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HUMAN CAPITAL. NOW.



Do you know many Asian properties which are headed by Asians? How many leading Asian hospitality brands have groomed their own countrymen for the top positions at the hotels they own? Deep questions. Painful questions. But deeply relevant, given the backlash of the lack of human capital development in the Southeast Asian region and the rising cost of foreign labour.

In Singapore, one of the giants of tourism in the Southeast Asian region, the masses clamour against what they see as the intrusion of foreigners into their country. What is not said is that these foreigners are the only ones able or desiring to take up the more menial background jobs of cleaning or the ho-hum back of house duties. In Malaysia, the freezing of foreign labour is causing slumps in the service industry, with increasingly poor service deliverables.

The question facing hospitality providers now should not be what the governments are doing, but what the industry can and should do to ensure their own pool of talent. When the poaching stops, perhaps training and long-term retention of service staff can happen. Many times hoteliers tell me that they try to train and retain, only to have staff enticed away for a few hundred Ringgit more. True scenarios, but this should not prevent the industry from trying to build personal relationships between staff and management; and mentors and mentored.

Hospitality Asia acts as a conduit for the industry. When we meet a promising young service staff, we make it a point to commend him or her for their service. We have not been above bringing the person to the notice of his or her supervisor, hoping, in a small way to reward the hard work and determination.

These things are amplified at the Hospitality Asia Platinum Awards. We want to bring the tireless men and women of the back of house into the spotlight, showcasing them and their work as shining examples of what passion, honesty, integrity and determination can achieve.

We give these men and women motivation by lauding the Directors and General Managers and chefs, as a way forward for the rank and file. After all, if a HAPA winning General Manager once carried luggage as a bell hop and worked his way up the career ladder, what stops a chambermaid from becoming the Director of Operations?

Hospitality Asia is about recognizing achievement, but we believe that we also need to sow the seeds of dreams and also nurture the seedlings. My magazine and my team will always work for the betterment of the hospitality industry and I hope you will continue to support our efforts, because we share the same goals.

Write me at publisher@wapublishing.asia for more on what we can help you achieve.

Founder/Publisher
Jennifer Ong



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Beyond Foodservice Supplies



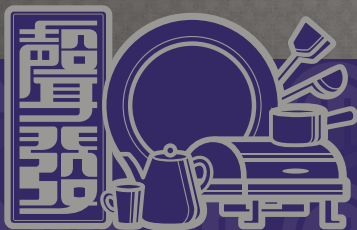
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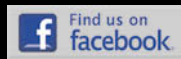
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*Experience the best in
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The Imperial Mae Ping welcomes all visitors with its famous gracious northern style hospitality. The 371-well furnished rooms and suites with personalized services are complemented with facilities designed to accommodate every need of business and leisure travelers.

Located in the very center of Chiang Mai with only 10 minutes drive from the airport, a few steps from the renowned night bazaar, and to various cultural attractions, the Imperial Mae Ping offers convenience for every purpose of visit



The Hotel offers selections of dining pleasure from relaxing breakfast and sumptuous buffet lunch in the Coffee Shop to the sizzling Cantonese cuisine at Gold Leaf Restaurant. Apart from those there are also popular all-you-can-eat steamboat Shabu - Shabu, outdoor Mae Ping Beer Garden and the Rendezvous Lounge.

Imperial Spa has developed a concept of Thai traditional soothing signature treatments, where guests can enjoy all of the pleasures and ambiance of Imperial Spa. This blended with international standard therapies ensures you will have an Imperial Experience.



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ON THE COVER
 The Malaysia Airlines' Frequent Flyer Programme, better known as Enrich, recently announced the refining of its loyalty programme. The decision to enhance and improve Enrich was a move to fortify its position as Asia's pre-eminent loyalty programme. These efforts reflect a deeper understanding of its member segments and their needs. The timely and strategic enhancement of the national carrier's frequent flyer programme boasts greater recognition, flexibility and wider rewards for its members.

travel, golf & spa
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The
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RIVER HOUSE RESORT | CHIANG RAI

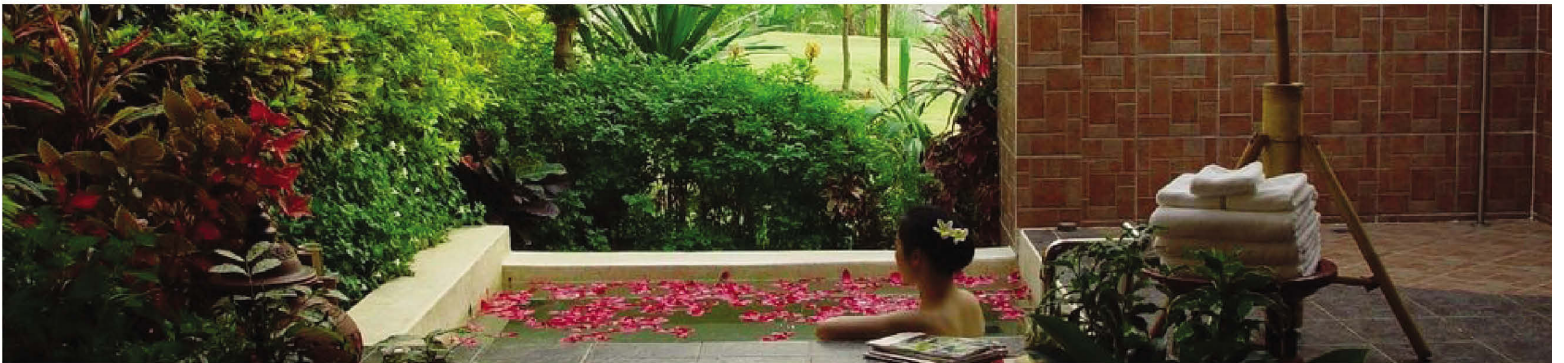
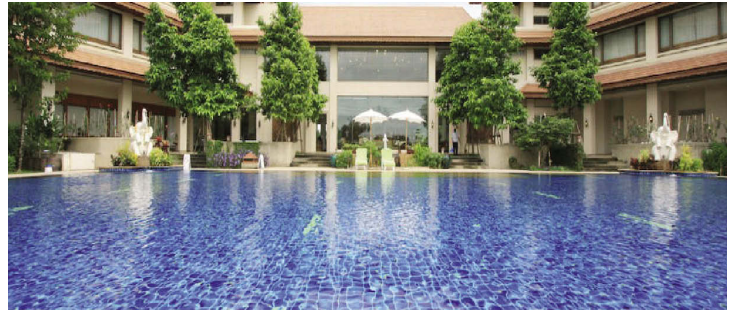


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Imperial River House Resort, Chiang Rai features 30 spacious deluxe rooms, 6 junior suites and 3 cottages all with a river view. Decor and furnishings are of elegant Thai design, with extensive use of traditional materials including woodwork and wooden floor to reflect facets of delicate Thai Culture.



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Tanah Merah Country Club
Warren Golf & Country Club

TRAVEL AGENTS (MALAYSIA)

Eden Tours
Energy Holidays
Malaysian Harmony Tour & Travel Sdn Bhd
Parlo Tours Sdn Bhd
PNL Travel 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 Airways
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
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® 2011-2013
REGIONAL SERIES

CELEBRATING THE BIG 10 AT HAPA 2011

In just a few months, we will be welcoming you once again to the most anticipated hospitality event of the year. The Hospitality Asia Platinum Awards (HAPA) Regional Series returns for the second time since making its debut in 2008. This time around, the competition is heating up as a large number of powerful contenders from around the region cast in their nominations to be awarded the best in Asia. A staggering 170 nominees have been garnered to date, with participation coming from new cities like Chiang Rai, Koh Samui, Hanoi, Ho Chi Minh and Manila. The returning cities which include Malaysia, Singapore, Bali, Jakarta, Bangkok and Phuket have oiled their gears and are ready to sprint towards the finish line.



Be sure to mark down 17 and 18 November 2011 in your calendars as these two nights will be the unveiling of the winners of HAPA Regional Series 2011-2013. The first night will be held at the beautiful Capella Singapore where the theme is 'Ritzy White' and the dress code is smart casual. The second night at Mandarin Orchard Singapore is a Black Tie event themed 'Black and Plush Violet'. It is imperative to note that attendance on both nights is compulsory because awards will be given out on the first and second night. Tickets for the Award Presentation Dinners are to be purchased now, bearing in mind seats or tables are sold on a first-come, first-serve basis. So hurry and book yours today!

In conjunction with HAPA's 10th Anniversary, the HAPA Board of Directors and committee are introducing a new concept to the awards by naming the 'Best 10 in Asia' for all categories whereby these categories will no longer have only one winner, with the exception of the Major Awards in which the HAPA tradition of having one winner will continue. The concept of awarding the 10 most outstanding establishments and personalities within each category will serve as HAPA's benchmarking system; where the benchmark score to be in the Best 10 will be raised at every HAPA Regional Series. The Major Award categories on the other hand, will have two groups of awardees; the Platinum and Gold categories. For instance, HAPA Service Excellence will have 5 Platinum category awardees and 5 Gold category awardees, and the top scorer of the Platinum category will emerge as the ultimate winner.

This year, the HAPA committee has chosen the Make-A-Wish Foundation, Singapore as part of the HAPA charity programme. The Adopt-A-Wish Programme created by the foundation allows individuals or companies to adopt and grant the heartfelt wishes of children with life-threatening illnesses. We are proud to announce that we have pre-adopted one child's wish, even before funds are raised, and we are hoping to adopt a second child's wish should sufficient funds be raised at the Gala Dinner.



HOSPITALITY ASIA
PLATINUM AWARDS® 2011-2013
REGIONAL SERIES

LIST OF AWARDS

10 MAJOR AWARDS

- SVE HAPA Service Excellence
- HTY HAPA Hotel Of The Year
- RSY HAPA Resort Of The Year
- RTY HAPA Restaurant Of The Year
- EOY HAPA Entertainment Outlet Of The Year
- GCY HAPA Golf Course Of The Year
- SPY HAPA Spa Of The Year
- GMY HAPA General Manager Of The Year
- CTY HAPA Chef Of The Year
- ETY HAPA Hospitality Entrepreneur Of The Year

8 ESTABLISHMENT AWARDS

- SLH HAPA Signature Luxury Hotel
- SBH HAPA Signature Business Hotel
- SDH HAPA Signature Deluxe Hotel
- SLR HAPA Signature Luxury Resort
- SBQ HAPA Signature Boutique Hotel/Resort
- SFR HAPA Signature Family & Recreational Resort
- SSR HAPA Signature Serviced Residences
- SSE HAPA Signature Spa Experience

6 CULINARY AWARDS

- EDE HAPA Most Exquisite Dining Experience ~ Western Cuisine
- ACR HAPA Most Authentic Asian Cuisine Restaurant
- ADD HAPA Most Chic All-Day Dining
- TCD HAPA Most Trendy Casual Dining (Independent Restaurants)
- UFC HAPA Most Unique F&B Concept
- CBR HAPA Most Cosmopolitan Bar & Restaurant

7 PERSONALITY AWARDS

- KKC HAPA King Of Kitchens
- MCW HAPA Master Chef ~ Western Cuisine
- MCA HAPA Master Chef ~ Asian Cuisine
- ACP HAPA Artistic Chef ~ Pastry
- IFB HAPA Most Innovative F&B Personality
- MOW HAPA Master Of Wine
- SBT HAPA Most Stylistic Bartender

3 DEPARTMENT AWARDS

- FOC HAPA Best Front Office
- CCG HAPA Best Concierge
- HSK HAPA Best Housekeeping

SPECIAL AWARD

- CSE HAPA F&B Front Line Customer Service Excellence

Sponsors



Beverage Sponsors



Other Sponsors



Organizer



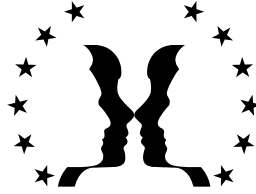
Official Venue



Official Publication



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



HOSPITALITY ASIA
 PLATINUM AWARDS® 2011-2013
 REGIONAL SERIES

SPONSORS INTRODUCTION



PestBusters Pte Ltd

PestBusters, a Singapore pest management company is well established in the region with branches in Malaysia, Vietnam, Thailand, Cambodia, the Philippines and Indonesia. With their specialized skills in the hospitality industry, they have set standards for the pest management industry to envy. Pestbusters is well known to deliver high level consistency and committed services that has won and helped them retain many pest management contracts with prestigious establishments year after year.



Sia Huat Private Limited

Founded in 1959, Sia Huat offers the widest choice of foodservice products and equipment that meet the needs of the changing marketplace, under one roof. As the leading agent and distributor for an extensive range of quality tableware, kitchenware and foodservice supplies in Southeast Asia, Sia Huat delivers win-win partnerships through better value and long lasting relationships. Together with their house brands of tableware and kitchenware, there is something to suit every budget and need. Today, Sia Huat exports to more than 13 countries in Southeast Asia and around the world.



HORECA School of Excellence (HSE)

HSE is a programme dedicated to increasing the standards of service and professionalism in the local F&B service industry. Carefully selected F&B professionals from Malaysia and overseas are brought in to partner this unique programme, imparting invaluable knowledge and insights to its participants. The HSE programme teaches skills that are essential for service staff in hotels, restaurants and cafes, ranging from interpersonal communication and customer interaction to beverage knowledge, mixology training and even management training.



Woleco Hotel Supplies Pte Ltd

Woleco is an established market leader in providing quality bathroom amenities and accessories to hotels and hotel groups, with a distribution network built to meet the needs of all hotel professionals. To date, Woleco owns 2 amenity manufacturing facilities, 9 branch offices in the Asia Pacific Region, have 5 distributors in Korea, Japan, Philippines, Vietnam and Cambodia, and is a member of Strategic Amenity Alliance (SAA). Under SAA, Woleco offers an extensive global range of well-known and bespoke amenity brands combined with their in-house ability to design specific generic lines particularly for hotels and hotel groups.



VingCard Elsafe

The world leader in hotel security technology, Assa Abloy Hospitality has products installed in more than 36,000 properties worldwide, securing in excess of 6 million hotel rooms, continuing to offer advanced technology solutions to provide security and peace of mind for both hospitality providers and their guests. VingCard Elsafe's extensive international network covers more than 165 countries worldwide. Since revolutionizing the hospitality industry in 1979 with hotel security solutions, VingCard Elsafe has continued to lead the market by continuously introducing new innovations to the industry.



Fonterra FoodServices

Fonterra is a global leader in dairy nutrition and the preferred supplier of dairy ingredients to many of the world's leading food companies. Fonterra also leads with their own foodservice and consumer dairy brands in Australia/New Zealand, Asia/Africa, Middle East and Latin America. As a New Zealand farmer-owned co-operative, Fonterra is the largest processor of milk in the world, producing more than two million tonnes of ingredients, consumer and foodservice dairy products every year.