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HAVE YOU MADE YOUR RESERVATIONS?

The saying 'tough times don't last, tough people do' is something I truly believe in. It's not always been smooth sailing for us, but I have steered the magazine through some hard times. My recent coup is that finally, after a lot of challenges and ups and downs, we are finally hosting HAPA Indonesia in Bali. The Island of the Gods is the event destination of my dreams and I am glad that for once, at least, (but I am certainly going to try to do it again!), HAPA will be held in this iconic destination.

# Staying The Course



**Jennifer Ong**  
Founder / Publisher

**A**lthough it's a small Series, we're very proud to be able to host the inaugural HAPA Indonesia this August. Next we will be exploring the possibility of a Thailand Series because Thai hospitality has so much to offer and so many bright stars to feature.

Meanwhile, the adrenaline rush continues with the return of the HAPA Malaysia Series. Judging is already underway. We have set 9 January 2014 for the awards dinner, so our judges have more time to carry out their judging assignments and scoring. Our venue partner will be One World Hotel.

My team has started working on presenting this awards series in a unique way – in terms of presentation, both awards and F&B. With new ideas injected into the management of awards, it's going to be fresh and exciting! Mark 9 January 2014 into your diaries now!

Our expertise in running HAPA has carved a name for us in the events line, and we recently completed Lamborghini's 50th Anniversary Asia Drive and Gala Dinner for which we were appointed event

consultants and event managers. This was our first car event in our portfolio. We were also appointed to co-host the EO SuperChef Competition with celebrity Chef Zam. Hospitality Asia covered this event exclusively. With these portfolio's successfully tucked under our belt, we are looking forward to explore many, many more event opportunities, in any industry.

This issue we will be supporting one of the F&B industry's biggest events, FHM 2013. As always, our coverage will be in-depth, exclusive and hospitality driven, with highlights on some of the most prolific exhibitors in the show.

Our Build & Fit focus was such a hit last issue that we have included a second part so as to cover more properties, and highlight the suppliers and talented designers who make luxury part of the DNA of new hotels in Malaysia and Singapore.

Enjoy the issue and feel free to connect with me at [publisher@wapublishing.asia](mailto:publisher@wapublishing.asia).





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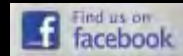
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# contents

## travel, golf & spa

### Destination 22

The Best Of Asia. New properties to savour as you travel around the Asia Pacific region.

### On The Road 30

Luxury cars and sophisticated rides kick off our new page on getting from Point A to Point B in style.

### Happenings 34

The Running Of The Bulls – It was poetry in motion, and a display of finely tuned horsepower when 77 Lamborghini super sports cars took to the road.

## food & entertainment

### Happenings 49

What's Cookin'? The Entrepreneurs' Organization's Malaysia cook up a storm at their annual Interforum Games Battle Of The Best – The Chefs Association of Malaysia, Penang Chapter, held a three day 'battle' of thrills and spills

### Feature 54

Up On The Roof – The best places to enjoy a drink alfresco

### Opinion 64

Bruce Almighty – Checking in with the Marketing Director of Guinness Anchor Marketing Sdn Bhd

## hospitality

### Feature 78

Build, And They Will Come – Part Two of our Build & Fit spread

### Impressions 90

Resorts World Berhad's Man Of The Moment Ri-Yaz And Shine – Business and success in the hospitality industry

### Coffee Chat 94

Going From Strength To Strength at Nikko Bali Resort and Spa  
The Italian Job at Sunway Resort Hotel & Spa

### HAPA Indonesia 105

Supplement preview of the HAPA Indonesia 2012-20014 Series



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La Risata Kuala Lumpur  
Marini's on 57  
MOVIDA – C180, Cheras Selatan  
MOVIDA – Changkat Bukit Bintang  
MOVIDA – Hatten Square, Melaka  
MOVIDA – IOI Boulevard, Puchong  
MOVIDA – Scott Garden, Jalan Klang Lama  
MOVIDA – Sunway Giza, Petaling Jaya  
Mulligan's Pub & Bistro  
Noble House Restaurant Kuala Lumpur  
Noble Mansion PJ  
Oriental Pavilion Restaurant Petaling Jaya  
Pak Loh Chiu Chow Restaurant  
Passage Thru' India Kuala Lumpur  
Pietro Ristorante Italiano  
Ploy  
QEII 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  
Garuda Padang  
Halai Restaurant  
Helipad @ Clarke Quay  
Il Lido, Sentosa Golf Club  
Indochine Restaurant Club Street  
Indochine Waterfront  
Ivory  
Jaun, Swissotel The Stamford  
Ku De Ta Singapore  
Lantern @ Fullerton Bay Hotel Singapore  
Le Papillion  
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

Australian Trade Commission  
British High Commission  
Canadian High Commission  
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  
 Royal Danish Embassy  
 Royal Embassy of Saudi Arabia  
 Royal Thai Embassy, The  
 The Italian Trade Commission

#### EMBASSIES IN SINGAPORE

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

#### HOSPITALITY SCHOOLS (MALAYSIA)

Ascot Academy  
 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-Sunrice 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 CLUBS & RESORTS (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  
 Mercure 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 CLUBS & RESORTS (SINGAPORE)

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

Warren Golf & Country Club

#### BANK LOUNGES (MALAYSIA)

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

#### Bank Lounges (Singapore)

DBS Asia  
 ICICI Bank  
 ANZ Signature Priority Banking

#### TRAVEL AGENTS (MALAYSIA)

Bestour & Travel (M) Sdn Bhd  
 Discovery Overland Holiday Sdn Bhd  
 Malaysian Harmony Tour & Travel Sdn Bhd  
 Mayflower Acme ours Sdn Bhd  
 Pacific World Destination East Sdn Bhd

#### TRAVEL AGENTS (SINGAPORE)

City 99 Asia Travel (S) Pte Ltd  
 Farmosa Holiday Tours (S) Pte Ltd  
 Nam Ho Travel Service (S) Pte Ltd  
 Seiki Travel Pte Ltd  
 Shengyan Tours & Travel

#### AIRLINE OFFICES IN MALAYSIA

Air France  
 Air India  
 Air Mauritius  
 Air New Zealand  
 All Nippon Airways Co Ltd  
 Berjaya Air  
 British Airways-Qantas  
 British Airways Malaysia  
 Cathay Pacific Airway  
 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

#### AIRLINE OFFICES IN SINGAPORE

Air France  
 Air India  
 Air Mauritius Ltd  
 All Nippon Airways Co. Ltd  
 Asiana Airlines  
 Bangkok Airways Co. Ltd  
 British Airways PLC  
 Cathay Pacific Airways Ltd  
 Continental Airlines/Emirates  
 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 Singapore  
 Saudi Arabian Airlines  
 Sempati Air  
 Singapore Airlines Ltd  
 South African Airways  
 Sri Lankan Airlines Ltd  
 Swissair  
 Vietnam Airlines

#### AIRPORT/AIRLINE LOUNGES

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

#### ONBOARD

First Class and Business Class Flights on Malaysia Airlines (MAS)







HOSPITALITY ASIA  
PLATINUM AWARDS® 2014-2016  
REGIONAL SERIES

HAPA Regional 2014-2016 Series

# Building Excitement, Glitz and Glamour



**L**ike fine wine, the Hospitality Asia Platinum Awards (HAPA) gets better as it ages. We are constantly refining how we present the HAPA experience and with 2014 being HAPA's 13th Series, and the third series for HAPA Regional, the excitement is building.

We continue to seek out outstanding personalities in the hospitality and F&B line from six countries and cities in Southeast Asia; namely Malaysia, Singapore, Indonesia, Philippines, Thailand and Vietnam. Each Series we uncover brilliant new talents, and we are also delighted to keep recognizing men and women who, time and again, show that they are the cream of the crop in their respective fields.

As the industry grows, we add new categories to the upcoming Series in order to show progression and development. New categories are always of interest to the industry, and we hope to keep surprising the players.


HAPA Regional has always been a two-night awards extravaganza. As Hospitality Asia celebrates 20 glorious years in 2014, there is a high probability that the HAPA Regional Series will happen in Kuala Lumpur, the birthplace of Hospitality Asia.

We have already begun looking at venues which will truly imbue what we hope the event will convey for this momentous

occasion. The HAPA Regional Series demands a panel of judges which are well-travelled and respected in their areas of excellence. As such, we are in the midst of selecting top personalities from all six participating countries who will make up the panel of judges.

A project of this magnitude will always require support. As such, our team will be in contact with corporate companies and suppliers for partnerships because we know how important it is to have the support of the industry for something which ultimately benefits the industry by providing recognition and accolades to the players in the related fields.

Once we have squared away the sense and dollars, we will be embarking on the search for a charity which will benefit from HAPA Regional's participation and exposure. As always, charity is very dear to what we do, and while we endeavour to make each HAPA Regional Series an event of glitz and glamour, where all stops are pulled out, we also bear in mind that all around us there is need. The charity envelopes and the donations will help elevate this need, in whichever charity we choose to sponsor.

The ball is already in play, with nominations already being issued to different establishments. It's time once again to get ready for this Series! 



HAPA Malaysia 2013-2015 Series

# Marvelously Malaysia



**H**APA Malaysia's 5th Series is HAPA's 12th year since its inception. HAPA is getting ready to set the Malaysian hospitality scene alight once more. As expected of the premier event honouring Malaysian hospitality professionals, HAPA Malaysia will be rolling out a hospitality experience befitting Malaysia's hardworking, dedicated and passionate purveyors of hospitality.

HAPA Malaysia Series 2013-2015 will see new award categories being premiered, so as to further encompass and showcase the many ways in which members of the hospitality fraternity can excel and delight guests. One of the most notable new awards being premiered at HAPA Malaysia Series 2013-2015 is the HAPA Best Lifestyle Living Experience. It is an award which was created by the HAPA Committee to laud hotels and resorts which bestow extraordinary lifestyle experiences to their guests. Nominations for this award will come from the HAPA Panel of Judges who will be nominating properties on the basis of the lifestyle living experience, with supporting top-notch services and facilities. In essence, to be nominated in the Best Lifestyle Living Experience category, a property must have continuously and consistently wowed guests with exclusive and memorable stay experiences.

Nominations have come from Malaysia's 13 states, which is testimony to the regard to which the industry holds the Hospitality Asia Platinum Awards. The 2013-2015 Malaysia Awards Night is also of particular importance, as it falls on the 20th anniversary of the founding of Hospitality Asia magazine. The journey towards excellence is already underway, with judging having commenced,

and 500 nominations spread across the 32 award categories received by the deadline of 31 May 2013. The judges, made up of industry experts, corporate leaders and media, will finish their judging sessions by 31 August 2013. This is when the fever starts to really build, as we tabulate the scores internally.

HAPA Malaysia's Gala Dinner has been set for 9 January 2014 at One World Hotel, with a new, exciting dinner presentation, based on the 'Out of The Box' concept. The menu design and food preparation will come from five chefs who have been drawn from past winners of the HAPA Series, making it a Gala Dinner with the most distinctly different, and exclusive touch, in 12 years.

HAPA Malaysia is sponsored by principle sponsors Assa Abloy Hospitality Pte. Ltd./Security Marketing Sdn Bhd, Kian Interiors Sdn Bhd, Hospitality Resources Sdn Bhd, Bedco Sistem (M) Sdn Bhd, Hocatsu (M) Sdn Bhd and Guinness Anchor Berhad.

As always, HAPA never forgets the less fortunate in the countries and communities in which it operates. The beneficiary of HAPA Malaysia 2013-2015 Series will be the Make A Wish Foundation. The Make A Wish Foundation strives to grant the wishes of Malaysian children with life-threatening illnesses.

With so much to look forward to, it is no wonder that the Malaysian hospitality players are all abuzz with excitement. Join the rest of the hospitality practitioners who have blocked off their calendars and make a special note for 9 January 2014 for a night of camaraderie, glamour and solidarity, infused with a great dining experience and the joy of being recognized as stars of the hospitality industry. **ha**





HOSPITALITY ASIA  
PLATINUM AWARDS® 2013-2015  
MALAYSIA SERIES



**MAJOR HONOURS (7 Awards)**

- (SVE) HAPA Service Excellence - Beyond Expectations
- (RSY) HAPA Resort of the Year - Best Discovery
- (HTY) HAPA Hotel of the Year - Extraordinary Stay
- (RTY) HAPA Restaurant of the Year - Dining Experience
- (ICY) HAPA Icon of the Year - Hospitality Entrepreneur
- (GMY) HAPA General Manager of the Year - Ambassador of Hospitality
- (KKC) HAPA King of Kitchens - Ambassador of Cuisine

**HEAVENS OF HOSPITALITY (9 Awards)**

- (5SH) HAPA 5-Star Hotel - Exceptional Experience
- (5SR) HAPA 5-Star Resort - Exceptional Experience
- (4SH) HAPA 4-Star Hotel - Exceptional Experience
- (4SR) HAPA 4-Star Resort - Exceptional Experience
- (FMR) HAPA Family & Recreation Hotel/Resort - Delightful Experience
- (SVR) HAPA Serviced Residence - Perfect Living
- (SPA) HAPA Indulging Spa - Tempting Experience (Hotels/Resorts)
- (DYS) HAPA Indulging Day Spa - Blissful Experience
- (GFE) HAPA Golf Excellence - The Exhilarating Experience

**PASSIONS OF HOSPITALITY (4 Awards)**

- (MWC) HAPA Masterchef (Western) - Master of Fine Cuisine
- (MAC) HAPA Masterchef (Asian) - Master of Authenticity
- (MPC) HAPA Masterchef (Pastry) - Captain of Creativity
- (FBY) HAPA F&B Personality - Champion of Innovation

**FLAVOURS OF HOSPITALITY (5 Awards)**

- (IGE) HAPA Concept Restaurant - Most Innovative Guest Experience
- (NSP) HAPA Night Spot - Outstanding Concept
- (TOA) HAPA Flavours of Asia
- (TOW) HAPA Flavours of The West
- (CCD) HAPA Chic Casual Dining

**HOSPITALITY FROM THE HEART (3 Awards)**

- (FOC) HAPA Front Office Excellence
- (HSE) HAPA Housekeeping Excellence
- (CCG) HAPA Concierge Excellence

**INDUSTRY RECOGNITION AWARD (3 Awards)**

- (HPS) HAPA Hospitality School - Academic Excellence
- (PRE) HAPA Public Relations Excellence
- (HRE) HAPA Human Resource Excellence

**SPECIAL AWARD (1 Award)**

- (This award is nominated by the HAPA Panel of Judges)
- (BLL) HAPA Best Lifestyle Living Experience

Note: The above 32 awards listed are subject to change and final confirmation by the HAPA Committee.

# Unforgettable Experiences Await

Anand Cavale, Managing Director, Cards & Consumer Lending, Citibank Berhad is interviewed about the new Citi Prestige Card and how it opens up a world of unparalleled benefits.

**T**he more a bank knows its customers, the more equipped it is to roll out a product which fits into their target market's lifestyles the way well pedicured feet belong in Manolos. Still the ultimate name in credit cards, Citibank recently unveiled Citi Prestige, the financial institution's latest lifestyle card, chockablock with unique benefits that respond to a member's Citi relationship, and accompanied by personal service to meet all needs. Citi Prestige promises to be a member's passport to a world of unforgettable experiences, from enhanced travel to once-in-a-lifetime events, with rewards that recognize the special relationship between Citibank and its cardholders.

According to Datamonitor's Asia Pacific Wealth Model 2011 report, the size of the affluent segment in Malaysia is expected to grow at a pace of seven percent, reaching 500,000 in 2015. This growth was one of the factors that spurred the launch of Citibank's new card.

Anand Cavale, Managing Director, Cards & Consumer Lending, Citibank Berhad, in an interview, explains the conception of their latest product. "Citi's strengths are our globality and diversity. With a history that spans over 200 years, and our presence in over 1,000 cities in 160 countries, Citi has been providing more services in more markets for more clients than any other financial institution globally. Citi Prestige leverages on Citi's unique global footprint and leadership as the largest global issuer of credit cards to deliver the first truly global credit card which is consistently recognized and accepted across all regions. Citi Prestige is globally designed and locally managed. It balances global consistency with local customization to ensure common themes and positioning while maximizing customer relevance in each market."

From research carried out, Citibank discovered that the needs of affluent customers seem to have converged to be more consistent worldwide with increasing travel and easy access to real time media. This was one of the factors which led to the design



*Anand Cavale, Managing Director, Cards & Consumer Lending, Citibank Berhad.*

of Citi Prestige. Explains Cavale, "Affluent customers traverse countries, currencies and cultures, and feel like they share more things in common with other affluent people, bar nationalities. This group of global citizens treasures their time, demand control of their finances, and expect premium benefits and access to extraordinary experiences worldwide. Citi Prestige is a truly global card, designed for the globally-minded Malaysian customer, who is in a prime position to take advantage of the card's many unmatched offerings. Citi Prestige is designed for customers, who are already affluent and have a global outlook. They look for and appreciate receiving more exclusive benefits and privileges, wider global acceptance and recognition, as well as exciting, unmatched lifestyle experiences. The Citi Prestige Card is part of Citibank's strategy to serve clients along the wealth continuum by offering a customized product proposition as they grow in wealth and in the sophistication of their financial, credit management and lifestyle needs."



Citi Prestige is targeted at consumers in their mid 30s to 50s. These consumers relish exclusive access and privileges, and would comfortably travel the world to watch tennis at Wimbledon or take in a musical or play at the West End. They are on-the-go and are willing to pay a premium for services they especially want, which is why Citi Prestige's Unique Selling Proposition is the unparalleled benefits the card offers. It is the first global credit card offering from Citi that leverages the bank's unique global footprint and relationships to deliver a world of experiences to card members – at home and wherever they travel.

The benefits offered include a dedicated Citi Prestige Global Concierge that is available 24/7 to fulfil all lifestyle needs of affluent consumers with local and global expertise; complimentary night stay at 800 hotels globally such as the InterContinental and St Regis Hotels, unlimited access to over 600 airport lounges worldwide, access to unique experiences and global events like a personal shopping experience in Paris, VIP experience at the Cannes Film Festival, Monaco GP with one of the top F1 teams and complimentary green fees at over 2,000 golf courses across North America, Europe, Africa, Asia and the Caribbean, all tailored to meet the evolving spending patterns of the affluent segment.

One big pull factor of the new card is its Global Service. As Cavale explains, "Citi Prestige cardmembers will have the peace of mind that their status and relationship will be recognized at Citibank branches worldwide. The Citi Prestige Concierge offers card members direct access to a team of experts available 24/7 and fluent in 20 languages. Whether the cardmembers are in their hometown or overseas, they can rely on local expertise to manage anything they need – from making a restaurant reservation in their hometown to emergency access to funds abroad. The concierge works with a team of experts with knowledge of markets around the world to provide customized and local recommendations based on the card members' request."

The well-spoken Cavale goes on to share a personal experience with the Citi Prestige Concierge. "I was travelling to the United

States recently and Citi Prestige Concierge helped to manage all my travel needs from logistics to accommodations. They also suggested some must visit places and good places to eat. I was impressed with their suggestions as I was not aware of those places previously and had a great time. In cases where they are unable to source for the item that you wanted, they would suggest an alternative and not leave the cardmember disappointed. For example, a friend of mine was looking for a vintage gold Rolex watch from the 1980s with a lizard leather strap and roman numbers. Although they could not source for the same watch, they came back within two hours and gave details regarding a similar watch. The friend ended up finding a new love!"

When queried about the real pressing need for affluent customers to have access to Citi Prestige Concierge in the probable light of their having personal assistants to manage their lifestyle needs, Cavale believes that what makes the Citi Prestige concierge different is that they have the necessary asset network and expertise to better serve the cardmembers' needs. "A personal assistant is good and sufficient for executing instructions but may not be able to source for sold out concert tickets, get priority booking at a Michelin Star restaurant, and arrange for exotic getaways," says Cavale earnestly.

With the global needs of its cardmembers in mind, Citi ensured that there is good coverage and a variety of hotel selections around the world for jet setting travellers to enjoy complimentary stays at. There are over 16 hotels available on average per key city and at least six different hotel brands and chains to select from in every key city.

Expounds Cavale. "Due to our geographical nature, Malaysians love to travel locally. Therefore, we have partnered with major hotel groups like Starwood, YTL and Shangri-La to ensure that our Citi Prestige cardmembers get complimentary night stays when they travel locally and regionally. The Citi Prestige card also offers exclusive, queue-free KLIA airport limo taxi rides home for cardholders when they return from their overseas trip. Cardholders



Anand Cavale, Managing Director, Cards & Consumer Lending, Citibank Berhad, Sheila Majid, Doreen Lee, Vice President, Cards Products & Marketing, Citibank Berhad and Amit Vasudev, Director, Head of Citibranded Cards & Marketing, Citibank Berhad enjoying an evening of music with Citi Prestige.



*An evening with Citi Prestige, Citi's first global credit card that offers unparalleled benefits including a dedicated Citi Prestige Global Concierge and access to unique experiences and global events. Below: Malaysian jazz queen, Sheila Majid, entertaining Citi Prestige guests with soulful renditions of her signature songs.*

who swipe their card a minimum of three times while travelling abroad can redeem their free ride home from a Citibank Priority Booth at the Airport Limo (M) Sdn Bhd counter, where a dedicated staff ushers them straight to a waiting limo."

Targeted as it is to the international globe trotter; Citi Prestige is a global card. The card was launched simultaneously in the United States, Mexico, Hong Kong, Singapore and Malaysia in the first quarter of 2013. "We are listening closely to cardmembers' feedback and are currently expanding Citi Prestige to additional countries aligned with Citi's Global Consumer and Cards strategy," shares Cavale.

When asked about how Citi Prestige differs from other credit cards which also target the same client demographics, the intuitive Managing Director is quick to say, "What makes Citi Prestige different is the experience it offers. Over and above the common benefits that the other products in the market offer, Citi Prestige ensures that every touch point – application, onboarding and engagement, are differentiated and enhanced in order to meet the affluent segment's refined needs. The concierge plays its part to deliver 'white glove' treatment to our cardmembers. Citi Prestige is your passport to unforgettable experiences. Since our launch this March, we have done a variety of events for our cardmembers. We have hosted dinners by Celebrity Chefs as well as Michelin star chefs, flown our cardmembers across the Kuala Lumpur skyline via helicopter, and invited our cardmembers to VIP experiences at concerts abroad. There are more of such events planned for this year as appreciation and recognition for our Citi Prestige cardmembers. The Citi Prestige Card is also the first credit card to be issued under the MasterCard World Elite platform in the Asia Pacific region."

While new credit cards are launched frequently by various banks, Citibank cards stay relevant by constantly striving to work around its customers' needs and build its value proposition to suit these changing needs. Cavale expands on the two new Citi cards launched recently. "Citi Prestige offers unparalleled benefits such as a dedicated Citi Prestige Global Concierge, available 24/7





to fulfil all lifestyle needs of affluent consumers with local and global expertise; access to unique experiences and global events; complimentary night stay at 800 hotels globally and unlimited access to over 600 airport lounges worldwide, all tailored to meet the evolving spending patterns of the affluent segment. The Citibank Rewards Platinum Card allows customers to be in the driving seat by bringing together the added flexibility to select bundles of rewards and benefits called Rewards Category. Each category is tailored to specific interests and spending habits in segments such as shopping, driving, entertainment, travel and home. The new lifestyle-orientated card offers 5X rewards points, automatic protection and bonus coupons and gives customers the freedom to choose and modify their rewards experience as their needs evolve. In addition, they can now redeem their points on-the-go via any digital smart phone. The Citibank PremierMiles Credit Card is the first and only card in Malaysia that offers cardholders the freedom to fly to over 150 destinations around the world via 53 international airlines. It gives huge travel privileges and access to our businessmen and travellers segment. Citibank credit cards are popular because they meet different lifestyle needs," stressed Cavale.

He adds, "Customers are also extremely mobile, travelling overseas frequently for work or leisure. According to the World Travel & Tourism Council, travel, especially international demand, has remained largely resilient and exceeded growth in the wider global economy. In addition, Asia is expected to continue to have strong growth in the travel sector in 2013. The affluent customer, who is well-travelled and enjoys luxurious experiences, will be able

to enjoy a variety of lifestyle and travel benefits anywhere in the world via our Citi Prestige Global Concierge service. Available 24/7 to all our card members, wherever they might be in the world, our dedicated team of experts will purchase tickets and help card members gain admission to the world's most coveted events from sporting tournaments to fashion shows or the opening night of a big Broadway show. Card members will also be able to make dinner reservations at the world's finest restaurants and have their travel and entertainment requests taken care of. Card members also gain access to a set of curated events and once-in-a-lifetime experiences, such as personal shopping in Paris, or diving in Oman."

With such a well-thought out premise, it would seem that Citi Prestige goes well beyond the gold standard, propelling its upwardly mobile target to heights yet to be savoured. **ha**



*Citi Prestige offers card members exclusive privileges and access to a world of unforgettable experiences.*

*“The will to win  
means nothing  
if you haven’t the will  
to prepare.”*

Juma Ikangaa

*For it is in preparation that you set goals to achieve,  
and in achievement you set benchmarks.  
With each step, you distinguish yourself from the rest.*

*This is the HAPA definition of Excellence.*



Setting Industry Standards for Service and Quality Excellence



HOSPITALITY ASIA PLATINUM AWARDS (HAPA) recognizes and rewards the crème de la crème of the hospitality industry at all levels. Focusing on the people who strive ceaselessly to give guests a hospitality experience bar none, this signature soiree has become a much-anticipated event for all players and businesses who work within the hospitality industry. Dedicated to recognizing and rewarding personalities and establishments who have shown drive, dedication and passion for the hospitality industry, HAPA award categories are as diverse as the industry it serves, with Personality awards dedicated to service excellence and leadership, to categories ranging from the best experiences to be had in travel, golf, spa, food and entertainment. The Oscars of Hospitality is held annually, with Malaysia and Regional countries taking it in turn to host the event.