

hospitality



Positivity reigns, with some Malaysian five-star hotels taking the step to share from their surplus of bakery items in order to help defray food costs at local homes and shelters, while some iconic Thailand properties are offering great rates for stays this quarter. Some venerable General Managers talk about the value of the intangibles in their property, including clean air and free Internet access; while we present sound bites from FHA2012, one of the most influential trade shows this year, in a brand new, in-depth, personalized format.



Driving To Fill A Need

In line with its commitment to support initiatives that help relieve human suffering and improve the quality of life of the disadvantaged in our society, the Lau Gek Poh Foundation contributed two new Toyota Hiace vans to Roti 1Malaysia. The vans will play an integral role in the unique initiative to distribute surplus premium pastries and bread from participating five-star hotels and bakeries to charity organizations throughout Klang Valley.

YB Senator Datuk Heng Seai Kie, Deputy Minister of Women, Family and Community Development was present to witness the handing over of mock keys from the Foundation to Roti 1Malaysia. The Foundation was represented by YBhg. Datuk Simon Shim, who handed the mock keys to YBhg. Dato' Anne Eu, Chairman of Roti 1Malaysia. The ceremony also saw world-renowned fashion shoes couturier, YBhg. Datuk Professor Jimmy Choo OBE, being appointed as the official spokesperson for Roti 1Malaysia.

The Lau Gek Poh Foundation is a registered philanthropic foundation founded by the late YBhg. Tan Sri Datuk Seri Panglima Lau Gek Poh. Incorporated on 11 June 1991, the Foundation was

established to receive and administer funds for education, scientific and charitable purposes.

YBhg. Dato' Eu, said, "We are highly appreciative of the contribution by the Lau Gek Poh Foundation. It would go a long way in facilitating the logistics required to transport the premium bread and pastries from the participating hospitality and bakery industries to the respective charity organizations. It is very important that the recipients are able to receive the freshest products."

According to Dato' Eu, when not transporting food items, the vans will also be used to help transport disadvantaged

individuals, from the elderly to the physically challenged, who otherwise could not find transportation on their own. "We hope to honour the generosity of the Foundation by ensuring the vans are put to good use in enhancing the success of the Roti 1Malaysia project and positively impacting the lives of underprivileged individuals in our community," she concluded.

Roti 1Malaysia is a registered non-profit non-government organization fully endorsed by the Ministry of Women, Family and Community Development. It aims to promote a caring society by involving Malaysian youth, corporate citizens and hospitality industry in an effort to benefit deserving members of our community. The organization is currently working closely with the corporate sectors and youth associations to collect surplus bread and pastries, which are made fresh on the same day, from participating hotels and bakeries and delivering them fresh to orphanages, old folk homes and special needs shelters.

To date, five-star hotels, namely Berjaya Times Square Hotel, Resorts World Genting and Sunway Resort Hotel and Spa have very generously increased the production of their fresh bread and pastries specifically for the Roti 1Malaysia project. **ha**

Rahsia Signs With Ri-Yaz

Malaysian Developer, Rahsia Estates Sdn Bhd (Rahsia Estates), has appointed Ri-Yaz Hotels & Resorts as Rahsia Estates' Hotel & Resort Residences Operator, to manage and maintain properties under a new hospitality brand in Langkawi. The property is currently being constructed in Langkawi and the expected date of completion is mid-2015.

Rahsia Estates Resort Residences & Spa is a RM380 million venture by Rahsia Estates Sdn Bhd and will be Langkawi's First Gated and Guarded Mixed Hospitality and Resort Residential Development. The construction of this 5-star, 268-unit hotel-cum-resort residential suites has commenced on site since March this year and will be undertaken in three phases, by Sun Jin Engineering (M) Sdn Bhd as its main contractor.

The signing ceremony between both parties saw Chief Executive Officer Puan Hajjah Hanizah Tun Abdul Hamid signing on behalf of Rahsia Estates whilst Managing Director Dato' Shaheen Shah signed on behalf of Ri-Yaz Hotels & Resorts. **ha**



Hanizah explaining on one of the property's model



Centara Grand Nusa Dua Resort & Villas' one bedroom villa

Light Cibles Scores Seven Big Wins

Lighting design consultancy Light Cibles Group announced seven international wins in the first quarter of 2012. The firm was commissioned for six development projects in Singapore: Empress Theatre, Lion City, Robertson Quay, Hotel Sofitel So, Scotts Tower, and Singapore Sports Hub; and re-appointed as consultant for the Dubai International Airport Concourse 4.

Regionally headquartered in Singapore, Light Cibles is acclaimed for its expertise in architectural lighting design. Its concept for Resorts World Sentosa has garnered the Singapore Building & Construction Authority's (BCA) Green Mark award. Other notable landmarks lit by the firm include the Cathedral of Notre Dame and Mont Saint-Michel in France; Beirut Central District; and Esplanade Theatre, Fullerton Hotel, and Fullerton Bay Hotel in Singapore. Light Cibles is operating out of key cities Paris, Madrid, Kuala Lumpur, Singapore, and Tianjin. [h](#)

Centara To Open Five-star Resort At Bali's Nusa Dua

Centara Grand Nusa Dua Resort & Villas, the second resort hotel to be opened in Bali by Thailand's leading hotel operator Centara Hotels & Resorts, will be soft-opened during the third quarter of 2012.

The five-star property will feature a combination of deluxe suites and pool villas with a choice of one, two and three bedrooms. The resort's design concept is based on the Peranakan style, a blending of Chinese and Indonesian or Malay cultural styles that has created very distinctive design and architectural forms for parts of Southeast Asia including Indonesia, Malaysia and Singapore. [h](#)

Summer Escapes

Summer's lazy days and warm sunshine are now neatly packaged in Regent Hotels & Resorts' "Summer to Remember Package," a two-night stay in luxurious accommodations and breakfast in some of the world's most exotic and exciting destinations. Effective from May 15 to August 31, 2012, packages are available at Regent Beijing, Regent Berlin, Regent Taipei, Regent Palms Turks & Caicos and Regent Esplanade Zagreb.

The "Summer to Remember" package offers five (5) percent off the best available rate, daily breakfast for two, complimentary in-room Internet and local telephone calls. Upon check-in, guests can embark on a dream vacation filled with exciting cultural experiences - explore the mysteries of Beijing, walk the historic streets of Berlin, enjoy the cuisine of Taipei, laze on the spectacular Grace Bay white sands in Turks & Caicos or experience the rich culture of Zagreb for the first time. For more information and reservations, please visit www.regenthotels.com. [h](#)

Ferry On

Bintan Lagoon Resort, the premier resort destination on Bintan Island, Indonesia is pleased to announce that it has launched a direct ferry service that will operate between the Tanah Merah Ferry Terminal in Singapore and the newly constructed Bintan Lagoon Terminal, located directly at Bintan Lagoon Resort's doorstep.

The route will be serviced by two high-speed 266-passenger ferries, will take approximately 70 minutes, and will land at the Bintan Lagoon Terminal, a private, state-of-the-art immigration and ferry terminal located directly on the resort's beachfront. Guests will disembark from the ferry, stroll over a newly constructed iconic bridge, and clear immigration to exit directly onto Bintan Lagoon Resort's main lawn. **ha**



Pan Pacific Hotels Group To Launch Second Pan Pacific Serviced Suites

Following the success of Pan Pacific Serviced Suites Orchard, Singapore which opened in 2008, Pan Pacific Hotels Group will launch another Pan Pacific Serviced Suites in Singapore at the beginning of 2013.

The new 180-room Pan Pacific Serviced Suites Beach Road, Singapore will boast all the unique features - notably its 24-hour Personal Assistants (PA) Service - that guests and residents enjoy at all Pan Pacific Serviced Suites properties.

This is the fourth Pan Pacific Serviced Suites in the Group's portfolio - after Pan Pacific Serviced Suites Bangkok and Pan Pacific Serviced Suites Ningbo (opening August 2012). It will complement Pan Pacific Serviced Suites Orchard, Singapore by offering customers an alternative and highly accessible location in the vibrant enclave of Beach Road, bordering the city and the Central Business District. **ha**

Stars For Furama

Furama Bukit Bintang, Kuala Lumpur received its official four-star hotel rating from the Ministry of Tourism Malaysia recently. The certificate was received by K. L. Tan, Hotel Manager, who said, "The importance of receiving this certification means that Furama Bukit Bintang is now an officially recognized four-star hotel in the highly competitive hotel industry in Kuala Lumpur."

Since the hotel's opening last year, Furama employees have been focusing on providing excellent service to hotel guests and much effort has been put in to ensure that its facilities are well maintained at all times. The hotel also provides guests with value added services such as free internet usage, shuttle transfers to major shopping malls in the city and first class amenities in guest rooms. **ha**

*Below: Furama Bukit Bintang staff celebrate their official four-star status
Right: One of the high-speed 266-passenger ferries which will link Tanah Merah and Bintan*



"When **PestBusters** Check In, They Check Out

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 Carlton Hotel Singapore
 Classique Hotel
 Crowne Plaza Hotel, Changi Airport
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 Grand Hyatt Singapore
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 Gallery Hotel
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 Park Regis
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 Holiday Inn Atrium
 Holiday Inn Singapore Orchard City Centre
 Ibis Singapore on Bencoolen
 Intercontinental Singapore
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Marina Mandarin Singapore
 Mandarin Orchard Singapore
 Movenpick Heritage Hotel Sentosa
 Orchard Grand Court
 Raffles Hotel Singapore
 The Regent Singapore
 Shangri-La hotel
 Sheraton Towers Singapore
 Studio M Hotel
 Swissotel The Stamford
 Swissotel Merchant Court Singapore
 Strand Hotel
 Traders Hotel
 The Ritz Carlton, Millenia Singapore
 York Hotel

Grand Millennium Kuala Lumpur
 Hilton Petaling Jaya hotel
 Hotel Istana Kuala Lumpur
 hotel maya Kuala Lumpur
 Shangri-La hotel Kuala Lumpur
 Traders Hotel Kuala Lumpur (By Shangri-La)
 Concorde Hotel Kuala Lumpur
 Crowne Plaza Mutiara Kuala Lumpur
 Pullman Putrajaya Lakeside
 Riverside Majestic Hotel
 Grand Margherita Hotel
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Above: The rebranding ceremony of Silka Maytower Hotel & Serviced Residences, Kuala Lumpur

Top right: Michael Sengol (centre), Meritus Hotels & Resorts CEO, receiving the Best Hotel Award for Mandarin Orchard Singapore from Stuart Shield (right), President of the International Hotel Awards, and Bill Jones (left), from Royal Institution of Chartered Surveyors

Right: U Agathis Pecatu will be relaunched in August



Rebranding For The Better

The rebranding of Silka Maytower Hotel & Serviced Residences, Kuala Lumpur - formerly known as Maytower Hotel & Serviced Residences - is expected to raise the bar in terms of customer services and guest expectations for value-driven hotels in the city.

"As Silka Hotels is fast becoming the marque for value-led hotels particularly in Asia, we are confident that being part of the Silka Hotels brand would further spur our presence in the market and enable us to reach out to a larger and greater global audience," said Silka Maytower Hotel & Serviced Residences' General Manager Roland Lai.

Silka Hotels is a hotel brand by Kosmopolito Hotels International (KHI) targeting value-conscious leisure and business travellers from across the globe. Currently with hotels in Hong Kong, Kuala Lumpur and Johor Bahru, Silka Hotels offers affordable heart-warming accommodation with essential home-like comforts incorporated with innovatively designed space. For added convenience, all rooms also come with a mini-bar featuring items sold at supermarket prices. **ha**

Mandarin Orchard Is Singapore's Best

Mandarin Orchard Singapore, the flagship hotel of award-winning Asian hospitality group Meritus Hotels & Resorts, emerged the overall winner in the Best Hotel category for Singapore at the International Hotel Awards (Asia Pacific) 2012-2013.

Receiving the award at the prestigious event, Michael Sengol, Chief Executive Officer of Meritus Hotels & Resorts, comments "We are privileged and grateful for this exciting distinction. To emerge as the overall champion in the Best Hotel category is yet another testament to our continued passion for service excellence in the midst of the fast-growing and highly competitive hospitality industry." **ha**

Absolute Hotel Services Announces Second U Resort In Bali

Absolute Hotel Services Group has announced a new management contract with PT Graha Albros to manage their existing resort in Bali which will make it the second property managed under the Absolute Hotel Services' hotel portfolio in the destination. The existing resort, Le Grande Bali will go through the branding process to rebrand and will be ready to be re-launched as U Agathis Pecatu by August 2012. **ha**



lebua's pool is just one of the many things to savour when in Bangkok

Lebua Special

Get a 30 percent savings for lebua at State Tower from now until September 30 2012. Rates start from US\$ 111.30++ for a stay in a spacious suite at 66 sq m with a panoramic view of Bangkok, inclusive of breakfast at Café Mozu and free Wi-Fi and wired Internet access. For reservations email resvn@lebua.com.

lebua at State Tower, Bangkok's finest five-star all-suite hotel, offers breathtaking scenic views of the Chao Praya River and the colorful city skyline of Bangkok. During your stay, you can conveniently enjoy five-star facilities such as the fitness centre, swimming pool with jetted tub, massage room, Business Centre as well as experience Bangkok's best culinary destination, The Dome, which houses a collection of stunningly beautiful restaurants and bars including Sirocco, Mezzaluna, Breeze, Distil and Sky Bar. Rates are based on single/double occupancy as well as subject to a 10 percent service charge and applicable government taxes per night. Additional charge for extra 3rd person is US\$ 68++. [h](#)

Special Employee Welcomed

In conjunction with its second anniversary celebration, Aston Kuta Hotel & Residence Management announced that it had employed a staff with special needs, making it the only hotel in Bali to employ a disabled worker.

Yuli Ariati has been working in Aston Kuta Hotel & Residence as an Order Taker for the Housekeeping Department. General Manager Aris Syamsul said, "In continuation with our commitment with four foster children, we also would like to share happiness with those who were born or are living with disability by providing them a working opportunity without any discrimination according to their skills. Aston Kuta Hotel & Residence always gives chances for everyone despite of their physical condition." [h](#)

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The Final Frontier

Can you create something out of nothing? Can a ballroom fit more than its intended capacity and yet feel spacious? Does saving space mean reducing on impact and deliverables? The professionals who make space management their specialty share their views and tips.

It's a balance trying to find the perfect match between form and function. Manufacturers-designers Kian and SKS walk the line admirably



With city hotels being built taller and more angular, and retail lots increasing in price but decreasing in footprint, the race is on among hospitality practitioners and those in the F&B line to find interior solutions to maximize space as well as design impact. As with all businesses, some companies stand out in their deliverables, ingenuity and cutting edge design. Some meld technology into their creations of form and function, others compress their wares into small powerhouses which manage to do their jobs as well, or even better than full-sized versions of the same item.

Kian is a total furniture solutions provider catering to the commercial and residential sectors since 1983. The company's ability to understand and fulfill the business needs of their clients has established it as the market leader across more than 100 countries worldwide. Innovation and good design have been the twin lighthouses of Kian, yielding up a constantly refreshed, delightful and ingenious range of award-winning furniture. The company prides itself on transforming functionality into beauty, from standard products to custom-made furniture. Its designers are experts in innovation, offering insight into the possibilities in terms of production, material, and techniques, for now, as well as for the future.

Kian Contract Sdn Bhd's Group Branding Manager, Irene Lim, explains the design process. "When designing products, form follows function. It is first necessary to understand the function of the product, before designing it. Of course, space saving could be one of the by-products of a particular function, say, seating. Hence if the design of a chair fits the function of 'seating' and is aesthetically pleasing to the eye, then it is worth a little more effort to explore ways to have additional functions such as space saving. We specialize in providing intelligent furniture solutions to our customers. Hence we always strive to make things stackable, utilize the slot-table option, have things that are washable, space-savable, and of course affordable, as much as we can."

Kian's coolest space saving designs can be seen in the Kian Matryoshka Chair and Big Cross Table Base. "The Matryoshka is inspired by the Russian Matryoshka dolls - this family of four is born out of one. When all four pieces are on display, the seats of the two bigger pieces also double up as storage. They are space-savers, but these playful yet functional furniture is as unique as they are comfortable. Imagine having the Matryoshka in the balcony. In its stacked up position, it seats one person. But when there's company, it can be opened up for seating," says Lim with a satisfied smile.

The Big Cross Table Base is designed together with the base 'spider', when tables are not in use, the table top is folded down via the tilting mechanism and each set is placed side-by-side, with its bases slotted together.

"Both items allow the product to be kept neatly when not in use, taking up the least of space possible. It is very convenient when used in an environment where the tables need to be packed and placed indoors. Having the tables slotted together means they can be squeezed in-between the table settings within the restaurant. Some restaurants keep them as spares, for use as and when the crowd comes in. It takes very little space to store them," shares Lim.



*Above: Sleek lines from Kian
Below: Russian nesting doll-inspired furniture*

Say goodbye to polishing.



The Design Edge

When asked if smaller items equated to less pleasing aesthetics, Lim says, "It is up to the creativity of the designer to ensure that the smaller items are designed well – compact yet stylish. To one's surprise, smaller can even mean more efficient, as every function is carefully and creatively designed to fit into a smaller space. In the creative process our designers must first understand the customers' requirements - is it space constraints or costs constraints? Understanding how the product is used in its environment - what is the core usage, how can it be used, what are the possible causes of breakages, ways that the product can be possibly misused, are the first steps to the design process," she explains.

"Then comes the brainstorming to discover ways to design a better product that can maximize the use. To design a space-saving product often means that all the functions of this product have to fit in a 'smaller package'. Hence a lot more thought has to go into designing, and making the product. There are also other elements that may affect the price of a product - be it the type of material, or the engineering process taken to arrive at that product, which is why sometimes smaller is also equated with more expensive," Lim clarifies.

Lim's final advice to owners of smaller homes or businesses is to always opt for stackable options. "In a restaurant with benches/banquette seating, one can explore pull-out drawers for storage beneath the bench. For smaller living units, we encourage trying out a sofa bed that can double up as a bed whenever there is a guest." Kian is also able to customize kitchens and storage spaces for their customers, and will be participating in the Shanghai International Furniture Fair from September 11-15 at the Shanghai New International Exhibition Centre where they will be showcasing the company's latest range of designer products. For more info, please write to enquiries@kian.com.



The Kian Matryoshka Chair



Best In Its Class

It was no surprise that Winterhalter won the Readers' Choice Award in the warewashing technology category at the BEST of Market 2012 which was presented at the Internorga trade fair in Hamburg. The award is based on the market research conducted by the three German specialist journals FirstClass, 24 Stunden Gastlichkeit and GVmanager on the market and buying behaviour in the out-of-home market in 2012.

In a survey carried out at the end of 2011, around 2,400 decision-makers from the hotel, the gastronomy and the commercial catering industry were asked to assess 400 manufacturers of the gastronomy supply industry regarding price/performance ratio, quality and service. The awards went to the three best in categories including cooking technology, warewashing technology and coffee machines.

Already considered the gold standard in warewashing, for those in the know, there is also an aspect of the owner-managed company that some may not be familiar with, specifically the brand's space saving models.

Winterhalter (M) Sdn Bhd's Marketing Manager, Southeast Asia, Stephanie Sim gives an insight to the range. "Winterhalter UC series of undercounter warewashers is our answer to efficient warewashing in a really tight space. The smallest unit fits snugly into any 460 x 603 x 715 mm space. The UC series are most suitable to be used in bars, cafés and kiosks areas where space-saving can come under scrutiny." In Malaysia customers who are already using the UC series include San Francisco Coffee, La Bodega and Imbi Group of Restaurants.

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Expounds Sim, "The UC series is made compact as well as multi-functional to be space economical. Compact, means the machine's exterior dimension must fall within a predetermined range where it is relevant for its purpose and type of operation. Accessories such as chemical compartments and water softeners are integrated within the machine if needed, not requiring an extra inch other than the machine size. Multi-tasking, meaning the ability to deliver excellent wash results for a wide variety of wash items ranging from glasses, cups and plates up to cutlery and pots, in which case customer don't need another special washer for delicate items just to avoid breakages. This is achieved with the series' unique variable wash power and intelligent electronic programmes that automatically adjust the wash pressure, chemical dosing, temperature and cycle time to achieve the optimal protection and result for different materials," she enthuses.

When asked about the perception that smaller ware washers compromise on efficiency, Sim is fast to negate the fact. "As a specialist in warewashing, we seek to provide excellent wash results under all relevant circumstances, and strive to develop various technologies and techniques that achieve such results in machines of various types and sizes. In other words, as far as Winterhalter warewashing is concerned, the machines are designed and tested to achieve hygienic cleanliness independent of the sizes. And as

space is normally scarce for dishwashing in kitchen planning, it is vital to have powerful and efficient machines made compactly even for use in back-of-house areas."

In 2010 Winterhalter Gastronom GmbH was awarded with a comprehensive international management certification for quality, environmental protection and occupational health and safety by the Swiss Association for Quality and Management Systems (SQS). This quality manifests itself even at the design stages of the machines. Sizes are considered throughout the design of the equipment from its outer frame down to the interior parts, making sure vital parts are strategically positioned within the machine to save space and at the same time ensuring easy access for future maintenance purpose.

Happily, in the case of Winterhalter's machines, smaller is not equated to being more expensive, because, as Sim explains, "Cost of material makes up a major part of the equipment price. Hence, the bigger the size of the dishwasher, the more expensive it becomes. A smaller one will conversely cost less."

But even the appeal of spotlessly sparkling glassware and plates can diminish when people are counting every inch. Sim is pragmatic when she says, "I think it all boils down to the importance of the equipment to the family or to the business. When there is a constraint, be it space or budget, then only

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the most important equipment stays. Someone who wishes to achieve higher hygiene standards would certainly see the indirect contribution of a dishwasher to the well-being of the family or to the corporation's public responsibility, besides the convenience and time factor. When there is the desire, one can be creative in ways to counter the space problem by purchasing a smaller machine to fit the space or budget available and simply increasing the number of wash cycles to accommodate the volume of wares to be washed."

Apart from dishwashers, special accessories or options are also developed by Winterhalter to make possible space-saving layouts for the bigger models in tight spaces, such as corner roller tables and corner dryer options. These cornering tools help one make efficient use of the dishwashing room up to the corners and compliment the whole dishwashing operation.

From Business To Niche Domination

There is something wonderful about a company managing to keep its management and leadership in the family. Like the owner-owned and operated Winterhalter Gastronom GmbH, SKS Group is seeing an infusion of creativity and personality via SKS Malaysia Division's Business Development Director Jay Lee, who joins his father in bringing great hospitality solutions to the company's brands SKS Hospitality (hotel and banquet), U-Plan (corporate),

Honour (institutional), Meditron (healthcare) and Techtron (architectural and structural).

SKS Group began business as a furniture concern dedicated to the production of office chairs. Since its conception in 1974, it has evolved in a multinational organization with the separate, specialized brands named above. They have made a name for themselves as super space planners, and masters of space management trusted by countless hotels. Lee is being modest when he says, "All hotels do is provide the raw space and SKS will advise on the number of tables and chairs to purchase. We provide the same services for foyer, lobby and rooms since our specialty is maximizing space and minimizing space storage."

SKS Hospitality has attained ISO 9001, with their work represented across the globe, from America to Yemen, and ranging from every class of hotel establishment, from Ramada to Shangri-La to Sheraton. One aspect of the business which has been consistently present regardless of the size of the establishment that SKS is fitting out is the group's focus on products which are easy to set-up. "Good durability and functionality is very important," says Lee.

SKS products offer the highest quality combined with long term durability warranties and industry experience, providing an optimum level of service and solution capabilities. SKS is also able to offer design assistance with their in-house design department offering custom chairs, tables and storage solutions to suit any site. Some of their products are also certified for Occupational Health and Safety.



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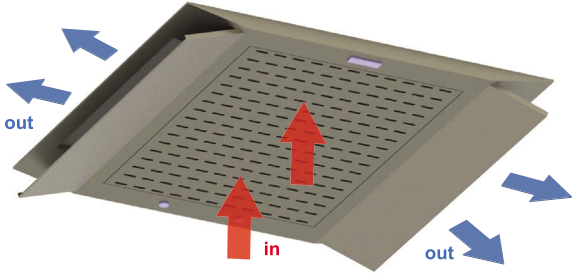
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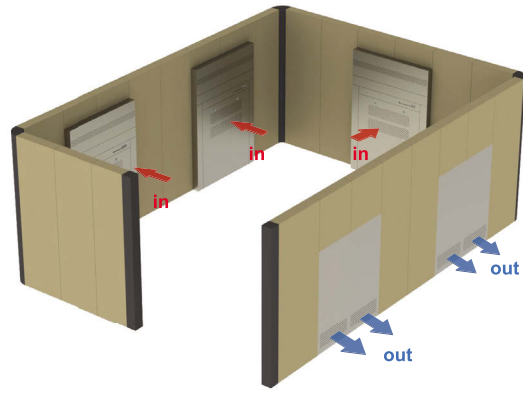
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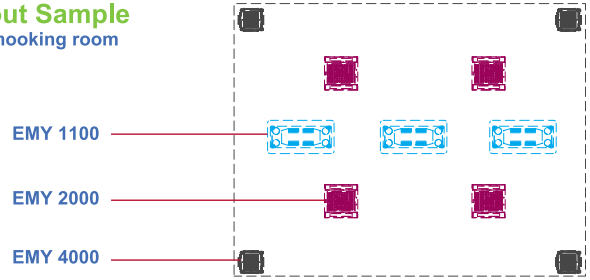
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- >> Electrical Dust Collector (EDC)
- >> Deodorising Filter
- >> Centrifungal Fans
- >> Remote Control



**PANEL SYSTEM (open air smoking booth)
EMY 5000**

- >> Pre-Filter
- >> Electrical Dust Collector (EDC)
- >> Deodorising Filter
- >> Twin Centrifungal Fans

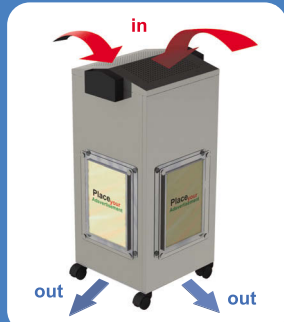
**Layout Sample
of a smoking room**



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A full complement of essentials for the hospitality and F&B trade from SKS



Space and time are two very important factors in running a hospitality business efficiently and SKS is dedicated to ensuring hoteliers get all the help they can. "Space management and design can really help with the turn-around time for events. Our linen-less tables save hotels time as well as laundry costs, while also promoting environmental awareness about the need to reduce water wastage and the use of cleaning chemicals," says Lee.

The SKS Convex and Quantum table collection is ideal for conference, catering and banquet use. All frames are manufactured using fully flexible and sturdy folding systems, lightweight top construction and a wide range of table top finish options. SKS also offers a general range of tables which can be incorporated into any banqueting, conference or hospitality environment. Chrome, stainless steel or powder coated mild steel frames in various designs and sizes are available along with a wide selection of table top finishes.

Apart from banqueting and business centre fit outs, SKS also offers a range of housekeeping and general equipment including concierge, baggage and movement trolleys, room service trolleys, and hot boxes, housekeeping equipment, banquet trolleys and

equipment trolleys in order to provide a 360 degree take on efficient hotel operations.

A big plus to doing business with SKS is their strict environmental policy. SKS Group is committed to protecting the environment and controlling the usage of resources in manufacturing and related activities through continuous improvement of environmental protection.

To achieve these goals, environmental management programmes comply with relevant environmental legislation rules and regulations prescribed by the cities, states and governments of the countries it does business in. To this end it seems only right that one of their newest products is an air filtration system for hotels and airports.

Lee revels in the challenges of space management and design because of the individuality of every project. "No hotel is ever the same, even though their needs and wants may be similar. It gives me a lot of satisfaction to see how impressed our clients are by some of the ideas we propose and implement. I continue to believe there is always a solution regardless of the amount of available space." **ha**



What Lies Beneath

Every capital has its properties of note; iconic hotels which define luxury in their own ways. Savvy owners and operators however are cottoning on that a beautiful room in and of itself can only do so much. After the exclusive toiletries, deep pile carpets and turn down chocolates, it is the intangibles which may work best at bringing guests back.

Parkroyal Serviced Suites Kuala Lumpur is one of the new breed of long-stay residences. Kitted out with all the mod-cons of long stay living, including fully equipped kitchens, Electrolux washers and driers, a self serve launderette, gym and two pools, the property is cutting edge chic, full of great design elements and interior eye candy. What gives it heart, however, is the man at the helm. Veteran hotelier Kenny Teo, who distinguished himself as a host extraordinaire during his decade long tenure at Pacific Regency, is now walking

the public areas of Parkroyal Serviced Suites Kuala Lumpur where his experience in the long-stay business comes to the fore.

Competition is still stiff for the 287 apartment-property, but being bright, spanking new gives it a good advantage. "Our locality is fantastic!" enthuses Teo with his trademark wide smile. "We're smack in the Golden Triangle, near Bukit Bintang, near all the good shopping and good eateries," he says, with real pleasure. Selling his inventory is still a challenge, but there is little doubt that the man who

kept the 150-suite Pacific Regency at way above average occupancy will be up to the challenge of making Parkroyal Serviced Suites Kuala Lumpur a destination of choice.

"The long-stay landscape has changed a little. Projects are shorter now and long-stay is generally for a maximum of six months, more realistically between one to three months, so we see constant inflow. 70 percent of our guests are expats, and 80 percent of the business is corporate. A positive thing about being part of a chain is that we can rate-protect both the hotel



"I now see my guests a lot more because I can spend more time on the floor. I also have a cocktail every quarter for them, and I remain hands-on where guest communication is concerned."

(Parkroyal Kuala Lumpur) and the long-stay businesses so that there is no undercutting of rates," he shares.

Teo's savvy has resulted in much of the excess space at his property being leased out, which helps with the bottom line. Furthermore, he has leased out his dining area. While guests can be assured of a cozy nook for breakfast which is catered by fabulous Italian restaurant Deluca, the suites benefit from zero F&B costs, absolutely no food wastage and no extra staffing requirements.

There are also no clubs or nightspots under Teo's purview – almost sacrilegious when one remembers his success with Pacific Regency's Luna Bar, and Soi 23. The lack of entertainment comes as a sort of relief to the General Manager. "It's a good change. In a residency with lots of entertainment we spend so much time entertaining that we have no time to socialize. Getting away from the scene has given me much more time and a healthier lifestyle," he confesses. Yet, Teo is spending more, not less, time with his guests. "I now see my guests a lot more because I can spend more time on the floor. I also have a cocktail every quarter for them, and I remain hands-on where guest communication is concerned," shares Teo. As befitting a man whose service mantra is bar none in the business, Teo makes sure he answers all guest emails and queries from the guest interaction system personally.

The intuitive GM also has had computers moved down from the business centre to the lounge for long-stay guests, rightfully guessing that his patrons would rather sip lattes while checking their emails



than sitting in a sterile quasi-office setting. Teo also brought Apple onto his turf, with the purchase of a Mac as an addition to the row of PCs, because "some people feel more at home on a Mac and they deserve the comfort of convenience if we are their home for an extended period." It is also due to Teo's initiative that guests are not charged for their first 30 minutes on the hotel's Wi-Fi. "If someone is just going to quickly check their email, print a flight ticket or update their Facebook status, it can be done under half an hour and it is a welcome service for them," says Teo earnestly, the very picture of the consummate host.

The Air Up There

General Manager of Hotel Maya Kuala Lumpur, Danny Goh jokes that he is from the age of the dinosaurs, but in fact, he has more in common with Danny Devito

than prehistoric reptiles. Both share a certain pugnaciousness, which initially manifests as brusqueness, but upon longer term association reveals an uncommonly warm heart, acerbic wit and razor sharp business acumen.

Goh climbed the hospitality ladder the hard way, rising from inventory clerk to General Manager in less than four decades. He is also an alumnus of the 1997 Professional Development Programme, Sales & Marketing at Cornell University.

His familiarity with all things behind the scenes has made him one of Malaysia's best hospitality assets. A finely honed business sense shaped by years as a Director of Sales & Marketing helped Goh see the value of intangible things. Hence, when entering a room or suite at the chic Hotel Maya, guests will smell... nothing.

That lack of malodour – which can be caused by mildew, fungus, rot, humidity,

food, cigarettes or just too many guests back to back leaving a trail of perfume, aftershave and body odour – is something the property is getting famous for. The not-so-secret component is MedKlinn's Pro Series Air Sterilizers. These black boxes, measuring just about a handspan, are so unobtrusive that one will not notice them unless they are pointed out. However, they are powerhouses driven by Cerafusion technology which flood the rooms with negative ions and controllable levels of ozone. The ions and ozone clean the every part of the rooms, including soft furnishing and upholstery, zapping bad smells and purifying air so that guests enter into a super clean, amazingly fresh environment.

Goh narrates how he came to discover the best way to provide a much-needed service to his guests. "I met the Director of MedKlinn through a business introduction. When he told me about the range of MedKlinn's air sterilizers, I looked at them as a way to add value for my guests, and in turn, achieve more return business. Every hotel has guests who complain of smells in their rooms, and most solve it by changing the rooms. I thought it would be better if we ensured every room smelled fresh. He was good enough to lend us a few units of their sterilizers for three or four months, and we did a trial where we put guests whose stays ranged from one day to a longer period into rooms with MedKlinn air sterilizers. Many guests asked about the great air quality in the rooms and we showed them the machines and they thought it was a great initiative. We

installed the first Plasma Ion Technology air sterilizers in 2007 in all the rooms and suites. We upgraded to the new Pro AS1 & AS2 series in stages, with new units completely in place by July, a capex which was put in last year for this year."

While Goh skirts around the cost of the machines ("It depends on the quantity you buy"), he knows for a fact that the purchase was definitely worth it. "Guests are happier; we have more returns, less complaints. Even though our hotel has windows which guests do open, thus introducing outside air in, the MedKlinn air sterilizers do their thing and clean the air again," he shares.

Goh has also installed the larger units in Maya Brasserie, to combat cooking smells from live stations. The air sterilizers feature prominently in Hotel Maya's

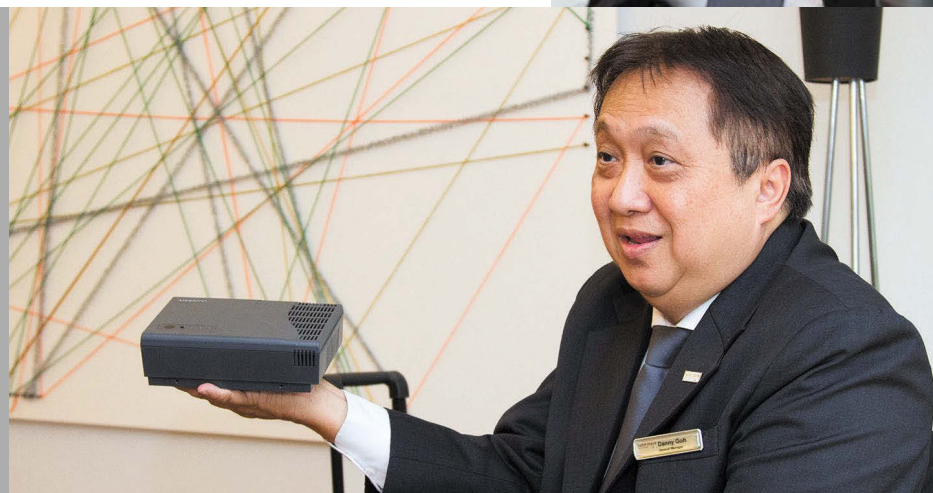
promotional material, with tell-cards in rooms informing guests of the technology. Guests who are interested in purchasing units are directed to MedKlinn.

Apart from being the hotel with the best air, Goh has also driven sales and created demand by astutely analyzing patterns and schedules. Hotel Maya is the only city hotel to offer 7am check-ins, because Goh was quick enough to note that flights from Europe often land in Kuala Lumpur at 6am. "Why should they have to wait in the airport until they can check-in later in the day? As long as they let us know their arrival time beforehand, I don't see the difficulty of allowing them an early check-in," asserts Goh.

Not a man to shoot from the hip, Goh has made analysis and astuteness his best friends in the business. One knows he has



thought things through before he says them, and his pronouncements do not come glibly. Kuala Lumpur, he prophesizes, will see a glut of rooms by 2016. Does he worry, being the General Manager of a stand-alone hotel? His answer is as steady as his leadership. "We will achieve our objectives as long as we know our markets, and are not afraid to walk away from business. If a customer wants ten things and is only willing to pay for one, he is not good business. We rather focus on the clients who want five things and are able to pay for three. That is the reason we do not go into tour groups. When you have 30 rooms checking in at the same time, there will be no way you can take care of your corporates, so it is best to concentrate on your segment and offer the best service possible." And possibly the best service is the kind that is not seen or heard. Only inhaled and appreciated. **ha**



"Every hotel has guests who complain of smells in their rooms, and most solve it by changing the rooms. I thought it would be better if we ensured every room smelled fresh."

The company has not even clocked its second year in operation, but Sales, Marketing and Public Relations agency whosyn'Signature is built on a bedrock of entrepreneurship, strong media connections, commendable work ethics and sheer bravado. Of the two-man start-up, it is contemplative, intense-in-a-strange-Pedro Almodovar-way Managing Director Husain Khalid whose name fronts the business. Yet, it is 39-year-old, charismatic, Straits Portuguese, shoot-from-the-hip Director Warren Fernandez who is the media man, with his coiffed cow-lick 'do and bright shirts and ties.

Building Brand Malaysia





The two are a complementary balance of Yin and Yang, and Fernandez freely admits to be the talker and the one always in motion. Husain, Fernandez says warmly of his 25-year-old partner, is the thinker, the strategist. The two met when they were both in Hospitality sales, selling high end international brother and sister properties in Malaysia's fabled Isle of Legends, Langkawi. "Husain and I developed a tag team strategy, where we would call on clients together, each presenting our own property," recalls Fernandez. Husain, even before he began selling resorts, was thinking up ways of making a mark on the business world, from touting mobile minutes, right down to chocolate chip cookie making. Both men have worked their way up the hierarchy, with Husain beginning his career in housekeeping after graduating from Universiti Teknologi MARA, Shah Alam with a Bachelor of Science (Hons) in Tourism Management, working up to the concierge department and Front Office before deciding on Sales and Marketing.

Fernandez holds a Diploma in Hotel Management from Stamford College in Malaysia, and began his career as a waiter until his hotel GM told him his ability to talk down a storm befitted him for a career in sales, which he then traded in for Public Relations.

"whosyn'Signature was born out of the desire to do *more*," shares Husain. "I liked getting to know the guests who stayed in my properties, and I always went out of the way to provide something extra so that their experience was a better one. Because of our combined experiences in sales, marketing and PR, we felt that we

were ready to come out on our own to tackle business *our way*," he continued.

"We are small scale, but our tagline is: We are born different. whosyn'Signature does business on a very personal level and we want to be able to really know our clients and what they hope to achieve before we embark on a project with them," Fernandez added.

Their way of doing business seems to have borne quick fruit. A few months into the company's conception and they were appointed to sell, market and publicize the all-new, bespoke, boutique property, Seri Chenang, located in Langkawi. They have also recently finished a project with a hip and happening resto-lounge in Kuala Lumpur.

"Our real goal is to help build Brand Malaysia. It is something which needs to be established so that Malaysia can truly take its place in the tourism sphere. We believe that with our different approach we can help the hospitality industry reach certain benchmarks," said Husain.

"While the hospitality will always be a big focus for us because it is in our blood, whosyn'Signature will also offer Public Relations services to any industry. Whether it is retail or construction, PR boils down to rapport with the media and that is something which is very much a part of who we are," concludes Fernandez who to whom good media relations is as much a part of as his loud shirts and open smile. For a chat about what whosyn'Signature can do for your business, email warren.fernandez@whosyn.com.my or Husain.khalid@whosyn.com.my. **ha**

Left and above: The men of whosyn'Signature – (left to right) Warren Fernandez and Husain Khalid are ready to make their mark

The Good Word

PestBusters was founded on the mission that the company would set the standard for the pest control industry. Established in 1991, the company quickly became one of the most trusted names in the hospitality industry.

PestBusters has maintained an unparalleled reputation for quality since its inception – something Capella Singapore General Manager Robert Lagerwey can attest to.



In your many years of hotel management, how did you perceive pest control and has that perception changed with PestBusters?

To provide a comfortable, clean and pest free environment is a basic expectation of our guests hence it has always been a top concern and focus for my team to work with the best to ensure a consistent defect-free experience. After engaging PestBusters, I feel assured that this concern is well taken care off.



How did you come to meet Thomas Fernandez and the team at PestBusters? Were you searching for a pest control company?

We were introduced through a mutual hospitality connection and the ball started rolling from there.

Were you surprised at their methods and the way they go about pest-busting? Were there any specific incidents which you remember?

I find it very assuring to see how detailed and meticulous the PestBusters team is in dealing with eradicating the pests on the property.

Instead of the usual fumigation that one would find in most places, PestBusters has a very customized way of doing things, designing the most effective way to solve the pest problem in a particular environment. In particular I like their reports with all details and actions taken.

PestBusters believes in getting everyone in the hotel to understand the process of pest control management. Were you taken aback by having to follow the technicians around and looking into nooks and corners?

It definitely is a very educational experience, to follow the process that the PestBusters technicians go through in eradicating pests. I find it very interesting and I always look forward to new experiences as it helps me to gain a better understanding of what goes into 'pest busting' which in turn allows me to be better prepared to respond to any queries from guests or fellow colleagues on this. It is up to all stakeholders in the hotel to ensure a clean, pest free environment and this at times takes change of habits and discipline.

PestBusters always believes that a few good words from a happy client are worth more than an advertisement. Would you agree? And what would be the few good words you would say about PestBusters?

I am very pleased with the effectiveness of PestBusters. From the time we identified a pest problem and after PestBusters completed their work with us, the results were instant and exceptional. **ha**



◀ **Krister Svensson**
General Manager
The St. Regis Bangkok, Thailand

A veteran hotelier with more than 25 years' experience in the industry – much of it with Starwood brands – Krister Svensson will guide the St. Regis Bangkok as it continues to garner acclaim and prestige for its impeccable service and unrivaled amenities.

Svensson is uniquely skilled at bringing new five-star hotels online and steering them to profitability through the implementation of renovation projects and customer service programs. For the past two decades, he has managed hotels across several Starwood brands including, most recently, the W Hong Kong, where he increased occupancy by more than 25 percent and helped the hotel garner several prestigious awards and recognition. Prior to the W, he managed The Westin Resort Guam where he helped oversee several major renovation projects and a master plan to add additional space and project. As project manager of Sheraton on the Park in Sydney, Australia, he coordinated the renovation of all suites, including the Presidential Suite, and successfully elevating them to a new brand standard.

Wim N M Fagel ▶
General Manager
Centara Watergate Pavilion Hotel Bangkok, Thailand

Wim N M Fagel has been named General Manager of Centara Watergate Pavilion Hotel Bangkok. Fagel is a Dutch national who has almost 30 years' experience in management at leading hotels including the Summit Hotel in Nepal and Amari Rincome Hotel in Chiang Mai. Prior to joining Centara Watergate Pavilion Hotel Bangkok, he was General Manager of Amari Residences Bangkok. Centara Watergate Pavilion Hotel Bangkok is a new four-star property located at Rachaprarop and will be opened in December 2012. The hotel and shopping complex are located inside a newly constructed 20-storey building, with the hotel taking up a total of 10 floors and featuring a total of 281 guestrooms.



Surapun Somthai ▶
General Manager
Eastin Easy GTC Hanoi

With over 27 years of experience in the hospitality industry, Surapun Somthai first established his career at Hilton International Hotel at Nai Lert Park, Bangkok as a supervisor of Ma Maison restaurant. In 1991 he joined Asia Hotel Bangkok as director of food and beverage, heading the operation and administration team of 350 staff, managing eight restaurants and banqueting for up to 1,000 people as well as providing food & beverage consultancy in Brunei's Palaces between hotel and AC DSH BHD. In 1997 he became executive assistant manager at Amari Watergate Hotel Bangkok before taking up a new position as the general manager at The Wangtara Hotel & Resort in Chacheng-sao, followed by The Golden City Hotel in Rayong and Empress Hotels Group with the same position respectively. In 2002, he was general manager at Siam Bayview Hotel in Pattaya followed by U Chiang Mai in 2009 and Eastin Hotel Makkasan Bangkok in 2010 respectively. Prior to joining Eastin Easy GTC Hanoi as general manager, he was the group general manager at The Aetas Hotels & Residences.



Tan Kim Ling (K L Tan) ▶

**Hotel Manager
Furama Bukit Bintang, Kuala Lumpur, Malaysia**

Furama Bukit Bintang, Kuala Lumpur is pleased to announce the promotion of its Executive Assistant Manager, Tan Kim Ling (K.L. Tan) to Hotel Manager on 1 April 2012. He will be overseeing all areas of management and operations of the hotel.

K.L. Tan who is part of the pre-opening team for Furama Bukit Bintang began his career in the hotel industry in 1981 with the Merlin Hotel group. He has also held the position of Director of Sales and Marketing with other international hotel chains prior to joining Furama Bukit Bintang. He has attained credentials for courses in Hotel Administration Simulation Chain Programme by Cornell University School of Hotel Administration and Revenue Management for Rooms Division by Lousanne Hospitality Consulting.



◀ Angie Ng

**Area Director of Revenue
Management, China and Malaysia
Kosmopolito Hotels International**

Asia's fast growing hotel group Kosmopolito Hotels International (KHI), whose brands include Boutique Series by Kosmopolito, Grand Dorsett, Dorsett Regency Hotels & Resorts, and Silka Hotels has promoted Angie Ng as Area Director of Revenue Management with

immediate effect, overseeing the group's hotels in Malaysia and China.

Based at KHI's corporate office in Kuala Lumpur and reporting directly to the Group's Senior Vice President of Sales and Marketing, she will be responsible for maximizing the total revenue, revenue penetration and also to champion revenue optimization initiatives among KHI's hotel chain in Malaysia and China.

Equipped with a Diploma in Hotel and Catering Management from Kolej Damansara Utama, Ng brings with her over 21 years of experience in the hospitality industry. Previously the Manager of Revenue Management at Hotel Nikko Kuala Lumpur, as well as Front Office Manager at Pan Pacific Kuala Lumpur, she has been actively involved in key areas of revenue management.

Her areas of expertise include the articulation and implementation of respective hotel's revenue management system, providing critical analysis affecting occupancy and room rates, maintaining global distribution systems, and utilizing Internet and central reservations systems.



▲ Coco Wen

**Hotel Manager
The Club, Saujana Resort, Malaysia**

Coco Wen is an 18-year hospitality industry veteran and brings with her vast experience in hotel management with several leading hotel chains in Taiwan, China and the U.A.E. She has successfully overseen four pre-openings and two major renovation projects.

Wen started her career at the Hilton Taipei in 1992 and has held several positions during her stint in Taiwan and China between 1993 and 2006. In 2008, she moved to the U.A.E to take on the role as Executive Assistant Manager for Towers Rotana Dubai and Fujairah Rotana Resort & Spa, Fujairah. She later returned to China as Director of Rooms for Futian Shangri-La and The St. Regis Shenzhen.

Wen holds a Bachelor Degree of Entomology from the National Chung-Hsing University but pursued her interest in hospitality by obtaining a Hotel Management certificate from International Hotel Management Institute in Luzern, Switzerland. She is also a Certified Hotel Trainer from the Shangri-La Group.



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- Certified Service Professional (40 hrs)

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- Build Relationships with Customers (24 hrs)
- Coach Service Teams & Individuals (24 hrs)
- Lead a Service Team (24 hrs)
- Lead Service Innovation (24 hrs)
- Implement Continual Improvement in Service Delivery (24 hrs)

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- Lead a Customer Focussed Organisation (22.5 hrs)
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- Manage Service Improvements (40 hrs)
- Manage Service Innovation (24 hrs)
- Manage Service Supply Chain* (24 hrs or 40 hrs)
- Develop and Customise Service Offering* (24hrs or 40 hrs)
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- Manage Human Resources to Achieve Service Excellence (40 hrs)
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▲ **Jean-Matthieu Beroujon**
Corporate Director of
Operations
Absolute Hotel Services Group

Absolute Hotel Services Group appointed Jean-Matthieu Beroujon as Corporate Director of Operations effective from February 13, 2012.

Beroujon has a very strong hotel operations background with more than 11 years of experience with international hotel chains. He has held several key management positions in different countries including France, England, French Polynesia, USA and Laos. Prior to joining Absolute Hotel Services Group he held the position of operations manager at Villa Maly Luang Prabang.

His main roles will be the development of new operational initiatives for the group's brands as well as oversight and support of pre-opening properties. He will also support the regional teams and operating properties on an on-going basis.

▼ **Kevin Sun**

Vice President of Development
Kosmopolito Hotels International

Kosmopolito Hotels International (KHI), whose brands include Boutique Series by Kosmopolito, Grand Dorsett, Dorsett Regency Hotels & Resorts, and Silka Hotels has recently appointed Kevin Sun as the Vice President of Development.



Reporting directly to Winnie Chiu, President of KHI, Sun in his appointed role will be responsible for exploring the group's development including acquisition and management contract opportunities as well as assisting in the implementation of the operational technical manual for KHI.

Sun brings with him more than 17 years of hotel advisory, development and consultancy experience in the hospitality industry in Asia Pacific. Prior to his appointment with KHI, he was the Managing Director of Prolink Hotel Development Limited where he was responsible for acquisition of hotel assets in China and; negotiating hotel management contracts for Pan Pacific Hotels Group of Singapore and Dusit International, Thailand. He was also the Vice President of HVS Global Hospitality Services and Director of Development for Marco Polo Hotels.

He obtained his Bachelor of Science from the Cornell University, School of Hotel Administration.



◀ **Thirayuth Chirathivat**
Chief Executive Officer
Centara Hotels & Resorts

The Board of Directors of Central Plaza Hotel Public Company Limited has announced the appointment of Thirayuth Chirathivat as Chief Executive Officer of Centara Hotels & Resorts, effective from April 2, 2012.

Thirayuth holds a bachelor's degree from the Faculty of Political Science of Chulalongkorn University and a master's degree in Food, Hotel and Tourism Management from the Rochester Institute of Technology, Rochester, USA. He also attended the Program of Management Development and Executive Education at Harvard Business School and has undertaken management programmes at other well-known universities and institutes.

Thirayuth has more than 21 years of experience in hotel business management. Prior to being appointed CEO of Centara Hotels & Resorts, Thirayuth was Senior Vice President for Project Management, directly responsible for overseeing construction and renovation projects for the entire group of hotels.

Strength In Numbers

After a flurry of business-making and relationship-building activities conducted over four days, Food&HotelAsia2012 (FHA2012) and Wine&SpiritsAsia2012 (WSA2012) once again surpassed all previous records by emerging with a new high score. The event saw more than 60,000 industry visitors, exhibiting staff, conference speakers and delegates, and media in attendance. This represents more than ten per cent increase compared with its previous edition, with 44 per cent of the total attendees hailing from overseas.



Top: An aerial view of the exhibition booths at FHA 2012
Above: Sopexa's booth

FHA2012 and WSA2012 showcased an even stronger line-up of state-of-the-art products, services and cutting-edge technologies, alongside exciting world-class competitions and thought-leadership conferences which gathered over 60 world-leading industry experts and powerful speakers.

As a one-stop sourcing and relevant networking platform for industry professionals, the exhibition is expected to hit US\$3 billion worth of business deals, based on pre-registered visitors who have indicated their sourcing budgets for purchases. Overall, exhibitors and international group pavilions were delighted with the quality of buyers they met and the results achieved. Many came away from the show having met potential distributors from various countries in Asia for their products.

Sopexa, the marketing agency for France's food, wine and lifestyle was a large presence at FHA2012. Its Regional Manager for Southeast Asia, Taiwan and India, Gregoire Debre said, with the confidence of the French, "You will find

everything you are looking for in France. This year has seen an increase in the number of our French exhibitors, from 40 to 75. Some have no importers in Southeast Asia and are looking to make partnerships and we find Singapore a very good place to begin."

Roselle Farms from Malaysia exhibited an amazing range of products made using the roselle flower. Teaming up with Malaysian super chef Julie Song of Indulgence fame, the brand showcased an innovative, cutting-edge take on the hibiscus family flower with jams, sambal, spreads, concentrates and others. They also teamed with mix masters from Fluid Alchemy who designed cocktails and mocktails based on their products. For more, go to www.rosellefarms.com.

Fine food giants Indoguna utilized a sushi-bar style set up to serve up a stream of smells and good-eating treats. Their display cases abounded with New Zealand grass-fed rib eye, Alsace Feyer Artzner duck fillet, Ocean Gems fruits de mer and Ekro Dutch milk-fed veal. They also showcased their La Rose Noire brand of French baking products.

Coffex Coffee was well-served by its charming, erudite Marketing Director Ronald Ngow who took time to take visitors through his brand's products, and soft selling the Wega Concept Green Line Espresso machines which obtained a certified energy saving of 47.6 percent during the nocturnal rest period, and of 30 percent during the operational period. Coffex Coffee (M) Sdn Bhd also provided a Klee machine, as well as coffee, chocolate and creamer capsules for the Hospitality Asia booth. For more on Coffex, www.coffexcoffee.com.

One of Italy's heirloom gelato brands, Pernigotti was also present at FHA2012, with a display case full of velvety tastes. Export Manager Arnaldo Sommovigo said, "Singapore is the centre point for Southeast Asia, which is why it is important for us to build a network of distributors from here. Artisanal gelato like ours is still not as popular as it can be and it is my objective to get more people to understand the efforts we have gone through in order to improve the quality and the knowledge of gelato to the end consumers."

Harbans Singh, whose company UbiQ Global Solutions Malaysia premiered hotel check-ins via mobile solutions has been a long-term supporter of the show, and deems it an important one, as does Vegard Prytz, Vice President & Regional Director Asia Pacific at VingCard Elsafe. "We showcased Orion, our energy management system which helps hotels save energy cost. The system controls temperatures in rooms according to a setting by a hotel, so if a guest leaves the room and has set the temperature very low, the system kicks in and brings the temperature back to the pre-set which allows better energy management. Orion helps provide savings of 35 percent to 40 percent on air conditioning which is the second biggest expense in a hotel after labour," he shared.

Equal Strategy, the company built by Sensory Guru Simon Faure-Field, was also at FHA2012, hot off their success with Marina Bay Sands where they provided scents for the rooms. At the forefront of their new products was a portable odour neutralizer which could be a boon to properties trying to freshen up rooms tainted by smoking guests. For more, visit www.equalstrategy.com.

The cleanest air award, however, went to the MedKlinn group of companies. Driven by the leading edge Cerafusion™

*Left: Busy crowd at Coffex Coffee's booth
Bottom left: Assa Abloy displays their VingCard Elsafe range
Below: Medklinn shows you how to clean more than just air*





Left and below: Sia Huat's innovative display
Bottom: Winterhalter's clean as white showcase



Technology, the PRO AS1 and AS2 are highly effective devices specifically designed to clean the air in hotel rooms, serviced apartments, restaurants, seminar rooms, offices, meeting rooms and homes. Its sleek and impeccable design will blend perfectly into many existing interiors. It is designed to be securely wall-mounted and may be retrofitted directly to the existing power outlet. www.medklinn.com for more.

Sia Huat, Southeast Asia's leading agent and direct distributor for an extensive range of foodservice products and equipment gave FHA2012 visitors an extended feel of their inventory when they offered chartered buses which ran to ToTT their 36,000sq f store offering an unparalleled range of dining and kitchenware products. Their exhibition site burst with hues and shapes, offering fabulous state-of-the-art French verrines in striking colours by B Fooding, and a revolutionary cleaner for stainless steel, copper, brass, silver, chrome, aluminum and ceramics. Quickleen S is a waterless application, non toxic, HAACP-certified product which cleans metal faster and with much less effort. Sia Huat also provided whiskey glasses by Luminarc to the Hospitality Asia booth. For more on Sia Huat's entire product range, www.siahuat.com.



FHA2012 was also the place to educate and straighten out perceptions. Jay Wong from Baker's Choice in Malaysia was on a mission to explain the difference in Silikomart silicone moulds and fakes from China. "People are being taken in by products which are called silicone, but which are in fact rubber coated with a silicone veneer. A simple test we tell our buyers to carry out is to smell the product. A fake will have a rubber smell. Real

silicone is odourless and will not stretch when pulled." Silikomart silicone moulds are made from injected liquid silicone with 0.5 percent of migration of the volatile substances. They can be used directly from shock freezer to microwave and are available from www.cakedekor.com.my.

For cleaner than clean solutions, Winterhalter showcased their total warewashing technology experience by walking guests through an 'interactive



Left: Kian showcased designer furniture for hotel lounges and restaurants
Below: SKS displays their full range of products



park' where they could gain an understanding of the influence that innovative machine technology, cleaning products, water treatment and accessories can have on warewashing results.

Jens Steck, Director of Sales & Marketing for Winterhalter in Asia, explained, "With the new fair concept, we wanted visitors to have a chance to see exactly what impact innovative washing techniques, cleaning formulas, water treatment system and accessories can have on the final wash result, and to have a firsthand experience of the truly professional-level wash results."

Taking up a premium space in Hall 4, KIAN showcased some new hotel lounge chairs, minimalist coffee tables and some brand new wooden chairs.

One of the more popular designs was the Pinch Sofa, made using rotary moulding technique, designed by Cici+Fay from Cilicon Faytory- budding designers from Singapore. This piece is UV-treated to suit extreme outdoor conditions and extreme hotel guests. An award-winning table base, the FLAT TECH provided instant stabilization using a unique capability of self-levelling, allowing users to align multiple table tops together, eliminating the troublesome ridge forever. For more info, contact enquiries@kian.com

SKS Group was started up in 1974 as S. Kian Seng, a furniture business in a modest 5000 sq ft. factory producing just office chairs. Today, SKS Group has evolved into a multinational organization with five separate specialized brands sited in a 45,000 sq m world-class factory sitting on six acres of land in the prestigious Subang Jaya Industrial Park in Selangor, Malaysia.

Operating a 250,000sq ft production hub using a systematic production process coupled with cutting edge technology

such as robotic assembly, 2D and 3D laser cutting machinery, hydraulic bending machines and efficient processing line-up, SKS Group is able to provide a high-level of consistency in product quality for all their products which range from hospitality, kitchen and gaming. Possibly the best testimony to the response the brand garnered at FHA2012 was the sale of the mobile drinks chiller and bar which was loaned to Hospitality Asia for the event. For more on their products, log on to www.sks.com.my.



Trends Addressed By Experts

FHA's thought-leadership conferences, seminars and workshops assembled more than 60 world-leading industry experts and powerful speakers to discuss the latest food and hospitality industry trends and issues.

Key topics addressed at this knowledge-gathering platform included the latest market outlook and investment opportunities in Asia, contemporary hospitality and restaurant operations and designs, as well as cutting-edge technology solutions which enable tech-savvy hoteliers and restaurateurs to streamline their operations and enhance their customers' experience with well-integrated systems and solutions.



Top: The crowd at FHA keeps growing
Above (left to right): Chefs demonstrating their grilling skills and showcasing their cake decorating technique
Right: Exhibitors demonstrating the ease and use of their products





Clockwise from the top left: The Asian Pastry Cup 2012 Awards Ceremony; FHA2012 Culinary Challenge Gold Medallists, Sheraton Grande Walkerhill; Speed bottle cap opening @ the RIPE-WSA Cocktail Challenge; Winners of the FHA2012 Barista Challenge

Winners also emerged from high-octane world class competitions. Over the years, FHA and WSA have earned a reputation amongst industry circles for organizing a series of industry-accredited culinary competitions. These included the WSA Wine Challenge 2012, FHA2012 Imperial Challenge, FHA2012 Culinary Challenge and the Asian Pastry Cup 2012 judged by influential pastry connoisseurs, which also serves as the official competition to pre-select Asian teams to compete at the World Pastry Cup 2013 in Lyon, France.

The FHA Barista Challenge 2012 (FBC) acts as a premier stage which seeks to boost baristas as a professional career and cultivate Asian appreciation of specialty coffee while the winners of the RIPE-WSA Cocktail Challenge 2012 were chosen amongst some of Singapore's best bartenders across five categories - cocktail, mocktail, flaring and speed in bottle cap-opening. [ha](#)



Expanding beyond the medium of print, Hospitality Asia is now online to provide our valued readers and clients with a means of staying in touch with dining trends, travel news and hospitality development. Through www.HospitalityAsiaOnline.asia, every issue of Hospitality Asia is accessible to discerning travellers, fine food aficionados and industry players across the globe who wish to have regional updates at their fingertips.

The Hospitality Asia Platinum Awards (HAPA) website www.Hapa.asia walks you through HAPA's history, its inception and growth over the last decade with a photo gallery and listing of past winners and participants. You can also befriend us on Facebook at www.facebook.com/HAPAAwards and be in touch with hundreds of other nominees from the industry!

Visit our newly refurbished websites at
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