel The Stamford
 Fairmont Singapore
 W Singapore – Sentosa Cove
 Movenpick Heritage Hotel Sentosa
 Grand Hyatt Singapore
 Conrad Centennial Singapore
 Goodwood Park Hotel
 Marina Mandarin Singapore
 Mandarin Orchard Singapore
 Hilton Singapore Hotel
 Park Regis
 Swissotel Merchant Court Singapore
 Traders Hotel

The Regent Singapore
 Sheraton Towers Singapore
 Crowne Plaza Hotel, Changi Airport
 Furama Riverfront
 Grand Park City Hall
 Orchid Hotel
 Rendezvous Hotel Singapore
 Orchard Grand Court
 Studio M Hotel
 Carlton Hotel Singapore
 York Hotel
 Gallery Hotel
 Ibis Singapore on Bencoolen
 Strand Hotel
 Hotel Royal
 Classique Hotel
 Broadway Hotel

Shangri-La Hotel Kuala Lumpur
 Shangri-La's Tanjung Aru Resort & Spa Kota Kinabalu
 Shangri-La's Rasa Ria Resort Kota Kinabalu
 Shangri-La's Rasa Sayang Resort & Spa Penang
 Traders Hotel Kuala Lumpur (By Shangri-La)
 Hotel Istana Kuala Lumpur
 Crowne Plaza Mutiara Kuala Lumpur
 Intercontinental Kuala Lumpur
 Concorde Hotel Kuala Lumpur
 Grand Millennium Kuala Lumpur
 Hotel Maya Kuala Lumpur
 Hilton Petaling Jaya Hotel
 Hilton Kuching Hotel
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HOME ON THE GO

Rise of Luxury Serviced Apartments and Residences

This is a good time for Asia. Not only is it the fastest growing region in the world, many companies are expanding in Asia to tap its seemingly vast growth opportunities. According to a 2012 talent mobility study by Towers Watson, the global professional services firm, and Worldwide ERC, the workforce mobility association, 45% of companies worldwide projected an increase in cross-border expatriate assignments till 2014. 65% of those companies identified Asia as the most frequent destination for such assignments. The trend is even more pronounced in Asia with a staggering 85% of Asian companies naming Asia as their prime destination for cross-border assignments.



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Hotel Client list

Mandarin Oriental (Worldwide)	Fairmont	Preferred Hotel Group	Peninsula Hotel	Independent Hotel	Hersha Hospitality Management Group	Hyatt Hotel and Resorts	Hilton Hotel						
Holiday Villa Hotel	The Ascott	Swissotel	Marriott	Starwood	Americinn	Vantage Hospitality Group Inc.	Best Western	Interstate	Intercontinental Hotel (ING)				
WYNDHAM HOTELS AND RESORTS	BAYMONT™ INN & SUITES	HAWTHORN™ SUITES BY WYNDHAM	Knights Inn	Microtel™ Inns & Suites	WINGATE	Howard Johnson	RAMADA	Days Inn	Travelodge Hotel	Extended Stay Hotels	Benchmark Hospitality	Benjamin West	The Plaza Hotel
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Bridging The Gap

In tandem with the marked increase in talent mobility is the demand for quality accommodation, creating a boon for the hospitality industry, in particular the serviced apartment segment. Bridging the gap between hotels that traditionally cater to short term guests and the conventional rental market that provide for extended stay, serviced apartments and residences offer the services and facilities that are typical to hotels with the space, comfort and privacy of an apartment – much like a home away from home but with the perks of living in a hotel.

As Chief Corporate Officer, Tony Soh says, "Serviced apartments are gaining popularity as more companies recognise the benefits that serviced apartments can provide for their executives' relocation or project assignments." Ascott, which is reputed to be the largest international serviced residence owner-operator, has an extensive portfolio of over 120 operating properties in Asia currently, with nine properties in Malaysia itself under its three brands – Ascott, Somerset and Citadines.

The Global Serviced Apartments Industry Report 2011-2012 by The Apartment Service's reported that serviced apartment segment has seen a growth of 34% in the number of units between 2010 and 2012. This was supported by

the findings of the Global Serviced Apartment Market Review which was published by Savills in 2012, with the average occupancy of 87.9% for the second quarter of 2012, ranging from 85% in Singapore to 91.6% in Hong Kong.

"With more growth opportunities for serviced apartments, we can also expect competition for the extended-stay market to become stiffer. Serviced apartment operators will need to be adaptable to market needs, stay ahead of the trends, innovate and enhance quality as we grow," says Soh, adding that Ascott intends "to leverage its global presence to achieve economies of scale and will continue to focus on improving guest experience through refurbishment programmes and other customer service initiatives."



At the top: One of the fully furnished suites in Fraser Place Residences Kuala Lumpur
Above: View from the top – Poolside at the Banyan Tree Signatures, Pavilion Kuala Lumpur

Banking on Quality

Right in the middle of Kuala Lumpur's vibrant "golden triangle", where many international banks, oil and gas companies and multinationals are based, is the fully-fitted luxury serviced apartments, the Fraser Place Kuala Lumpur. It is within walking distance of the Petronas Twin Towers (KLCC) and Pavilion KL, the city's largest retail mall. Developed by Frasers Hospitality, the hospitality arm of Frasers Centrepoint Limited, a wholly-owned subsidiary of Fraser and Neave, Limited, is a global serviced residence owner and management company with Gold-Standard residences across Europe, North Asia, Southeast Asia, Middle East and Australia.

Admittedly one of the pioneers in the luxury serviced apartments and residences industry in Malaysia, Fraser Place has helped set a new standard for extended stay segment. Bringing its trademark Gold-Standard formula that has proven to be a huge success worldwide, each of its serviced apartments in Kuala Lumpur have a separate bedroom, a fully-equipped kitchen, cutlery dishwasher as well as washer-dryer for clothes.

"Fraser Place offers fully-fitted luxury apartments with five-star-hotel-type service," explains Frasers' Chief Executive Officer, Choe Peng Sum. "It is ideal for expatriates working in Malaysia on medium term projects, as it provides comfort, all-day-dining and even facilities to meet the needs of accompanying spouses and families. Our offering is far ahead of a hotel which provides a suite at best."

With 67% of Europe-headquartered companies and 73% of U.S.-headquartered companies providing mobility assistance for domestic partners of traditional expatriates according to the findings of Towers Watson's A Global Talent Mobility Study. This finding correlates well with the increase in demand for quality serviced apartments and residences in Asia.

For Fraser Place, this translates to catering for high numbers of business travellers on medium-term projects, which makes up the bulk of Fraser's guests. "More than 80 per cent of our guests are from Fortune 500 companies," explains Choe. "They come to Fraser because we offer Gold-Standard hotel-type services and ample living space, ideal for stays of a week and longer."

Making an Impression

As the heart of Malaysia's economic capital, Kuala Lumpur is home to a growing community of expatriates from around the world, with a healthy portion of it comprising the upper echelons of the corporate world as demonstrated in Fraser Place's report. To cater to this particular segment of the talent mobility, the rise of the luxury serviced apartments and residences niche has definitely transformed the hospitality industry.

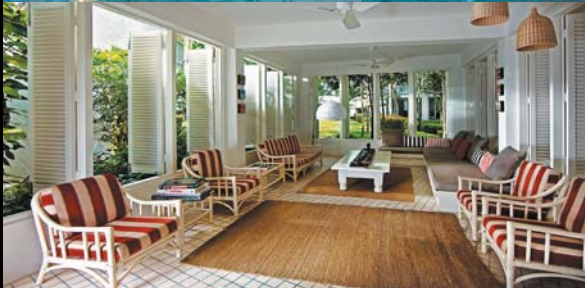
This niche segment has seen crossovers from property developers who are merging their residential property expertise with aspects of the hospitality industry. One such crossover is E&O Group which saw the establishment of its first service apartment development in Kuala Lumpur – the E&O Residences Kuala Lumpur. Notably, E&O Group has, under its extensive portfolio, both property development and hotel management, namely the E&O Hotel and Lone Pine Hotel in Penang. This makes E&O Group's entry into the serviced apartments and residences industry all the more organic.

Located within E&O's St. Mary development, E&O Residences Kuala Lumpur was designed by WATG, the world's leading design consultant for the hospitality, leisure and entertainment industries. Realising the key to establishing a signature mark in a competitive industry begins with making a grand impression, the architecture of St. Mary sets its on a spectacular note.

"The architecture reflects a purity of materials, with three contemporary jewel-box towers ascending from a stylish garden nestled in the urban core of Kuala Lumpur. The cubist geometry of the buildings is accentuated with natural stone and patterned with metal screens," says Jin Koyama, associate and lead designer at WATG.

Within the grounds of St. Mary is the 1.2-acre 'Central Park' designed by the world-renowned landscape architect Seksan Design. The visually stunning park is in perfect harmony with the philosophy and sensibilities of the development, and functions as an oasis of calm that breaks away from the clutter of the cityscape.

Clockwise from the top left: The looming E&O Residences Kuala Lumpur, The designer interiors of E&O Residences Kuala Lumpur, The heritage facade of Eastern & Oriental Hotel Penang, Lone Pine Hotel's outdoor tea area and swimming pool.



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The Devil is in the Detail

What sets a serviced apartment from other extended stay residences is the range of services and amenities offered. We are seeing more than just the average luxury condominiums that come with the basic facilities such as swimming pool, clubhouse, gym, etc. Instead, these luxury serviced residences come with 24-hour concierge service at the least.

When The Residences at The St. Regis Kuala Lumpur begins its operations in 2014, the luxury serviced residence will be able to extend the world-famous services of its 6-star St. Regis Hotel upon which the serviced residences will be located. St. Regis, which got its start in 1904 by the illustrious Astor family (the very ones behind the iconic Waldorf-Astoria Hotel in New York), is the highest and most prominent brand in Starwood Hotels and Resorts Worldwide. When launched in 2011, The Residences at The St. Regis Kuala Lumpur spearheaded the luxury serviced apartments and residences trend along with the Banyan Tree KL.

Continuing the tradition of the legendary St. Regis New York, The Residences at The St. Regis Kuala Lumpur will feature the famed hallmarks of St. Regis hotels including bespoke guest and resident experience and the renowned St. Regis Butler Service. That's right, residents of the luxury serviced residence will get to enjoy the privilege of having their own personal butler just as the guests at St. Regis Hotel below them.

The butlers of St. Regis are trained in the English tradition, providing ever-present yet unobtrusive service while anticipating the needs of the residents and customising each of the guest's stay in accordance to their tastes and preferences! How's that for luxury? The range of services would also include in-residence dining, housekeeping and other personalized services delivered from the St. Regis Hotel below.

As Miguel Ko, Non-Executive Chairman for Starwood Hotels & Resorts Asia Pacific says, "The sustained demand for luxury accommodations, the legendary bespoke service of the St. Regis brand, and the unrivalled location of this hotel in the KL Sentral area will make The St. Regis Kuala Lumpur an extremely attractive choice for travellers coming to this dynamic capital city."

The hallmarks of St. Regis (clockwise from the top left) – St. Regis New York, St. Regis KL against the Twin Towers skyline, The lobby at St. Regis Singapore, The entrance to St. Regis Bangkok and casual dining at the St. Regis Bali in Indonesia.

It is essential for every luxury standard property to be fitted with only the best of the best in furnishings and the components that make up the construction of these properties. From construction machinery to bathroom fittings and soft interior furniture; we list some of the names that are the experts in making every establishment a notch above the rest.

LIEBHERR GROUP – PROVIDING THE BASIS OF STRUCTURE

The Liebherr family business was established in 1949 by Hans Liebherr. Today Liebherr is not only one of the world's leading manufacturers of construction machinery but is also an acknowledged supplier of technically innovative user-oriented products and services in numerous other fields. The company has now grown into a Group with approximately 38,000 employees in more than 130 companies across all continents.

Liebherr technology is well established in the field of the structural and civil engineering and in today's development business there are no products that are more reliable. The range of construction machines encompasses complete model lines of tower cranes, mobile cranes, hydraulic excavators, mining trucks, hydraulic and cable-operated excavators, wheel loaders, crawler tractors and loaders, pipelayers, telescopic handlers, concrete mixing plants and truck mixers.

The Liebherr Group are no strangers to hospitality and the group itself owns six top-class hotels with a total of 1,450 beds. Three of them – the Europe, Dunloe Castle and Ard na Sidhe hotels – are set in their own expansive parks and gardens in Ireland's idyllic County Kerry. Magnificent natural panoramas also surround the InterAlpen-Hotel Tyrol in Buchen, and the Löwen-Hotel, in Schruns, both in Austria.

KARCHER – WORLD LEADER IN CLEANING SOLUTIONS

Kärcher is one of the world's largest manufacturers of cleaning equipment. Their services are available everywhere, from more than 36,000 dealers in more than 160 countries.

Established by Alfred Kärcher, his breakthrough into cleaning technology happened in 1950 with the development of the first European hot-water pressure washer (the DS 350 steam blaster). The construction for heating the water proves so future-oriented that today it still serves as the basis for all of the burners.

Innovation continues to be the most important growth factor for Kärcher. Since 2008 Kärcher has brought three worldwide innovations to market in the field of pressure washers for end consumers alone. This worldwide leader in cleaning technology will continue to distinguish itself in future with its inventive spirit, top-class performance and innovative solutions.



KOHLER – A PLUMBING EQUIPMENT VISIONARY

Kohler company's founder, John Michael Kohler, was an Austrian immigrant, a businessman and a visionary. The year was 1873, an unlikely time to start a new business in America. Despite the economic uncertainties of the day, John Michael Kohler purchased the Sheboygan Union Iron and Steel Foundry, never anticipating the growth of the company that would eventually bear his name. The firm produced cast-iron and steel implements for farmers in the area, castings for the city's furniture factories and ornamental iron pieces that included hitching posts, cemetery crosses, urns and settees.

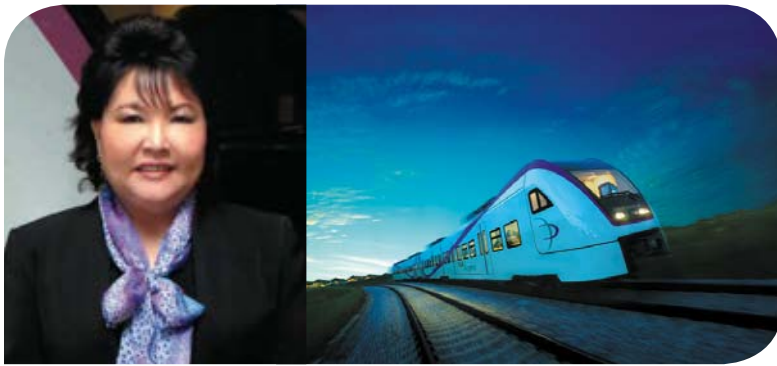
In 1883, Kohler took a product in his line, heated it to 1700°F and sprinkled it with enamel powder. Placing a picture of it in the center of his one-page catalog, he called it "a horse trough/hog scalders . . . when furnished with four legs will serve as a bathtub." Kohler was in the plumbing business after all.

Kohler ideas, craftsmanship and technology are at work today worldwide. From those humble beginnings, the company has grown beyond what John Michael might have ever imagined, and his name has become synonymous with quality and originality. Their plumbing products, exquisite furniture, tile and stone, engines and generators, and hospitality and real estate lead the way to enhancing properties both commercial and non-commercial all over the world.



Woman On the Go

Puan Noormah Mohd. Noor is no ordinary boss. As the CEO of Express Rail Link she has single-handedly turned the rail industry into a force to be reckoned with and doesn't have any plans to slow down.



Above (L-R): Noormah Mohd Noor, Chief Executive of Express Rail Link Sdn Bhd (ERL); The KLIA Express transit train.

Noormah Mohd Noor wasn't always known as the boss lady of rail. She started her career in the financial sector and holds a Diploma in Accountancy from Mara Institute of Technology and studied Association of Chartered Certified Accountants, United Kingdom. She went on to become a successful banker, a job in which she stayed for 11 years and was involved in financing several major infrastructure projects in the country amongst others the Independent Power Project, Expressway projects and the Toll Bridge.

“I was caught by surprise because the award is based on the selection of a panel of judges. I was shocked when I received it as it means we are highly rated internationally.”

When she was asked to join Express Rail Link Sdn Bhd (ERL) in October 1997 as General Manager, Noormah took it as a chance to take on a new challenge and thought it would be interesting to take on new diversified role. Prior to this, Noormah already has experience in the rail systems and finance sector having been a banker for 11 years and then working for 2 years with Projek Usahasama Transit Ringan Automatik Sdn Bhd (PUTRA), the driverless LRT system project.

Subsequently, in her position with ERL and with her extensive background in financing she was instrumental in raising the financing for the RM2.4billion high speed rail link between KL Sentral and KLIA. She would be there for another 10 years before she would leave ERL in 2007 but it was a short-lived stint away from the company as she soon returned when she was appointed as Advisor to ERL. On this she comments, “It was different when I returned as I was no longer returning as a peer to my colleagues but rather as a manager. It was however, an advantage too as I knew the challenges they faced and what had to be done whenever new issues arose.” Noormah was then appointed as Chief Executive Officer of ERL in 2009 and remains at the helm till today.

Noormah's journey has no means of slowing down and with her steering ERL forward there is much to look forward to such as additional trips in the early hours for passengers going to the lowcost carrier terminal, new train furnishings and free onboard Wi-Fi broadband, while the new Cloud technology ticketing system allows for a new frontier in mobile ticketing. ERL have also prepared for the new KLIA 2 and look forward to the opening of this new gateway. Of this Noormah mentions, “With the improved Internet booking engine, a more reliable payment gateway for online purchases and mobile boarding, ERL is set to be at the forefront of innovation and we aim to keep our place as the best and fastest way from the airport to the city.”

Noormah's efforts have not gone unnoticed and in 2011, she was named Personality of the Year at the inaugural Global AirRail Awards 2011, an accolade that has done Malaysia proud as she is the first recipient ever from Malaysia. Of this Noormah modestly mentions, “I was caught by surprise because the award is based on the selection of a panel of judges. I was shocked when I received it as it means we are highly rated internationally. It shows Malaysians are capable of doing a good job.”

Understandably, Noormah will continue to take strive for new heights not just for herself but also for the future of ERL.

A Journey Through Time VII

*Another year another
fantastic luxury showcase...*

A 'Journey Through Time VI' took place on the 22nd of November until the 29th of November 2013, for the seventh consecutive year at Starhill Gallery. This luxury jewellery and watch showcase was a resounding success. Anita Meddina finds out more.

Endorsed by Tourism Malaysia, the most significant event of the year did not only focus on the beauty and elegance of the watches and jewellery, but highlight the craftsmanship, passion and artistry that goes into the creation of these items. Throughout the 7 days, the latest and most innovative collections from many of the world's leading brands were featured.

Dato' Ong Hong Peng, Secretary General, Ministry of Tourism said, "Asia's largest and most decadent luxury watch and jewellery showcase has captivated not only Malaysia but has also grabbed the attention of the world. We have made the world's finest watches and jewellery available in Malaysia at excellent prices due to creating a duty-free environment. Tourism Malaysia is proud to work together with YTL in ensuring this event is a success."

This year's 'A Journey Through Time VII' saw many brands competing; such as Rolex, Omega, Jaeger-LeCoultre, Bedat & Co., Richard Mille, Hublot, Van Cleef & Arpels, Chopard, Boucheron and Gubelin. In addition to these stellar brands, Malaysia was introduced to an Italian Jewellery brand Damiani and one of the oldest jewelers in the world, Garrard, made its debut in Asia, as well as a refurbished boutique for Mouawad, adding to the list of the many existing luxury brands in Starhill. A Journey Through Time just continues to grow and increase its offering as a watch fair which can't be missed and has become an integral component in promoting Malaysia as a luxurious destination.

Malaysia is synonymous with foreign brands to position their products and services in. He felt



“Asia's largest and most decadent luxury watch and jewellery showcase has captivated not only Malaysia but has also grabbed the attention of the world.”

good that retail companies abroad have heard of Malaysia which further personifies YTL to fulfill the vision of making KL a shopping attraction worldwide, competing with the likes of Singapore & Hong Kong.

Influx of brands such as Zara, H&M & soon Williams & Sons in Starhill & also the expansion of some of the boutiques in Starhill; i.e. Louis Vuitton doubling their store capacity to 30,000 sq feet and Christian Dior's extension of their shop to 10,000 sq feet are results of collective publicity and promotions. Everyone working together brings these results..

Commenting on the VATT/GST which will be officially implemented in 2015, he suggests that the collection and refund centers to be opened in the cities instead of airports. This will enable more tourists especially the foreign womenfolk to go on a buying spree and is a convenient way of redeeming their GSTs.



At the top: Datuk Dr Ong Hong Peng (L), Secretary General Ministry of Tourism Malaysia with Tan Sri Dato' (Dr) Francis Yeoh (R), Managing Director of YTL Corporation Berhad officiating the event. Above: One of the signature time pieces from the collection.

The Best Solution

Mr Thomas Fernandez, Chairman and CEO of PestBusters Pte Ltd speaks to HA and gives his personal take on the development of the company which has gone from strength to strength.



“Our competitive edge in the pest control industry has been our people. We are in the people business - internal and external.”

PestBusters have been the leader in pest-management solutions for the last 23 years and at the helm is the charismatic Mr Thomas Fernandez who believes that the customers are the driving force behind its success. “80% of our business are through referrals and our very satisfied customers. The hospitality industry is made up of associations such as the Housekeepers, Purchasers and GMs. Through these associations, word gets around. Thus, the biggest milestone for PestBusters are our customers. Our customers have supported our integrated pest management programme, advocating a greener and healthier environment.

Today, we are known to be their preferred partner wherever we are.” People are at the heart of the PestBusters mission and Mr Fernandez maintains that it is what makes PestBusters stand out from other pest control companies. He mentions, “Our competitive edge in the pest control industry has been our people. We are in the people business – internal and external. Furthermore, PestBusters is very training and R&D centric. Our programmes are tailored to individual needs that are site and target specific in eliminating their pest problems.”

As a brand, PestBusters has ensured that its reputation has stayed intact through the years through the way it has positioned itself. Mr Fernandez elaborates, “The culture in training to deliver our promises is like an iceberg – 10% external, 90% internal. With this, we have developed all our technicians as brand ambassadors. We also believe our vehicles are a moving billboard on the road. Today, the name PestBusters is synonymous with the hospitality industry.”

“The culture adopted in PestBusters differs as well. This culture makes PestBusters feel like a ‘kampung’ – the caring, sharing, team spirit, others before self, etc. are evident. Social activities are further organized to bring our people together. A kingdom, if divided cannot stand. A motivated and enthusiastic workforce has also been able to provide us with this edge.”

As a member of various associations, Mr Fernandez is often referred to as the ‘Bug Man’ and his stellar reputation in the hospitality industry has given people belief in him to contribute back to the industry. “Being introduced as the Chairman and CEO of PestBusters, it’s like a brand recall each time.”

To add value to the PestBusters name, PestBusters conducts regular training for hotel staffs at least twice a year where staff will understand the scope of pest management, how they can help contribute to a healthier pest-free environment, the characteristics of common pests and important aspect of how the hotel can support the pest management programme.

Although PestBusters is a sizeable financial investment, Mr Fernandez assures that it is one that is well worth it. “Sighting of pests in the hospitality industry can destroy a brand name overnight. Thus, engaging the right partners to safeguard and uphold their brand name give comfort and reward to any organisation that believes in providing the best for their guests. There is a big financial impact if the authorities shut down a hotel for pest infestation. Every individual has a role to play and contribute to the success of the pest management programme.”

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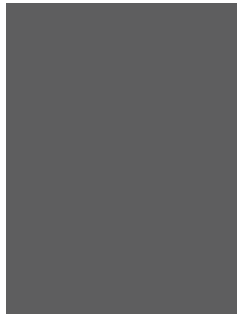
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Food&HotelAsia 2014

Everything the horeca industry needs to create unique guest experiences can be found at HospitalityStyleAsia2014. The three day expo will be held from 8th – 11th April 2014 at the Singapore Expo, the biennial trade event is one of six speciality shows of Food&HotelAsia2014 – the largest and most comprehensive industry event of its kind in Asia.

Now into its 8th edition, HospitalityStyleAsia has established itself as the leading sourcing ground for furnishing, finishing and fitting needs of hospitality businesses in the region. Having more than doubled the number of exhibitors over the last five editions, the show is an extensive showcase of everything from foodservice products and equipment; guestroom and bathroom amenities; indoor and outdoor furniture; housekeeping equipment and tableware including chinaware, glassware, porcelainware and cutlery among many others.



Ms Ting Siew Mui, Project Director of Lifestyle Events at Singapore Exhibition Services, organiser of HospitalityStyleAsia2014 says, "As the region's hospitality arena becomes more competitive, it is increasingly important for businesses to pay greater attention to the finer details in order to stand out. HospitalityStyleAsia provides a platform for relevant businesses to source for unique products and services to enhance the ambience of their establishments and improve overall guest experience."

Prominent exhibitors at the 2014 show include Andy Mannhart, Fieldcrest, Kian Contract, Luzerne, Ocean Glass, Q Verbeelen, Rak Porcelain, Riedel, Sambonet, Sia Huat, SICO Asia and Zwiesel.

As one of the shows under the Food&HotelAsia umbrella that attracts visitors from more than 100 countries/regions, HospitalityStyleAsia does see its fair share of big name buyers. Key visitors who came to the 2012 edition hailed from some of the world's most established market players, such as Banyan Tree Hotels & Resorts, Best Western International, Brotzeit International, Hilton Worldwide, Marco Polo Hotels, Meritus Hotels & Resorts, Pan Pacific Hotels Group, Park Hotel Group and Tung Lok Restaurants.



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Everything the Indonesian hospitality industry needs to create unique guest experiences can be found at Food, Hotel & Tourism Bali 2014. The three day expo will be held from 6th – 8th March 2014 at the Bali Nusa Dua Convention Center, Nusa Dua, Bali. The biennial trade event is the 9th international exhibition for equipment, food, beverage and services to support Indonesia's tourism and hospitality industries. Bali remains at the forefront of the tourism industry in Indonesia, recently receiving the award for the best Spa destination in the world to add to its previous list of world tourism and hospitality awards.

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To cater to the growing number of tourists a whole host of new hotels have recently opened with more expected to be completed. With this expansion in the industry, big opportunities exist right across the board, in food and drink, bakery and the hospitality sector to meet a more affluent middle class and increasing numbers of foreign arrivals.

The Food, Hotel and Tourism Bali 2014 expo will offer its attendees a host of benefits and host top quality international business to business events serving specialized industry sectors. FHT Bali 2014 will offer:- a highly targeted audience of your fellow industry professionals, the most cost effective means of sourcing products, services and information in your industry, direct personal access to the suppliers of the leading technology, the opportunity to question, examine and compare the performance of competitive suppliers from around the world.

It will also feature new product launches with linked conferences, exhibitor seminars and networking events, the most time efficient forum to keep up to date with state of the art products, innovations and developments in your market, an excellent track record of introducing new to market technology, thousands of international companies to new regional partners, importers, agents and distributors, as well as new business opportunities by providing direct negotiation with exhibitor's senior decision makers.