

hospitality



Get into the head of some of the industry's top executives as they speak on hospitality trends and challenges. Gain insider knowledge on purchasing trends and what hoteliers are looking for from suppliers and manufacturers. Check out which properties have made commitments to the environment and how they're using the green advantage to favour your stay with them. Try out something new at one of the happening trade shows around the region and find answers to your hospitality questions in this section.



40 Years Of Hospitality

Shangri-La Hotel, Singapore celebrated its 40th anniversary with an exhibition of its founding, development and expansion through the decades. The exhibition was available to members of the public until 30 May 2011, and entrance was free.

A display of ten panels traced the beginnings of the hotel and the factors that contributed to its success as a groundbreaking leader in the hotel industry in the Republic. A highlight of the exhibition was an audio recording of speeches delivered 40 years ago at the hotel's opening ceremony on 23 April 1971. The 19-minute recording featured speeches by the late Dr. Goh Keng Swee, who officiated at the ceremony, and chairman of the board of directors of the hotel, Robert Kuok. The exhibition also gave a glimpse of the founding philosophy that set the standards for the hotel and propelled it into a major hospitality group. **ha**



Michael Sengol (left) receiving the Lifetime Achievement Award

CEO Lauded

Michael Sengol, Chief Executive Officer of Meritus Hotels & Resorts (MHR), the Singapore-based hotel management company owned by Overseas Union Enterprise (OUE) was awarded the Fonterra Lifetime Achievement Award at the Asian Gastronomic Awards of Excellence 2011 convened at Grand Hyatt Singapore on 16 April 2011.

Organized by Peter Knipp Holdings Pte Ltd and supported by Singapore Tourism Board and Workforce Development Agency, the annual Asian Gastronomic Awards of Excellence seeks to recognize outstanding local and regional luminaries in the food and beverage industry. **ha**

IHG Launches iPhone Booking Apps

IHG (InterContinental Hotels Group), the world's largest hotel group by number of rooms, announced the continuation of its mobile app strategy with iPhone booking apps for each of its seven brands – InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®. These new apps provide customers with the functionality to find and book hotel rooms, check rates and view or cancel reservations.

The iPhone apps for each brand follow the highly successful release of the InterContinental Concierge Insider Guides app for iPad in December 2010; the Priority Club® Rewards app for Android in July 2010; and the Priority Club Rewards app for iPhone in April 2010.

In just over a year, IHG has seen a nearly 1,000 percent increase in room night bookings from mobile devices. In the first five months of 2011, IHG has already surpassed its 2010 total number of room night bookings from mobile devices. **ha**



No wedding proposal can get any bigger!

Infinite Proposal Possibilities

Mastermind a legendary wedding proposition at Anantara Golden Triangle Resort & Spa in northern Thailand, commencing with a unique arrival experience by boat and concluding with a baby elephant ring presentation. From the nearby historic town of Chiang Saen, a traditional welcome aboard a longtail boat takes the couple along the Mekong River towards a landmark golden Buddha and onto the convergence of Myanmar, Laos and Thailand, where passage continues with a gentle elephant trek through 160 acres of vivid jungle and countryside. As sunset descends, enjoy a romantic Dine by Design in any number of intimate settings; from a secluded terrace to a moonlit hilltop with three country views, or a picturesque rice paddy with baby elephant companions. Share a beautiful dinner and await the arrival of fun loving Phil, the baby elephant who will be assisting in the romantic events of the evening. With the mother nearby and her mahout's help, baby Phil will do his best to offer an elegant bouquet of flowers in his trunk or a bow-tied gift box around his neck with the engagement ring hidden inside. All that remains is to pop the question! **ha**

Quickie Tours

Just stopping in Bangkok for a quick weekend break or business meeting, but you still want to see the best possible local culture in only 90 minutes? Anantara through the GHA membership card has come up with the great idea of "Experience Express".

Anantara along with GHA partners around the world now offer a range of short trips including tuk tuk rides to make a wish at Bangkok's oldest Indian temple, or vodka sampling in Russia or a quick bike ride along the banks of the Yangtze River in China - all designed for the busy traveller that has a few hours to spare who want to experience fun and exciting indigenous cultural activities in any of the GHA partner hotels across the globe. **ha**

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In the swim of things at Le Méridien Kuala Lumpur

Meetings Made Perfect

Le Méridien Kuala Lumpur is the perfect stage for captivating meetings and inspiring accommodation, offering limitless opportunities for discovery. Strategically located at KL Sentral, the nation's transportation hub, the hotel makes an ideal meeting summit.

What better reason to escape for a memorable meeting or event at Le Méridien Kuala Lumpur, than with the August Early Bird offer. Enjoy rates as low as RM350 nett per night with a complimentary choice of Jean Georges Signature Breakfast or High Speed Internet Access. Embark on a journey of exploration when you book by 30 June 2011 for groups with 10 paying rooms per night from 1 August to 4 September 2011.

Discover a new perspective with attractive savings of up to 50 percent. Weekend Discovery allows you to mix work and pleasure over the weekend. From Friday to Sunday, a full-day meeting package inclusive of accommodation and complimentary breakfast goes for only RM 450 nett per night. **h**



Centara Grand Island Resort & Spa Maldives – Sundeck at Luxury Sunset Water Villa

Steamed Up

Visitors to Kota Kinabalu, Sabah Malaysia will be able to enjoy a nostalgic journey on a vintage steam locomotive, one of the few functional locomotives left in the world that is fueled by wood. This classic train is operated to the highest of international standards and is fully compliant with modern safety standards.

The North Borneo Railway is a joint project between the Sutera Harbour Resort and the Sabah State Railway Department to help enhance the existing infrastructure and to promote Sabah as a tourist destination. The North Borneo Railway was officially launched on 22nd January 2000 in honour of Kota Kinabalu achieving city status on 2nd February 2000 and it was temporarily closed due to the reconstruction of the track by the Sabah State Railway Department.

The steam locomotive, the last of a fleet of locomotives that once plied the tracks through Borneo since the late 1880s, was manufactured by the Vulcan Foundry Ltd in Newton-le-Willows in Lancashire, United Kingdom. In 1954, Vulcan Foundry received the final order from the North Borneo Railway for three locomotives that resulted in a neat 2-6-2 tender locomotive of 58'-0" length, weighing 85 tons.

Managed by Sutera Harbour Resort, the train has a capacity for 80 passengers accommodated in 5 colonial-period carriages, each with a capacity of 16 passengers, and individually named after a town along the journey - Papar, Kinarut, Tanjung Aru, Putatan and Kawang. For special charter services, the passenger load may be increased to up to 160 passengers.

All the carriages are non-air conditioned and are fitted with fans and washrooms. A kitchen car serves 'Tiffin' styled meals, which highlight an exotic blend of colonial and continental cuisine, on the return journey from Papar to Tanjung Aru. **h**

Maldives In Luxury

Centara Grand Island Resort & Spa Maldives is offering a fully inclusive package until October 31 that includes accommodation in a Beach Suite, three meals per day and an open bar service, started at USD 620 net per room night at Beach Suite. Minimum 3 consecutive night stay is required.

The resort is also offering its Sea Salt Degustation Dinner, in which a seven-course meal is served exclusively to intimate tables of two set directly on the beach, at a price of USD 190 per person, not including service charge and tax. The fully inclusive package includes daily buffet breakfast, lunch and dinner.

Set amongst the perfect islands and blue ocean of South Ari Atoll in the Republic of Maldives, 25 minutes by seaplane from Male, Centara Grand Island Resort & Spa Maldives offers 112 suites and villas. The resort offers diving and snorkeling enthusiasts outstanding opportunities including an excellent house reef complete with a dedicated sunken ship wreck, and is within easy reach of the top dive spots in the Maldives. **h**

No More Dope For Tourists

The government of the Netherlands has said it would start banning visitors from buying cannabis from "coffee shops". It also said that some restrictions on Dutch customers would be imposed by the end of the year.

Coffee shops are establishments in the Netherlands where the sale of cannabis for personal consumption by the public is tolerated by the local authorities. As this is illegal in most countries, many tourists from around the world travel to Amsterdam to use cannabis.

Backed by the far-right party of anti-immigrant politician Geert Wilders, the coalition government that came into power last year announced plans to curb drug tourism as part of a nationwide programme to promote health and fight crime. **h**

Social media - what are your guests saying?

How do you know which social media conversations are most relevant? And how can you turn them into great guest experiences and increase RevPAR?

Many tools are available for monitoring social media conversations. But you still need to sift through the thousands of posts provided by these listening engines to discern the really important conversations – ones that are actionable in a measurable way.

Avaya Social Media Manager addresses this challenge head-on. With it, you can connect seamlessly to social media channels and detect social media conversations that relate to your brand, properties, amenities, services, and guests.

But what really sets Social Media Manager apart is:

- You can filter, distill and analyze social media posts, identifying those that are most important and actionable.
- Those messages are automatically distributed to the person anywhere in your organization that is most qualified to respond.
- And, best of all, these mentions and responses are tracked and reported on through your Avaya Aura® Contact Center reporting tools.

Intelligent filtering and classifying

Social Media Manager applies customizable filters to social media mentions to eliminate spam, analyze mention relevancy and classify by language and other attributes such as sentiment.

It also classifies social media mentions using external or internal context, thereby providing a more complete picture of the guest and a clearer understanding of how the social media contact is taking place.

Based on this analysis and categorization Social Media Manager

routes the mention to the function within your organization that is best equipped to respond, such as room sales, group bookings, guest services or marketing.

With Social Media Manager, all these variables are handled automatically so that you can respond quickly and with the appropriate specialist skill level and the right message.

Customizing and measuring your response

Social Media Manager makes it easy for you to customize a response to actionable guest posts. For example, if the guest is using Twitter or Facebook, your agent or specialist receives an e-mail containing the text from that post, along with whatever profile information the customer makes publicly available – Social Media Manager collects that information automatically.

That information can be linked to your internal loyalty program database or sales management system to give your agent or specialist a more complete view of that guest's previous interaction with your brand.

Based on this comprehensive picture, your agent or specialist can use Social Media Manager to respond directly to the mention, whether it's Facebook, Twitter or

another social media channel. All this, while ensuring your total social media interaction is tracked and remains in your control.

New ways to respond in real time

It's not always best to communicate with guests via social media channels. For example, a hotelier might find it necessary to confirm who a guest is and respond to him or her privately with personal information.

In cases like this, our Social Media Widget – an optional component of Social Media Manager – enables an agent or specialist to elevate communications originally started on public social media to a voice or video call, e-mail, chat or instant message without the need for a phone number or e-mail address.

The customer simply connects to your company's Social Media Widget from his or her social network page. With this capability, the public response aspect of social media is converted to real-time one-on-one communications. Your prospective guests could even have the opportunity to make an immediate purchase online.

Avaya Social Media Manager –
separating news from noise.
Are you listening?

Your company is being talked about on Twitter, Facebook, blogs and other social media channels – potentially hundreds of thousands of mentions or posts. But how many of those discussions really need your attention? If you don't know, you're gambling and your hotel's reputation is on the line. One unhappy guest can create havoc through the viral power of social media.

For more information www.avaya.com/innovations

The Dharmawangsa Jakarta Certified Eco-hotel

The Dharmawangsa has officially been awarded the Eco-hotels certification by PT. TUV Rheinland Indonesia. Located strategically in the prime residential area of South Jakarta, The Dharmawangsa Jakarta is a five star luxury residential style hotel that can now be classified as a hotel accommodation that has implemented the Eco Hotel Management System Standard by saving mother earth in the aspect of its waste management.

The hotel also strives to ensure that guests are staying in a safe, non-toxic and energy-efficient accommodation. They have achieved eight elements of the Eco Hotel Management System starting from Organizational and Objective, Purchasing and Hazardous Substances, Water Management, Waste Management, Office Supplies, External Facilities and Surroundings, Energy Management and Safety Management. **h3**



Centara Grand Nusa Dua Resort & Villas

Centara Announces First Move Into Bali

Centara Hotels & Resorts has signed a management contract that will see the opening of its first property in Bali, Indonesia.

To be named Centara Grand Nusa Dua Resort & Villas, the resort is a new one that will be completed at the end of this year. The soft opening is scheduled for December 2011 with the grand opening to be held during 2012.

Located at the prime Bali resort of Nusa Dua, the property will have 76 guestrooms ranging in size from 60-70sqm, and 14 villas offering a choice of one, 2 or 3 bedrooms.

There will be two restaurants including an Indian Restaurant, an all day dining restaurant, a lounge bar, a club lounge, kids' club, a SPA Cenvaree, fitness centre, two swimming pools, and meeting rooms. **h3**

China-UAE Cooperation

The Emirates Academy of Hospitality Management, one of the world's leading hospitality management schools and part of Jumeirah Group, recently signed a cooperation agreement with the Beijing Hospitality Institute.

The agreement establishes an academic exchange programme between The Emirates Academy of Hospitality Management and Beijing Hospitality Institute – a specialist university certified by the Ecole hoteliere de Lausanne (EHL). The agreement provides study abroad programmes for students, faculty exchanges, academic cooperation and programmes for the development of young talent in the hospitality industry. **h3**

Hotel Energy Study In Thailand

UNWTO and the Ministry of Tourism and Sports of Thailand have officially concluded a project to help hotels along the Thai Andaman coast significantly reduce their greenhouse gas emissions and energy costs through energy-saving technologies.

Participating hotels have successfully reduced their carbon footprint and cut their energy costs by implementing energy efficiency and renewable energy (EE/RE) technologies as part of the UNWTO/Ministry of Tourism and Sports of Thailand joint Program for Energy Efficiency in Kho Khao and Kho Lak (PEEK).

Initial estimations indicate that the measures undertaken as a result of the project will bring in savings of around 385,000 kwh/year in energy consumption, as well as leading to a reduction in CO2 emissions of around 192 CO2 tons/year. This reduction in greenhouse gas emissions is estimated at between 10-25 percent per year, depending on the technology used and the individual hotel characteristics.

Over the past two years, the energy consumption of participating hotels was mapped through energy audits, which also made individual energy-saving recommendations. Based on these recommendations, hotels installed EE/RE technologies such as heat pumps, solar hybrid power systems, and efficient pool pumps, to significantly reduce their greenhouse gas emissions. These technologies were sourced locally, thus contributing to regional value added, and installed during off-season.

The PEEK project also provided hotels and local communities with training courses and capacity building on EE/RE technologies, not only in Kho Khao and Kho Lak, but all along the Andaman coast. It is expected that the project will serve as a model for similar efforts in other regions of Thailand and an Energy Efficiency Handbook for Thai Hotels has been produced. **h3**



(Left to right) Anil Pathak, Susie Peter, Melissa Lim and Charles Marshall displaying their awards

Aon Hewitt Best Employers Award

Holiday Inn Kuala Lumpur Glenmarie and Crowne Plaza Mutiara Kuala Lumpur have both been presented with awards for being one of the top 10 winners of the Aon Hewitt Best Employers in Malaysia 2011.

Charles Marshall, Area General Manager for InterContinental Hotels Group Malaysia/General Manager of Crowne Plaza Mutiara Kuala Lumpur and Anil Pathak, General Manager of Holiday Inn Kuala Lumpur Glenmarie received the awards from the Minister of Human Resources, Y.B Datuk Dr. S. Subramaniam on 29 March 2011 at the 12th National Human Resources Summit. It was the first time for both hotels to be placed in the Aon Hewitt Best Employers in Malaysia awards list and needless to say, the efforts of the employees to collaborate at delivering a great brand experience did not go unnoticed. **h**



Official Launch of InterContinental Kuala Lumpur by YB Dato Dr. James Dawos Mamit, Deputy Minister of Tourism Malaysia; YB was preparing the popular Hainanese chicken rice

InterContinental's Grand Arrival

The world famous InterContinental hotel has finally arrived in Malaysia. The grand opening took place on 30 March 2011 and was launched by the Deputy Minister of Tourism Malaysia, YB Dato' Dr. James Dawos Mamit. At this official launch, invited guests and the media were treated to a luncheon boasting a melting pot of Malaysian flavours and hawker fare, while they were entertained by a cultural live band. Also present were the General Manager of InterContinental Kuala Lumpur, Adam McDonald and IHG Vice President of Operations for Southeast Asia, Alan Watts. The hotel will soon undergo an 18-month refurbishment for the rooms, restaurants and facilities. **h**



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Check in and get grooving at Hard Rock Hotel Penang

Music To Rock By

Hard Rock Hotel Penang has launched The Sound of Your Stay, Hard Rock's complimentary music programme. At check-in, guests will receive a special keyholder that is embedded with a code for The Sound of Your Stay redeemable at iTunes to download a fifteen-song playlist. This new check-in programme is officially implemented from March 2011.

Guests can visit music.hardrockhotels.com to redeem the complimentary tracks that Hard Rock has carefully chosen to represent the vibe and genre of the three unique types of Hard Rock Hotels & Casinos properties throughout the world: resort havens, casino getaways and city retreats. The list represents a different side to the Hard Rock Hotel personality, whether it is a classic track from an iconic artist or the latest blast from the global underground. **h**



Scott with her award

Anne Scott Named Asia's Leading Woman In Hospitality

Anne Scott, General Manager of The Andaman, a Luxury Collection Resort, Langkawi was named Asia's Leading Woman in Hospitality at the Women in Leadership Asia Forum held in Kuala Lumpur.

The Women in Leadership Asia Awards aims to recognize and reward influential women leaders in Asia for their outstanding achievements and honour organizations for their initiatives in promoting the development and empowerment of women in society. The Leading Woman in Hospitality award is accorded to a female leader for her outstanding performance, her initiatives and achievements in the hospitality sector that may have led to her company's growth.

Originally from Scotland, Anne Scott arrived in Asia in 2008 as General Manager in charge of opening the Le Méridien Chiang Rai, Thailand which was shortly thereafter named Conde Nast Traveler Hot List for new hotels 2009. In August 2010, she moved to The Andaman in Langkawi, Malaysia which under her tenure as General Manager, picked up the much sought-after Conde Nast Traveler Readers' Award for 10th Best Hotel in Asia and 6th Best Spa Outside the UK, and the World Travel Award for Best Spa Resort in Asia. **h**



The island buffet counter – main focus of the Ez@M foyer area

Maximizing Meetings

The Sheraton Imperial Kuala Lumpur Hotel was abuzz with excitement as all preparations were underway to unveil their latest meeting facility – @M event level recently. Located on the mezzanine level of the 5-star hotel, the newly renovated meeting level took 6 months to complete at a cost of RM6 million.

Approximately 200 persons were invited to view the new meeting facility as part of the hotel's 'launch' activities. Divided into lunch and dinner sessions, invitees were taken on a personal tour by the hotel's Sales & Marketing team members.

With the addition of the @M event level, the Sheraton Imperial Kuala Lumpur Hotel now boasts of more than 2219.6 sq metres of function space with a total of 12 venue options. Measuring a total of 667 sq metres, the elegant Nusantara Ballroom (located on level 2 of the hotel) is the largest function space, catering from 120 persons for a boardroom set-up to 1000 persons for a theatre set-up. It can also seat approximately 550 persons for a banquet and 800 persons for a cocktail reception. **h**

Adults Only Holiday

Thomson Holidays has officially launched Thomson Couples, an all-new adults-only holiday experience aimed at couples who want to spend time abroad in a child-free environment. With the first Couples customers flying out in June, Thomson is the first mainstream travel company to offer 100 percent child-free holiday resorts worldwide.

Luke Gaskins, Head of Product Development at Thomson Holidays, explained that Thomson Couples holidays is part of the company's commitment to designing holidays around the differing needs of its customers, and would complement its hugely popular Thomson Families resorts. **h**



(Left to right): Pierre-Louis Genier, Siti Ramadhaniatun, Ismail Neethiahnanthan, Ari Ragavan Pradeep Nair Jeffrey and Michael

Science In The Kitchen

Developed from the philosophy that food product development should be culinary-driven, Culinology® is a unique discipline that blends culinary arts and food science. With that in mind, Taylor's University Lakeside Campus proudly launched the Bachelor of Science (Culinology®) programme. Commencing July 2011, Taylor's University will be the first ever university in Asia to offer this unique discipline of study in partnership with the Research Chefs Association (RCA). Taylor's University is in the ranks with ten other universities in the United States of America to offer this highly sought after degree. **h3**

Marriott International To Introduce Residence Inn Brand In Bahrain

Marriott International plans to introduce its Residence Inn by Marriott lodging brand for extended stay travellers in Bahrain later this year, under a long term management agreement with International Trading And Investment Co. W.L.L. The 78-unit property will open in the Juffair district of Manama and will be the first Residence Inn-branded property in the Middle East. Late last year, Marriott announced it would also operate a Residence Inn-branded property in Jizan, Saudi Arabia in 2012; a third Residence Inn-branded hotel will open in Algiers in 2014. **h3**



28–30 September 2011

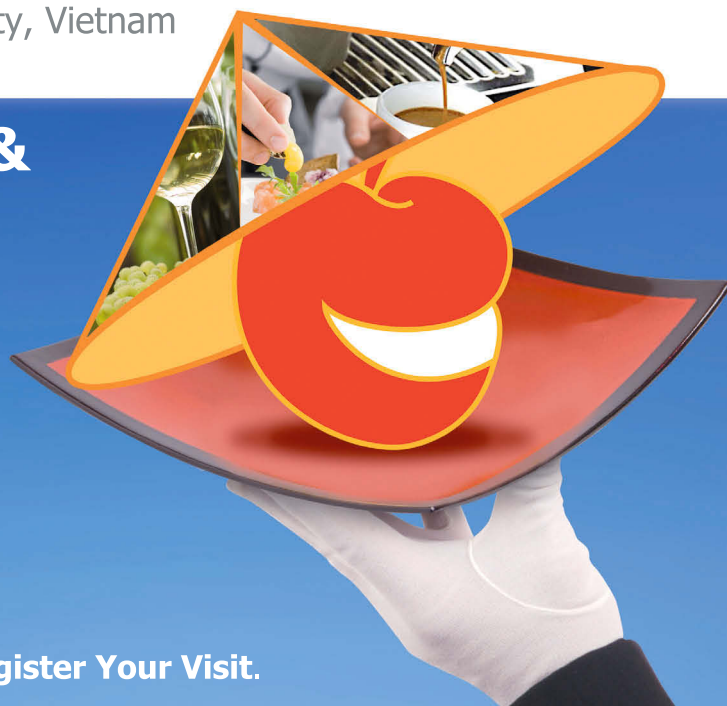
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AN **ALLWORLD** EXHIBITIONS EVENT

There was no better way to commemorate their 10th anniversary than to move into a brand new integrated F&B campus. For At-Sunrice GlobalChef Academy, this year marks a significant milestone since the academy not only moved into a new campus, but was also recently awarded the Culinary Institute of the Year at the Asian Gastronomic Award of Excellence.

Upon entering the campus which is situated on the topmost floor of the Sakae building on 28 Tai Seng Street, you will first be greeted by a vibrant and modish reception area that veils the spacious campus behind. The overall stylish look of the campus derives from the dark wood flooring and high ceiling that is accentuated by the use of warm and natural tones like orange, brown and beige. The walls of the campus' restaurant are intermittently adorned with interesting pieces of tableware that are framed in a showcase, while the restaurant serves a dual purpose of an actual training F&B outlet for the students and as well as a canteen for students and staff to have their meals.

The Sun Rises And Sets At-Sunrice



Looks and functionality go hand-in-hand at this new world-class culinary campus, as the academy only employs cutting-edge technology to boost productivity with the repertoire of industry standard kitchens, equipment, tools and software. Making the top of the to-see-list at At-Sunrice are the Western and Asian kitchens that are designed to stimulate a real industrial kitchen environment; facilitating the students in a 12-month apprenticeship in both kitchens so they will emerge as highly competent GlobalChefs, ready to take on the industry by storm. The Asian kitchen boasts a modern and traditional steaming facility, a full-sized stove-top custom-made for Chinese woks, and a tandoori oven. The Western kitchen, on the other hand, is appointed with cast iron stoves and sophisticated commercial kitchen units by Electrolux.



Students or more aptly, GlobalChefs in-the-making, are guaranteed to experience a top-notch culinary education at this campus which has introduced, among many other exciting programmes, the first Coffee and Tea Academy by Nespresso in Asia. The Academy allows students to journey through the rich history of coffee and tea, whilst mastering the art of espresso and latte. There is also a Wine Academy created for students to learn viticulture and to groom them with the

*Top row: The Coffee and Tea Academy by Nespresso
Above (left to right): The warmly-lit restaurant where students undergo F&B training and have their daily meals; Students are taught to utilize the latest technology in the F&B industry*


knowledge to become wine connoisseurs. The Delicatessen Room, also known as the charcuterie, is a quaint room that resembles the quintessential European deli where students will have the opportunity to explore a vast selection of vinegar, oil, food preservation, ham and cheese from all around the world.

In view of its mission to be a contemporary culinary arts school, the academy built an Innovation Centre by Miele which features tremendous flexibility in a way that the centre can be transformed into 50 different kitchen settings to cater to different learning needs. The centre primarily focuses on Research and Development of new food technologies and products in the industry; ensuring that students will gain first-hand knowledge on cooking technology that has yet to be released in the market. On top of that,



students will get to utilize a fully-equipped bar, a pastry kitchen and bakery by Salva, a CookChill kitchen by Electrolux, and a spacious multi-purpose hall that showcases a GlobalChef demo kitchen complete with various equipments for industrial and domestic use. Apart from its many stunning facilities, the academy is constituted by a pool of multi-ethnic master chefs who generously impart their culinary know-how to students during and outside of class.

Much of the academy's key developments and accolades can be credited to the Chief Executive Officer, Christoph Megel. The French native began his culinary journey at the age of 16 in his grandfather's kitchen. He has since worked in countries like Monaco, the United States, Korea, Japan and Singapore where he was Executive Chef of the Ritz-Carlton Millenia for six years before taking over the helm of At-Sunrice in 2005. Remarks Megel, "Cooking is essentially a sensual art form that invites us to take pleasure in tasting, touching, smelling and enjoying. These sentiments, more often than not, are also a powerful impetus for chef aspirations. We want our new campus to exude comfort, class and style in order to inspire and hearten our students and to give them the most conducive environment to study."

With the ten-year mark under its belt and a shiny new campus to complement its longstanding reputation as Singapore's top culinary academy, At-Sunrice is ready to advance into another decade of producing GlobalChefs. 



*Top left: The library featuring a comprehensive range of reading materials
Bottom left: Western kitchen by Electrolux
Above (from the top): Innovation Centre by Miele; A chef lecturer working closely with his students in the kitchen*

The Dream Chaser

There are two kinds of people in this world; one waits for his dream to happen, while the other drives his dream. Michael Sengol is not only the latter, but he is also someone who isn't afraid of failure and is always ready to embrace change. His sound leadership and motivational character have earned him the Chief Executive Officer position at Meritus Hotels & Resorts, where he now steers the organization into an era of unprecedented achievements.



AS an Asian leader in the hotel sector, Michael Sengol acquired his industry know-how through extensive years of working with some of the top hospitality companies in the world. In the course of his notable career spanning more than three decades, the former UK-based Chief Operating Officer of Millennium & Copthorne Hotels has taken on key assignments that involved setting up hotels and developing industry professionals in exciting markets around the Asia Pacific region, Europe, Australia, Guam and Mainland China.

Joining Meritus Hotels & Resorts and driving its flagship Mandarin Orchard had its share of challenges. Sengol shares, "The iconic Mandarin Orchard has a very established reputation but it had gone through many changes since its establishment almost 40 years ago. Along the way, the hotel lost its identity. Fortunately, I came in with the ability to understand what needed to be changed and the experience of effectively championing such changes whilst making sure I had the staff's buy-in, too." Not denying that it was tough challenge, Sengol recounts that the hotel had 60 percent of senior staff who had



worked there for more than 20 years whilst the remaining 40 percent consisted of new staff that came in with different mindsets. "I had to assess how best to merge the old with the new. Instead of dismantling the organization, I added value by appreciating and cultivating what was already there, and at the same time making sure that new goals are achieved."

Since his appointment, the top executive has successfully implemented significant changes to positively impact the business, the guests, and the staff. His first move was to open up channels of communication with employees and it was in the form of town hall meetings. In these discussions, achievements are celebrated, goals are discussed, and business performance is shared with all employees in attendance. They also get the opportunity to engage the CEO and Hotel GM in a dialogue where they can raise questions or concerns they may have.

"The key is to get everyone involved, make them accountable, and let everybody know that getting where we want to go is always work in progress. This is a business that constantly changes; the type of clientele is constantly changing," he says.

Sengol also decided that the employees should walk through the customer's experience. Thus, in trainings and sharing discussions he regularly conducts, he would usually ask, "What kind of emotions do you think a guest goes through when he checks in? Did he already have a long wait at the



airport? Had he been travelling for the last 20 hours? Many factors will play up in the minutes you delay a guest's check in," he stresses. Sengol further elaborates that it is essential, as a leader, to be in the theatre where all the action is happening. "The customer pays top dollar for our services, so we need to make sure we understand their needs and expectations, and we deliver a great experience. I am here to drive that value proposition."

Where major changes are made, there is always a question of receptiveness. "Initially the older staff was frightened. They thought to themselves; here's a guy who was going to tell them their date of expiry," he quips, "but I assured them that I have kept some very senior people in my previous positions so I am going to tool them but they must come on board. You cannot think it is a God-given right to come to work every day and be paid, and not have to worry about whether you are adding value to the overall picture."

Whilst the dynamics of rates and occupancy will constantly vary in any given hotel property, Sengol has found that

Singapore is very fortunate because the government drives occupancy and looks at arrival trends very carefully; making sure that all planes are full and that budget airlines will have access. He testifies, "The volume of visitors coming in is very high because of a great set of government initiatives. In terms of rates, that's where we need to manage. Demand-based pricing is very crucial thus we need to have very good analytical skills to price correctly."

So what does it take to be a great hotelier? The veteran proclaims, "A lot of passion." He continues, saying, "A good hotelier is also a person who has time for others and who has developed others along the way. I feel proud and fulfilled that I have developed some people into becoming general managers, managing directors, COOs, VPs, during my 20 years in China and beyond. Some even jumped from being my subordinate to becoming my boss. There shouldn't be any fear in teaching others and helping them reach their peak, because you also learn and accomplish more along the way." **h**

Defining Success



In this interview with Hospitality Asia, Patrick Fiat, award-winning General Manager of Royal Plaza on Scotts speaks on service quality and innovation; the two defining characteristics of Royal Plaza On Scotts that has paved the way to success and recognition.

For the past 12 years, Patrick Fiat has spearheaded Royal Plaza on Scotts into an iconic destination in Singapore, attracting discerning business and leisure travellers alike. “Royal Plaza on Scotts (RP) has come a long way since the last 12 years which included developments and improvements to the hardware of a hotel – the rooms and products, as well as the heartware – the organization culture and the service,” said the amiable General Manager, Fiat.

The last major revamp the hotel had undergone was in 2007, where their service DNA was reinvented and all the rooms renovated. "It did not end there, we have continued the journey "At our best" workshops for our employees after three years to induce newly-joined colleagues into the organization culture and refresh what the service brand stands for in the minds of those who have been with us for some time," Fiat continues.

Fiat knows for certain that service quality and innovation have always been in the forefront of RP's priorities, and this was essential to all their wins. He expounds, "Just five years ago, we defined the DNA of our hotel in order to organize behavioural qualities to deliver authentic on-brand customer service experiences. Our brand values are anchored on specific attributes which distinctly differentiate the service delivered by our associates. They have embraced these values to heart and are committed to creating positive and extraordinary guest experiences whenever possible." Continuing, he says, "Everything that we do as an organization is aligned with our brand values – from hiring talent to managing performance to delivering business results. We also take pride in listening to customer feedback which we actively address by refining our product offerings and service approach. By doing so, customer satisfaction continues to improve alongside with our efforts to recognise the individual needs of our guests."




Predominantly a hotel driven by innovation, this factor stems from a desire to give their customers refreshing experiences – which include the introduction of complimentary mini-bars in all rooms, complimentary ultra-high speed internet in all rooms and public areas, being Singapore's first 100 percent smoke-free hotel and most recently, setting up Nespresso machines in all guest rooms. "These innovations have given us a marked differentiation as an independent hotel from our competitors. Over the years, this has allowed us to build a pool of loyal customers who appreciate the consistent introduction of meaningful added values which ultimately enhance their experience over the years," explains Fiat.

Another important criteria that fuels their success, he adds, is to "recognize that our people are our best assets, which differentiates us from others." The debonair Frenchman remarks, "They are at the front line, in direct contact with guests. The hardware of the hotel may make the stay more comfortable but it is the "heartware" that makes it memorable. The human resources play an essential part to connect with guests emotionally. This is an area which the hotel is investing in to attract and retain the pool of talented team members.

Recognizing that the organization is made of the younger and older generations, Fiat involves the two groups by combining their positive qualities. "We have held engagement sessions with different age groups of employees to find out what they are looking for in an organization. The highly-connected younger generations are enthusiastic and full of passion to make differences and bring new ideas into the company, but the experienced older generations have their pool of

knowledge that the organisation can tap on. The management style needs to strike a balance," he testifies.

Based on the tagline of 'What Can We Do For You', Royal Plaza on Scotts not only built its reputation as Singapore's frontrunner in service standards, but the tagline also translates into the management-employee aspect of the organization. "The delivery of 'What Can We Do For You' is a team effort. It is about the genuine desire to find out what is important to the guests and employees, and respond by being proactive to bring about improvements and changes." A firm believer in leading by example and walking the talk, Fiat says, "It is important to meet and engage with people. When you walk around, you check the "pulse" of the employee to understand about their well-being in the organization, not to micro-manage and check on the products. A successful general manager also brings passion to the workplace that is contagious to the team members."

As for RP's exciting plans in pipeline, Fiat reveals, "The hotel is venturing into the serviced residence sector with an upcoming project, 8 on Claymore, located in the heart of the bustling Orchard area." Scheduled to open in August this year, 8 on Claymore is the flagship serviced residence under Summit Residences of the Preferred Hotel Group. "It will bank on the sturdy foundation that has been built at RP, to attract and capture different market segments in the hospitality industry," he concludes. 



The good news is that there has been a record spike in the number of hotels attempting to be more ecologically conscious. The bad news is that it will take every hotel on the planet to be green-minded if even a dent is to be made into energy conservation, waste water management and waste disposal.

As we focus on the positives, hospitality providers like GTower Hotel in Kuala Lumpur are providing the much needed attention that the environmental cause needs. The stylish, amazingly chic yet wonderfully green hotel and office is testament to how going green can be cool in more than just the literal sense.

Colin Ng, Executive Director of GTower Sdn Bhd and Head – Corporate Investments for Goldis Berhad, shares his million-dollar opinion. “Going green is imperative. As the world continues to industrialize, we are finding that the earth cannot cope with humanity. We contribute exponentially to greenhouse gases, which exacerbate and accelerate global warming. As a result, our delicate ecosystem, such as our oceans are dying. Warming of the oceans lead to the polar caps melting, resulting in drastic changes in global climate and erratic weather conditions. We have perhaps another 20 years to correct ourselves. Therefore, what we build and how we build today will have an impact for generations ahead. If we are doing it alone, the impact will be insignificant. This has to be a global effort, because going green has no political borders. To dispel the myth of going green being ‘costly’, our experience in building GTower as being the first certified Green building in Malaysia has shown that it does not cost more to go green. This is a general misconception. Going green does not require more expenditure. For example, our air conditioning system is 28 percent more effective than a regular one while the energy saving lights we installed use 80 percent less energy. So our electricity bill is reduced substantially. Going green is about choices; you can practice the 4Rs – Rethink, Reduce, Reuse & Recycle – and have the same level of comfort at the end of the day. You’ll just have to think out of the box and rethink the whole process. It’s no longer a choice, but a must for all new construction to go green. Our legacy to future generations will be determined by our choices of today.”

Part of the hotel’s commitment to the environment is to do away with chlorine and chemicals for their two infinity pools and turn back to nature for answers for disinfection. The result? A salt-water pool that uses substantially less chemicals, producing a less toxic environment. The pools are also heated not by electricity, but waste heat that is harvested from the air conditioning system. The hot water for the hotel rooms are also generated from the same heat exchanging system, so guests can enjoy the comfort of hot water, without using extra electricity.

The Greener The Better



*Above: The facade of GTower Hotel
Right: The nature-inspired reception area of GTower Hotel*



The hotel also uses a lower thread count for towels and bedding to minimize the use of laundry detergents. Guests are encouraged to re-use their towels, instead of sending them to launder, after a single use. It also utilized double glazed glass to cut down on heat transmission, with a 1:3.8 glass to floor ratio. In constructing the building the owners specified Toxic-Free building materials with Low Volatile Organic Content (VOC) and used recycled materials. Even some of the outstanding pieces of furniture around the hotel and lounge are pre-used and reconditioned.

Ng adds, "We have a land area to Green Planting ratio of 1:4 with 'Green Walls,' roof gardens with flowering trees, perimeter landscaping and Green Roof Systems. Our green planting helps us to reduce the heat island effect and reduce the transmission of heat at our roof structures. A system of rainwater harvesting is installed to collect rainwater for irrigation. To further improve the indoor environment quality, the internal green planting act as carbon dioxide air scrubbers, turning carbon dioxide into refreshing oxygen naturally. To reduce the impact of 'sick building syndrome', we have installed carbon dioxide detectors for air quality control as well as carbon monoxide detectors on car parking floors. These sensors will trigger more fresh air intake, when carbon dioxide and carbon monoxide levels increase."

Ng added, "GTower's holistic approach in going green and being more sustainable results in saving the carbon footprint equivalent of 18,000 trees being chopped down. We offer a superior property that is more sustainable to the environment and costs less to operate. Our green 'investment' is bearing fruits now, reducing our operating costs."



Left: Colin Ng, Executive Director of GTower Sdn Bhd and Head – Corporate Investments for Goldis Berhad

Friends Of The Earth

Suppliers to the hospitality industry have also ensured that their business practices help and not hinder global greening. Vegard Prytz, Vice President & Regional Director Asia-Pacific for VingCard Elsafe says that ecological consciousness is not a new thing for his corporation.

"VingCard Elsafe has been pioneering environmental concern in the industry since back in 1979. It is part of our mission to offer solutions to our customers, deliver the best security solutions to the hospitality industry with a high commitment to improve the society, the people and the environment. Being a Norwegian company, it is part of our DNA to have a strong priority on the environmental impact of everything we do. In 2002, we established more aggressive programmes for efficient energy and water consumption in all our production processes, as well as the use of chemicals during our production process."

"Today, most of our hardware can be made of recycled material, such as steel and brass, in a very efficient way. All our processes for surface treatment have been transformed into more environmentally friendly processes in 2006-2007. In addition, usage of chemicals for cleaning was dramatically reduced to 95 percent," shares Prytz.

VingCard Elsafe has also established and achieved the aggressive targets defined for green electronics with full ROHS compliance. In order to become more efficient and environmentally friendly, VingCard Elsafe has heavily invested in its supply chain, both in-house and with its supply chain partners to meet targets and requirements for green products.

As to how easy greening the company's processes were, Prytz muses, "For VingCard Elsafe, reaching green efficiency is part of our DNA and from that angle, everything becomes easier than expected. It is very rewarding and motivating to see that in the long-term, we reduce material and energy which reverts in long-term financial results." For VingCard Elsafe, reaching efficiency in the lack of environmental impact was part of the company mission which also became a selling point for the company's product.

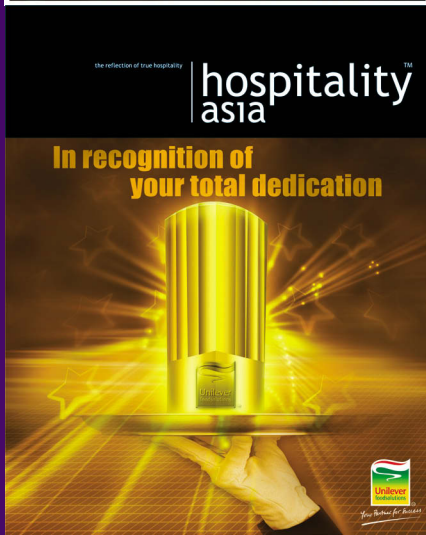
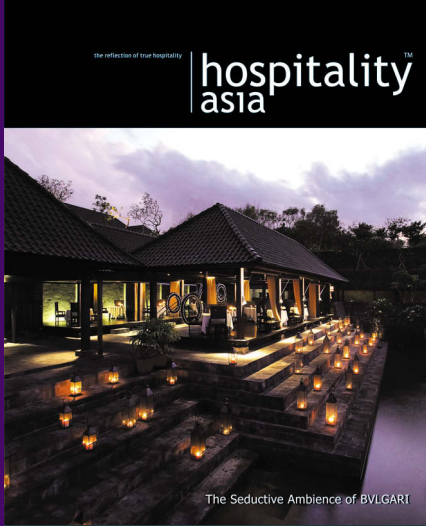
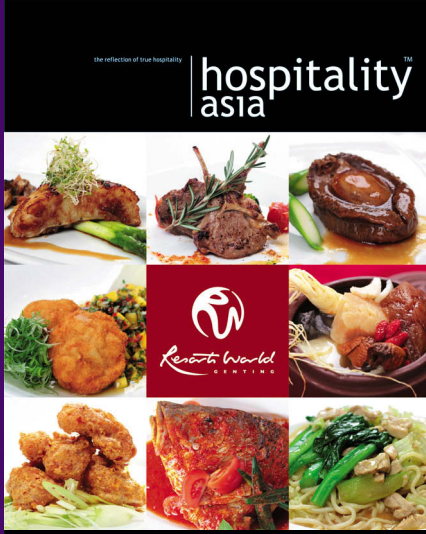


Above: Michael Benikos, Business Development Manager, Energy Management Systems Asia Pacific, VingCard Elsafe (left) and Vegard Prytz are proud to champion environmental concern in the hospitality industry

Left: VingCard Elsafe's new intelligent energy management solution, Orion offers hotels significant reduction of HVAC and energy waste



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“We saw the potential of offering products and solutions to our customers that could help them achieve the same objectives as well. In 2010, VingCard Elsafe launched a revolutionary solution, Orion by VingCard Elsafe Energy Management Solution that offers hotels significant reduction of HVAC and energy waste, while ensuring guest comfort. Orion by VingCard Elsafe has become a very powerful tool for hotels to improve their own green initiatives,” shares Prytz. To learn more about Orion by VingCard Elsafe visit www.vingcardelsafe.com.

Washed And Dried With Eco Care

Like VingCard Elsafe, Winterhalter (M) Sdn Bhd is also a proponent of environmental stewardship. The German specialist in commercial warewashing systems has been awarded a comprehensive international management certification for quality, environmental protection and occupational health and safety by the Swiss Association for Quality and Management Systems (SQS) in November 2010. This means Winterhalter meets the highest of standards – Certification for Quality, Environmental Protection, Occupational Health and Safety Management – in environmental protection.

Winterhalter is one of the first companies in the industry to earn comprehensive certification for quality management, environmental management and occupational health and safety. Certification according to the standards EN ISO 9001 (quality management), EN ISO 14001 (environmental management) and BS OHSAS 18001 (occupational health and safety management) is internationally recognized and gives customers the peace of mind that Winterhalter meets the highest of standards in terms of quality, environmental protection and occupational health and safety. These criteria are becoming increasingly important for a growing number of customers internationally, especially major customers.

Jürgen Winterhalter, owner and Chief Executive Officer, is delighted by the certification. “I am pleased that our enormous efforts, especially in environmental protection, have now been officially recognized. We invest a lot of time and money in making our warewashers as energy-efficient as possible. We have managed to reduce electricity, water and detergent consumption to an absolute minimum, which benefits our customers as well as the environment.” 

Clockwise from the top left: The UCL series warewasher with double rack; The VarioPower UC series glasswasher; The UC series bistro dishwasher



Since the founding of PestBusters back in 1991, the company has grown by leaps and bounds - both in manpower and in business, but Thomas Fernandez does not define growth by numbers. "To me growth is seen in the people we have trained to become professionals - that is a very significant growth because their transition to becoming highly-qualified individuals is what drives our business. We are, after all, in the people business," says Fernandez. Seeing the growth of his senior staff is what moves him. "I see my General Manager who first started off as an administrative officer - that inspires me. My human resources manager started off as a technician and he is now overseeing the HR department - that is the kind of growth that I am most proud to witness." All the people whom he has trained under his wing have not only been schooled for pest management courses, but they are sent for external courses to help them grow within their own strengths. But in the aspect of numbers, the gentle-spoken CEO relates, "We started off with our flagship hotel - the Mandarin Orchard Hotel - and today we have captured about 95 percent of Singapore's hotels. In the healthcare industry, our first client was Singapore General Hospital and today we are servicing 80 percent of Singapore's healthcare facilities."

Two Decades, Double The Success

As PestBusters turn 20 this year, many milestones are reflected on by the company's Chairman and Chief Executive Officer, Thomas Fernandez. Hospitality Asia caught up with the man who has been successfully busting pests for the past 20 years to journey down memory lane and also get a sneak peek into his future plans for the company.



A trip down memory lane; team members were as united as they are today



What then, you may wonder, could be the secret to a success like PestBusters? "It was all in finding our niche," says Fernandez. He explains, "Having gone to the United States; learning the real skills and application techniques for pest control and then changing pest control into pest management was what became our Unique Selling Proposition. It doesn't stop there because our service entails educating the end users of what pest management is all about and then instilling a programme for them that is today proven as effective and the best in the market. This is all reflected by the testimonials given by our clients. We found our niche; where our clients truly can experience the value of our services."



Left: Present day; the PestBusters team strike a pose with their two legendary Volkswagen Beetles
 Below: Obtained Asia Pacific Entrepreneurship Awards 2011 – Outstanding Entrepreneurship 2011 is a milestone in the 20th anniversary for both Thomas and PestBusters

While his self-published book “Niche Dominators: Success Secrets Exposed” was yet another accomplishment, Fernandez shares that it was not published for business opportunities, but rather was one of the many CSR efforts undertaken by the company. He says, “This was my way of giving back to society. When I entered the market, it was a dog-eat-dog world and to be able to carve a niche for ourselves, we needed to look at the target market. The book tells people, that even if you want to sell bubble tea while a hundred others are doing it, you need to find a niche; something extra that people are looking for so you don’t have the compete on the same level as your competitors. I can certainly say that the success of PestBusters is built on that niche.”

Another word of wisdom he wishes to share with budding entrepreneurs of this generation is that they should have a clear desire, especially in the service industry, to serve the clients, to deliver the promise and to ensure they have the right target market. “Provide a differentiation in your service. If you don’t set yourself apart, if you will be diving into the Red Ocean; you’ll end up price cutting and you do not want to fight on prices,” he advises.

Being the market leader in pest management, PestBusters will continue to cater to the premium hospitality and healthcare markets - the same target market as when they first started. He justifies, “Our target market and goal will never change. I have yet to find someone who can match up to the service that we provide; the way we spoil our customers and the strong relationships that we have built with them. We understand their needs and we will continue to provide service that will exceed their expectations.” Due to the overwhelming response and returning clients, the company takes the natural course to spread its wings overseas. “In Singapore we have already reached that 95 percent but now we need to look at the demands coming in from overseas. So the growth is through franchising and our expansion seems to be very successful in these areas,” shares Fernandez.

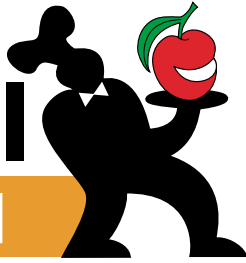
The future looks clear and bright to Fernandez, as he shares some of plans for the next few years. “We’ll definitely look at where the demand is, so that’s where our expansion will be. In five years time, I would also like to double the amount of employees in this company with people who are able to deliver the same working standards. And since there isn’t a school to go to, we hope that PestBusters will be the institution to train and educate the industry on proper pest management.”

To commemorate its 20th anniversary, the company will be placing advertisements in newspapers and television as a way of reminding their clients and future clients that they are still around and will be around for the next 20 years. A special ‘thank you’ cocktail will also be held for their loyal clients during this time. In closing, Fernandez recalls his journey, “It felt like just yesterday I started this business. In the past 20 years, I think what we learnt is to overcome any crisis; to ride with the customers in difficult times. What satisfies me the most is to see returning clients. Some of them stop using our services for a while to try something else that is cheaper but they come back to us after realizing that we are the best in what we do. We give them the results and we exceed their expectations. I am most proud of that.”



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Justin Malcolm
General Manager
Le Méridien Chiang Rai Resort,
Thailand

A veteran to the hospitality industry, Justin Malcolm has accumulated a wealth of knowledge and experience over his almost 16 year career with Starwood Hotels & Resorts. In 1995, his passion for the hospitality industry sparked at the Sheraton Sydney Airport Hotel, Australia where he held various roles before moving to the Sheraton Grande Laguna Phuket, Thailand in 1998 as Assistant Manager. During his tenure there, he was instrumental in the successful launch of the award-winning reward program, Starwood Preferred Guest within the resort. He then moved back to Australia to join The Westin Sydney as a member of the pre opening team for Westin's first hotel in the Pacific. There he held a number of key management roles before being appointed as Director of Six Sigma, Black Belt, where he was recognized for a number of industry leading projects, which contributed to the success of this award winning hotel.

Upon completion of his term in Sydney, Malcolm then moved to The Westin Kuala Lumpur in 2006 as Director of Rooms and won awards for the Excellence in Hotel Service, Best City Hotel, Hotel of the Year & Best Serviced Apartment Hotel. Two years later, he was appointed Resort Manager for Sheraton Maldives Full Moon Resort and Spa. During his time in Maldives Starwood awarded him as the most Inspiring Leader of the Year in 2009. **h**



Danny Goh
General Manager
Hotel Maya Kuala Lumpur, Malaysia

Danny Goh has been recently appointed General Manager of Hotel Maya Kuala Lumpur. This is a well deserved promotion from the Director of Sales and Marketing position, which he has held from March 2007. Goh will now be fully in charge of spearheading the management and operations of the hotel, and most importantly is committed to driving the hotel's sales target and maintaining a high service standard of a 5-star property. In his previous position, he has lead the sales team in placing Hotel Maya on the priority list for various markets including corporate business and long stay, international leisure travellers and MICE markets.

Armed with an impressive 35 years experience in the hospitality industry, he is considered a veteran in the hotel industry. He has also attended a Professional Development Programme (PDP) from Cornell University, USA in 1997. Throughout the years, he has been instrumental in helping the sales force for various international renowned hotel chains. Equipped with not only hands-on experience, he has attended high profiled Advanced Business Management and Sales & Marketing related seminars, workshops and programmes, mostly held overseas, in addition to attending annual international trade shows. **h**



Caroline von Sigriz
General Manager
Centara Chaan Talay Resort & Villas
Trat, Thailand

Caroline von is a German national with 28 years' experience in tourism in various fields. She started her career as product manager for the biggest trekking company in Germany, Hauser Exkursionen International and travelled extensively to over 70 countries but mainly explored new trekking routes in Southeast Asia and the Himalayas. Ten years ago she relocated to Bangkok where she worked as executive manager for Insight Thailand. For seven years she lived and worked on Koh Samui as a villa manager, and prior to joining Centara Chaan Talay Resort & Villas Trat was product manager for Web Sawadee Plc.

Centara Chaan Talay Resort and Villas Trat occupies a beachfront location with views across to the resort island of Koh Chang, easily accessible via the nearby ferry or by speedboat. Accommodation within the cluster of two-storey buildings is all-suite, with the one-bedroom suites offering 62 sq metres of space and the option of an oversized king-size bed or two double beds. The villas offer similar sized accommodation and are located either on the oceanfront or within the extensive gardens. Each has a private Jacuzzi spa located on the sundeck. **h**



Warunee Khammeru

Executive Assistant Manager
Centara Duangtawan Hotel, Chiang Mai,
Thailand

Warunee Khammeru has been appointed Executive Assistant Manager of Centara Duangtawan Hotel, Chiang Mai. Warunee graduated with a bachelor's degree in Hotel and Tourism Management from Payap University, Chiang Mai and holds a Master of Business Administration from Ramkhamhaeng University, Bangkok.

She has been Director of Sales and Executive Assistant Manager of Amari Hotel Chiang Mai prior to her promotion as the Executive Assistant Manager of Centara Duangtawan Hotel, Chiang Mai. She has over 17 years experience in Sales and Marketing. She will be responsible for the operations of Sales & Marketing and Food & Beverage of Centara Duangtawan Hotel Chiang Mai.

Centara Duangtawan Hotel Chiang Mai is located in the heart of Chiang Mai's downtown, a few step away from the Night Bazaar, 10 minutes from Chiang Mai International airport, bus terminal and railway station. Its 500 rooms are tastefully appointed and overlook refreshing natural scenery by day and the romantic atmosphere of Chiang Mai by night. **h**



Andrew Fairbairn

Director of Sales and Marketing
Le Méridien Kuala Lumpur, Malaysia

Andrew Fairbairn, as Director of Sales and Marketing, will lead the Sales and Marketing team to ensure optimum returns from all revenue channels in the hotel.

At only 30 years old, he is armed with vast experience in the account management of wholesale / FIT & MICE markets and a proven record in marketing, public relations and e-commerce. Fairbairn has enjoyed an active role within the region's ever evolving travel & hospitality industry.

Born in Noosa Heads, Australia, he holds Bachelor of Business majoring in Marketing from University of the Sunshine Coast, Australia and additional Diploma of Market Research from Market Research Society of Australia.

After four years as Marketing Executive for Tourism Noosa, he joined Starwood Hotels and Resorts as Business Development Manager in Sheraton Noosa Resort & Spa in 2004, and gradually forged an outstanding career that has taken him from Australia to Fiji and most recently Bali, Indonesia.

A high achiever, Fairbairn accomplished exceptional results at his first posting overseas as Director of Sales in Sheraton & Westin Resort Fiji in 2007. His team was awarded 'Starwood Asia Pacific Hotel Sales Team of the Year 2007' and successfully reopened the Sheraton Fiji after a full hotel refurbishment in 2008. In 2009 Andrew further progressed to his role as Director of Sales and Marketing at The Laguna, a Luxury Collection Resort & Spa, Nusa Dua, Bali. **h**



Steven Ang

National Director of Sales
Hilton Worldwide National Sales Office,
Malaysia

Hilton Kuala Lumpur is pleased to announce Steven Ang has been appointed as the National Director of Sales leading Hilton Worldwide National Sales Office, Malaysia.

Prior to his appointment, Ang spent five years in Thailand as the Director of Sales & Marketing for a reputable hotel group. Some of Ang's responsibilities included the organization of groups in various sales missions and trade shows, conducting numerous sales trainings for the group's sales team. One of his achievements included the 'Marketing Team of the year' award in year 2000.

In his current role, he will be leading, managing and coaching the National Sales Office (NSO) which consists of 25 team members. He is also ably assisted by CJ Wee, Director of Sales – Corporate and Hoe Poh Jin, Director of Sales – Leisure & MICE. Both have extensive years of experience in the hospitality industry.

Every sales person working under this NSO structure will be selling the Hilton Worldwide portfolio of hotels in Malaysia, which currently comprises of Hilton Kuala Lumpur, Hilton Petaling Jaya, Doubletree by Hilton, Kuala Lumpur, Hilton Kuching and Batang Ai Longhouse Resort (managed by Hilton), Kuching. **h**

Marcus Reinders

Managing Director
Starwood Resorts Maldives

Starwood Resorts Maldives (Sheraton Maldives Full Moon Resort & Spa + W Maldives Retreat & Spa) are pleased to announce the appointment of Marcus Reinders as Managing Director.

New Zealand born, Reinders brings over 22 years of luxury hotel experience to his new role in the Maldives. With more than ten years' experience with W Hotels Worldwide, Reinders will oversee the operation of the brands flagship retreat, W Maldives Retreat & Spa along with recently renovated Sheraton Maldives Full Moon Resort & Spa.

He has worked with W Sydney, W San Francisco, W New Orleans (where he was the recipient of the Starwood Hotels & Resorts Award for Heroism in recognition for efforts during Hurricane Katrina) and W Atlanta Midtown.

After spending more than ten years in the United States, he moved back to his native home of New Zealand where he was the General Manager of The Westin Auckland Lighter Quay prior to his appointment in the Maldives. **h**



Fenia Felicia

Director of Entertainment
W Retreat & Spa Bali - Seminyak,
Indonesia

W Retreat & Spa Bali-Seminyak appoints nightlife authority Fenia Felicia as Director of Entertainment of the first W property in Indonesia that just opened in March 2011. Fenia serves as the ambassador of W Happenings – exclusive W events that gives guests an insider's peek at the latest in fashion, art, music, design and more. Her first task: creating a scintillating, irresistible nightlife destination where the good life thrives and the who's who of Bali and beyond play.

Fenia joins W Retreat & Spa Bali-Seminyak with an insider's command of event management and promotion. Most recently at Anantara Seminyak Resort, she directed all content for the bar's entertainment, including high-wattage performances by international club royalty including Peaches, Jazznova and Cyber Pole Dancers, in addition to the Junction House Music Festival. With Fenia in charge, the bar was crowned "Best Nightlife Venue" at the Beat Awards 2010, an annual entertainment industry contest held by Beat Magazine Bali.

Prior to Anantara Seminyak Resort, Fenia – known for her passion for Indonesian artists – was the program officer for the Kelola Foundation for Arts and Culture, where she worked with Indonesian art communities by providing access to creative workshops and managing collaborative projects between the artists and foreign countries. **h**



Philip Hall

Group Director of Sales & Marketing
Centara Hotels & Resorts

Gerd Steeb, President of Centara Hotels & Resorts, has announced the appointment of Philip Hall as Group Director of Sales and Marketing.

Hall, a 39-year-old British national, has many years of experience in the travel industry gained from areas including hotel sales and marketing, destination management and servicing the end user. He has been based in Thailand since 1998, and joins Centara from the position of Director of International Sales at Anantara Hotels, Resorts & Spas, part of the Minor Hotel Group.

Reporting to Chris Bailey, Senior Vice President of Sales and Marketing, Hall will be responsible for overseeing the sales and marketing operations of Centara Hotels & Resorts.

"We are very pleased that Philip Hall is joining us, and feel that his long experience in both the travel and hospitality sectors of the industry in Thailand and overseas will be of immense benefit to the company as we continue our growth strategy," said Steeb. **h**



Discover, Experience And Relish FHM 2011

Acclaimed as Malaysia's Official Food and Hotel Show, the most awaited and eagerly anticipated event, Food and Hotel Malaysia is back! Scheduled to kick off from 20 - 23 September 2011, FHM will be bringing back the big names in the food and hospitality industry to the Kuala Lumpur Convention Centre to show off some of their latest products as well as to engage in serious business talks with the buyers of the industry.

FHM 2011 would be hosting more than 800 exhibitors, 6 international pavilions, and is anticipated to welcome over 20,000 buyers and decision makers from more than 50 countries and regions. Overwhelming response and incredible demand for space from existing and new exhibitors in this year's show makes it clear that FHM 2011 will exceed all expectations and dominate the trade exhibition field in the food and hospitality industry in Malaysia.

FHM 2011, Malaysia's national food and hospitality event is an unrivalled platform for the initiating of new business ventures as well as cementing on-going procurement projects. Food & beverage, hospitality industry experts and professionals can expect to witness an assortment of products from top names like Lee's Frozen Food, HSH Frozen Foods, Piau Kee, Bakers' Choice, Boncafe, SUSTA, Dras Engineering, Thai Stainless Steel, Synerchem, Eurochef, Karcher Cleaning Systems, Green Master Global Fine Food, MSM Equipment, Win Far Trading, DH Hygiene, Silikal GmbH, Kian Contract, Pacific West Foods, D & S Exports, Quality Associates, English Hotbreads, US Meat Export Federation, Sinmag Bakery Equipment, NSF Asia-Pacific, Winterhalter and many more!



A surge of visitors and exhibitors at the previous FHM

This 4-day exhibition will incorporate PROPAK Malaysia 2011, the 6th Malaysian International Food Processing & Packaging Technology with exhibitors from the packaging and processing solutions industry within its profile. FHM 2011 will also incorporate and feature Halal Food Asia 2011 and Bakery & Confectionery Malaysia 2011.

Culinaire Malaysia 2011, the region's largest culinary competition will once again be held in conjunction with FHM 2011. Grab the opportunity to meet and mingle with some of the country's best chefs from the hospitality industry. Culinaire Malaysia will see more participants and a lot more exciting programmes lined up for 2011. A jointly organized event by the Malaysian Association of Hotels (MAH), Chefs Association of Malaysia (CAM) and the Malaysian Food & Beverage Executives Association (MFBEA), Culinaire Malaysia will be the ultimate platform for chefs at all levels to showcase their talents and skills in a comprehensive variety of competition.

Food & Hotel Malaysia 2011 is proudly organized by Malaysia's leading exhibition organizer, Malaysian Exhibition Services Sdn Bhd (MES), and marketed worldwide by Singapore based International Expo Management Ltd (IEM) and London based Overseas Exhibition Services Ltd (OES). For further information on exhibiting opportunities and visiting the exhibition, visit the official website at www.foodandhotelmalaysia.com

Asia's largest International Food & Hospitality Trade Event



85,000sqm of Exhibition Space ■ 40,000 Asian Buyers
170 International Members of the Media ■ 46 Group Pavilions

Also Featuring:

FHA2012 Culinary Challenge ■ Imperial Challenge 2012 ■ Asian Pastry Cup 2012 ■ Asia Barista Championship 2012

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FHI Attracts A Record Turnout

The 11th International Hotel, Catering Equipment, Food and Drink exhibition, better known as Food & Hotel Indonesia (FHI) 2011 ended on a highly successful note, recording a total of 20,783 trade and business visitors from around Indonesia. A total of 901 companies showcased their products, expertise and services to the pool of trade visitors from around the globe. This year's International Pavilions consist of countries such as Brunei Darussalam, Germany, Korea, Singapore, Taiwan, Turkey and USA.

The exhibition which occupied a total floor space of 19, 435 sq m was officially inaugurated by Ir Firmansyah Rahim, Director General for Development of Tourism Destination who represented the Minister of Culture and Tourism of The Republic of Indonesia. Many exciting competitions were held throughout the four day exhibition, including the 8th Salon Culinaire Chefs' cooking competition organized by the Association of Culinary Professionals - a member of the World Association of Chefs (WACS). The immense competition had 328 young chefs competing in 24 culinary competitions ranging from fruit, vegetable and ice carving; to butter sculptures; live cooking matches and table display competitions. Another crowd-stopping competition was the 4th Indonesian Barista Competition 2011 organized by the Specialty Coffee Association of Indonesia (SCAI) which attracted 142 competitors from ASEAN countries. A cocktail and mocktail competition was also organized by STP Trisakti University, proving that Indonesia indeed has a growing number of baristas with international standing.

A total of 20,783 trade and business visitors were recorded at FHI 2011



Other exciting competitions include the Asian Pastry Cup of which the winner emerged as a qualified contender for the Pastry World Championship in France, and the Junior Chef Asian Challenge where teams of junior chefs from neighboring countries gathered to compete on a fair level in a hot cooking competition.

Joining the masses of internationally-acclaimed exhibitors were Classic Fine Foods, Convotherm, Fonterra Brands Indonesia, Hocatsu Pratama Indonesia, Indoguna Utama, Karcher, Meat and Livestock Australia (MLA), Nestle Professional, Rational, Sukanda Djaya, TCEP Holdings Pte Ltd, USA Poultry & Egg Export Council, Unilever, and Winterhalter Indonesia PMA.



Left: PT Prambanan Kencana booth where the latest in foodservice products were displayed

Below: Visitors and exhibitors interacting at the Korean Pavilion

Bottom: The official opening by Ir Firmansyah Rahim, Director General for Development of Tourism Destination who represented the Minister of Culture and Tourism of The Republic of Indonesia

Exhibitors were delighted with the results of the exhibition:

"For me, this is the best exhibition ever. Indovickers supplies hotel equipment and this exhibition is the best place to gather our customers. Thank you to Pamerindo and we are looking forward to the next event" – Reyner from Indovickers Furnitama

"Great show as usual, we received many inquiries from customers who were interested in our products. The organizers are very professional and we will join the next show for sure."- Hendra Sidharta, National Solution Manager of Nayati

"FOOD & HOTEL Indonesia organized by PT Pamerindo was highly professional and will always be the primary choice for all manufacturers and suppliers." – Ardi Nugroho Marketing Manager of Prambanan Kencana

"A very great show for us; we met all of the people from the hospitality industry. We will definitely participate again for the next show." – Goei Anto, Sales Manager of Winterhalter Indonesia PMA.

"An amazing exhibition, full of enthusiastic buyers. It's truly the best show and place to meet all our customers. See you next year." – Budinato Widjaja, Head of Hospitality at King Koil.

"Our expectations were far exceeded ... truly a brilliant expo, we can't wait for the next one. Excellent show as always! Highly-recommended!" – Monica Atmadja, Marketing Director, TTS.

"TFPMA had many times participated in Food & Hotel Indonesia. There are many quality visitors to our booths and our exhibitors have met their objectives. We will definitely exhibit again." – Sidney D. Chen, General Secretary of the Taiwan food and Pharmaceutical Machinery Association.

"Indonesia is an emerging market and is also an important export market for Korean products. We are happy with our participation in Food & Hotel Indonesia." – An Jeong-yun, Manager of Korea Food Trade Association.

Indonesia's booming food, hotel and tourism industry is once again proven at the success of this year's trade show, and FHI will return in 10-13 April 2013 at the Jakarta International Expo in Kemayoran. For more information on exhibition details, visit the organizer's website at www.foodhotelindonesia.com

h



By David Bowden

It's All About Me

I'm sitting on an airplane while it taxis onto the runway for take-off. In doing so, I'm reminded that electronic devices must currently remain switched off as they may interfere with the aircraft's navigation system so my laptop remains off. Getting twitchy, I look for something to keep me occupied until that magical 'seat belts fastened' sign is turned off and I can switch the laptop on to get on with some real work.

I reach for the in-flight magazine and ponder how much longer these will remain part of the airline's inventory. Surely the airline's bean counters have done a rigorous cost-benefit analysis to determine the combined weight of all these reams of paper that they consider must be weighing down the plane and costing at least an extra \$10 in fuel? These magazines probably weigh the equivalent of a couple of burly passengers and surely it would be more efficient to ditch the paper and turn the in-flight magazine into an e-zine for reading via the in-seat entertainment screen.

But I digress. I try to make sense of the in-flight magazine in which a designer has pushed all the boundaries of sensibility to present a publication that looks hip and trendy but somewhat troublesome to read with a smorgasbord of fonts and print sizes on every page. Maybe today's passengers only admire in-flight magazines and don't actually read them?

I negotiate my way to page 27 to read what I believe is a hotel review. It takes me sometime to work this out but there's separate box which captures my imagination as it lists the hotel's redeeming qualities. The room's qualities were assessed in the list with the most highly rated items being the broadband Internet speed, pillow fibre, availability of iPod dock, branded toiletries, plasma or conventional television (size and brand), availability of a sleep menu, names of the various designer brands used in the fittings, double-glazing, reading literature, branded mineral water, duvet grading, personalized bed reading light, toilet paper texture, pH reading for the soap, Wine Spectator rating for the mini bar wine, kilojoules in each packet of potato crisps in the in-room snack selection and, famous people who had graced the rooms of the hotel.

Okay, I admit; I made a few of these up, but it got me thinking about how the priorities of today's hotel guests are changing. What happened to hotel listings of the past which simply mentioned single or double, smoking or non smoking and sea or garden view (I always love a garden view listing which is basically a euphemism for the worst rooms in a beachside resort as they overlook the landscaped garden collection area)?

Now travellers are making such personalized lifestyle choices that I wondered whether it was possible for hoteliers to keep up with changing trends. Could we see hotel rooms of the future in which guests could pre-select items to grace their room upon arrival? Would it be possible for me to have a mini bar stocked with Austrian Grüner Veltliner and Blaufränkisch wines (from Burgenland if you don't mind), a free flow of Evian mineral water, goose down pillows, international adaptors as standard fittings, an ergonomic chair, Bvlgari toiletries with a shampoo rating of 7.8pH, an iPod loaded with anything but Kenny G and Celine Dion and, at least one rugby channel broadcasting 24/7, if that's not too much trouble?

Perhaps there are hotels out there that do this already for normal guests and not just prima donna teenage music idols and movie star wannabes. If so, I salute these establishments and look forward to these personalized standards becoming the industry norm of the future.

I'm all for service being more focused on my individual needs but things like personalized pillow menus are so yesterday. Any hotel or resort that offers me a toilet paper menu is assured of my business (in more ways than one, if you get what I mean). ■

