



# THE STAR COMBINATION FOR SERVICE & QUALITY EXCELLENCE





EXPERIENCE WORK OF ART

SERI CHENANG  
Resort & Spa Langkawi



## an Island of Legends

These islands are richly endowed with a heritage of tremendous myths and legends which dates back hundreds of years, some of the legends have some basis in truth and historical evidences and as a natural haven this island is the most prominent in South East Asia. Unravel these tales at Seri Chenang Resort & Spa Langkawi.



### Where Your Journey Begins...

The latest addition to the island of legends is the luxurious Seri Chenang Resort and Spa Langkawi which is inspired by the long-established Malay architectural heritage—laid in a setting that personifies the essences of Malaysian culture, legacy and warmth.

The Malay heritage villas, named Rumah Terengganu, Rumah Negeri Sembilan, Rumah Melaka, Rumah Selangor, Rumah Pahang and Rumah Kedah, also known as “Rumah Ibu” which represents the heart of the family integrates all the main characteristics of a typical “Kampong” abode similar to those found in states around Malaysia.

Sited on the western part of Langkawi Island, Seri Chenang Resort and Spa is complemented with a 24-hour butler service, an infinity swimming pool, a gymnasium, an art gallery and Kayangan Spa where long-held health secrets are revitalised.

Escape to this legendary island for an exceptional experience like never before and unravel the stories untold at Seri Chenang Resort and Spa Langkawi.



**Seri Chenang Resort & Spa Langkawi**  
Lot 1150 Pantai Chenang, Mukim Kualaawang, 07000 Langkawi, Kedah Darul Aman, Malaysia  
Reservation | 300 88 8821 | T +60 4 955 8275 | F +60 4 955 8277  
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## the Masterpiece

A lavish boutique resort crafted as an art village by a distinguished architect in south East Asia. Inspired by his cultural heritage and beliefs and thus expressed by painting his profound notions of Traditional Malay Architecture for the world to cherish and admire. Indulge in highly hand-crafted as well as brilliant furnishings of time-honoured Malay Architecture at Seri Chenang Resort & Spa Langkawi.

The reviews are in and we've done well! This pertains to the new look Hospitality Asia which we launched the year with. The free flow layout has made for an easier read, and has given our 18-year-old grande dame of magazines a new, youthful feel. No wonder we see it tucked into LV bags in Malaysian Airlines lounges.

# Going Beyond Publication

**I**nnovation is the key to new life. Whilst I do not believe in reinventing just for the sake of keeping up with trends, there is a very true need to revamp the way we look at business in order to stay relevant. We've made our name as being Southeast Asia's longest running, locally-produced magazine, and while I am proud that hotel owners, General Managers and chefs use us as a resource, I know also that there can be many more ways in which my team and I can promote the hospitality trade. This is why World Asia Publishing is now officially also an awards management, event design and event management company! We have been appointed the event arm for a charming boutique property in Langkawi, and are already in the process of designing a number of events for other interested clients.

Our forte is designing events to suit the image, feel and style of the occasion, as well as managing them! The first of our very own stable of events will be the Wine & Gourmet Experience which you will be hearing of shortly! It is going to be a wine pairing dinner with a difference, so keep your eyes peeled!

Another event in the pipeline is Hospitality Rocks - a celebration for the hospitality industry sometime in early 2013. This will be the first ever celebration/hospitality party for Southeast Asia and we hope that this will be acknowledged as Hospitality Day - marked on our yearly calendar just like Independence Day.

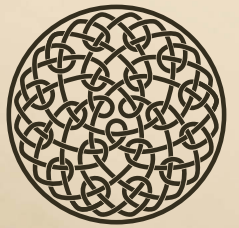
Another feather in our caps! With the HAPA-GAB collaboration, we also see the Hospitality Asia Platinum Awards (HAPA) model going places. This recognition platform which we created is now being seen as being one of the best modules to base a reward-recognition system of awards on. You will find out why in the cover story. I hope this will also motivate some other industry players to come forward and work with my team and I to come up with awards specifically for your brand or property.

Meanwhile, our own HAPA Indonesia is also gearing up, with sizzling hot nominations and a mad rush to confirm the venue of the red-carpet gala.

Until next issue, let's connect at [publisher@wapublishing.asia](mailto:publisher@wapublishing.asia).



**Jennifer Ong**  
Founder / Publisher



# Restore the Balance of Mind, Body and Soul

Experience the deep relaxation and blissful rejuvenation through all natural treatments inspired by the rich traditions of Malaysia and our Asian neighbours, experience the rich Malay culture of giving from the heart and celebrate the beauty and soul of the exotic land. Escape for a moment in time and to leave us with a renewed sense of serenity and joy in Kayangan Spa at Seri Chenang Resort & Spa Langkawi.

[www.serichenangresort.com](http://www.serichenangresort.com)



SERI CHENANG  
Resort & Spa LANGKAWI



Seri Chenang Resort & Spa Langkawi

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**16 on the cover**  
 In Malaysia no other company is as committed to making this the golden age for beer as Guinness Anchor Berhad (GAB). As Malaysia's market leader in the beer and stout industry, and producers of the multiple award-winning Guinness, Tiger, Heineken, Anchor Smooth, Anchor Strong, Kilkenny, Anglia Shandy and Malta, GAB is committed to raising the bar (both metaphorically and physically) where the quality of their beverages, along with their presentation and their delivery methods is concerned.

# contents

## travel, golf & spa

### Travel Report 24

Perfectly Personalized – The Chateau, Berjaya Hills, Pahang, Malaysia is something Malaysia can be truly proud of.

### Feature 26

A Legend In The Making – Seri Chenang Resort & Spa Langkawi, Malaysia is a unique concept boutique resort which evokes the grandeur and mastercraftmanship of a bygone age of Malaysia.

## food & entertainment

### Chefs Feature 44

From Genesis To Revelation – They are the high priests of Malaysian cuisine – a disparate group of individuals from many points on the map who are calling Malaysia home for a while, working shoulder to shoulder with talented home-grown talent who themselves are deserving of a few stars.

## hospitality

### Feature 64

The Final Frontier – Space is the word, and it is the way of business for some far-thinking producers and designers. Delve into the chic world of space management, where compression becomes chic and storage space become conversation pieces.

### Coffee Chat 73

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.

### Focus 76

Building Brand Malaysia – Sales, Marketing and Public Relations agency whosyn'Signature is built on a bedrock of entrepreneurship, strong media connections, commendable work ethics and sheer bravado.

### Opinion 78

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



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Hospitality Asia is distributed to industry professionals within Malaysia, Singapore, Thailand, Indonesia, Vietnam and the Philippines. Hospitality Asia is also available for browsing at various reading lounges of the following establishments:-

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High Commission of Canada  
Chinese Embassy  
Embassy of France  
Embassy of Germany  
High Commission of India  
Embassy of Indonesia  
Embassy of Italy  
Embassy of Japan  
Embassy of Laos

Embassy of Myanmar  
High Commission of New Zealand  
Embassy of The Philippines  
Saudi Arabia Embassy  
Embassy of Spain  
Taipei Representative Office  
Embassy of Thailand  
Embassy of United Arab Emirates  
UK Embassy/High Commission  
U.S. Embassy  
Embassy of the Socialist Republic of Vietnam

**HOSPITALITY SCHOOLS (MALAYSIA)**

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

**HOSPITALITY SCHOOLS (SINGAPORE)**

At-Sunrice GlobalChef Academy  
Dimensions International College Pte Ltd  
Raffles Campus Pte Ltd  
Raffles Hospitality School  
SHATEC Institutes  
Singapore Culinary Institute (SCI)  
Temasek Culinary Academy  
The Tourism Academy @ Sentosa

**GOLF CLUBS Et RESORTS (MALAYSIA)**

Awana Genting Highlands Golf Et Country Resort  
Berjaya Hills Golf Et Country Club  
Bukit Beruntung Golf Et Country Club, Selangor  
Bukit Jalil Golf Et Country Resort, Selangor  
Cinta Sayang Golf Et Country Resort, Kedah  
Clearwater Sanctuary Golf Resort, Perak  
Darul Aman Golf Et Country Club, Kedah  
Glenmarie Golf Et Country Club, Selangor  
Horizon Hills Golf Et Country Club  
Kelab Golf Perkhidmatan Awam,  
Kuala Lumpur  
Kota Permai Golf Et Country Club, Selangor  
Kuala Lumpur Golf Et Country Club  
Mercurie Johor Palm Resort Et Golf  
Pulau Springs Golf Et Country Club, Johor  
Royal Selangor Golf Club, Kuala Lumpur  
Saujana Golf Et Country Club, Selangor  
Sultan Abdul Aziz Shah Golf Club, Selangor  
Tanjong Puteri Golf Resort, Johor  
The Mines Resort Et Golf Club  
Tropicana Golf Et Country Club, Selangor

**GOLF CLUBS Et RESORTS (SINGAPORE)**

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

**BANK LOUNGES (MALAYSIA)**

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

**TRAVEL AGENTS (MALAYSIA)**

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

**TRAVEL AGENTS (SINGAPORE)**

City 99 Asia Travel (S) Pte Ltd  
Farmosa Holiday Tours (S) Pte Ltd  
Nam Ho Travel Service (S) Pte Ltd  
Seiki Travel Pte Ltd  
Shengyan Tours Et 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 2012-2014  
INDONESIA SERIES



## The Best Are Taking Their Places

Indonesia's inaugural, country-specific Hospitality Asia Platinum Awards is all set to become the occasion for the country's hospitality industry. Long lauded for its beautiful properties and warm service, the Indonesian archipelago will finally be able to go up against the best of their countrymen when the Hospitality Asia Platinum Awards 2012-2014 kicks off in glitz and glamour.

With the judging process already in full swing, and expected to be completed at the end of August 2012, the race towards excellence is thoroughly underway. The panel of Judges, consisting of respected and experienced individuals from the hospitality industry as well as the corporate and business worlds, will carry out the judging process for every nominated award category in accordance with the stringent criteria that has been set by the HAPA Committee.

Each potential nominee has been met personally and been screened to clear for competition. To date there are 40 nominees from Bali, Bandung, Jakarta, Jogjakarta, and Surabaya, with more still to come. Nominations are still open, but the window is getting smaller.

As judging continues, discussions are already in the final stages as to which venue will go down in Indonesian hospitality history as being the first ever host venue for HAPA Indonesia's Gala Dinner. As

it stands, Jakarta will be the hosting city for the one-night affair to remember. Nominees will be updated on the theme and ticket price once the venue has been confirmed. As part of HAPA protocol, each property must send a minimum of two representatives to attend the awards night. If a personality is nominated, the nominated personality must attend the awards night.

A total of 20 awards will be presented at HAPA Indonesia. Categories range from Personality, Establishment, Culinary, Department and Major Awards. The number of nominees in some categories is of such high quality that some awards will be narrowed down, with awards presented to the Best 5.

Walking the red carpet on the night will also be the spirit of charity and compassion. As with all installments of the Hospitality Asia Platinum Awards, HAPA Indonesia will see one charitable foundation benefitting from the funds raised at this Gala event. The committee is already short listing the charity which will most benefit from HAPA's involvement and details will be provided as and when confirmation has been reached.

Nominations remain open, and properties who have not yet participated are still able to be a part of this ground-breaking event. For further information and participation inquiries, please email [info@hapa.asia](mailto:info@hapa.asia).

### LIST OF AWARDS

#### 7 MAJOR AWARDS

- SVE** HAPA SERVICE EXCELLENCE
- HTY** HAPA HOTEL OF THE YEAR
- RSY** HAPA RESORT OF THE YEAR
- RTY** HAPA RESTAURANT OF THE YEAR
- GMY** HAPA GENERAL MANAGER OF THE YEAR
- CTY** HAPA EXECUTIVE CHEF OF THE YEAR
- ETY** HAPA HOSPITALITY ENTREPRENEUR OF THE YEAR

#### 5 ESTABLISHMENT AWARDS

- SBQ** HAPA SIGNATURE BOUTIQUE RESORT/VILLAS
- SFR** HAPA SIGNATURE FAMILY & RECREATIONAL RESORT
- SHE** HAPA SIGNATURE HOTEL EXPERIENCE
- SSE** HAPA SIGNATURE SPA EXPERIENCE
- SGC** HAPA SIGNATURE GOLF COURSE

#### 3 PERSONALITY AWARDS

- MCW** HAPA MASTER CHEF - WESTERN CUISINE
- MCA** HAPA MASTER CHEF - ASIAN CUISINE
- IFB** HAPA MOST INNOVATIVE F&B PERSONALITY

#### 2 CULINARY AWARDS

- EDE** HAPA MOST EXQUISITE DINING EXPERIENCE  
- WESTERN CUISINE
- ACR** HAPA MOST AUTHENTIC ASIAN CUISINE RESTAURANT

#### 3 DEPARTMENT AWARDS

- FOC** HAPA BEST FRONT OFFICE
- CCG** HAPA BEST CONCIERGE
- HSK** HAPA BEST HOUSEKEEPING

Note: The above 20 awards listed are subject to change and final confirmation by the HAPA Committee.



HOSPITALITY ASIA  
PLATINUM AWARDS® 2013-2015  
MALAYSIA SERIES



## Time For Malaysia To Shine



There are many winners and many ways to win at the hospitality game, but nothing rivals the Hospitality Asia Platinum Awards (HAPA) when it comes to recognizing stellar services, discovering new talents and establishments, as well as lauding the unsung heroes from both front and back-of-the-house.

After a successful Regional Series and a new, in-demand Indonesian Series, HAPA returns to home ground in Malaysia for its fifth edition and the 12th year of HAPA's journey to ultimate excellence, bringing with it the unrivalled platform for recognition and peer-to-peer reward which is continually fine tuned in order to meet the objective of raising the overall standards of service and products in whatever nation is hosting the event.

As always, HAPA remains unchallenged in integrity and focus, striving always towards the goal of assisting the hospitality, entertainment and Food and Beverage industries to be the best they can be. In view of this, HAPA is the only awards programme which provides all nominees with comprehensive report cards derived from the mystery judging assessments in order for improvements to be made.

Further enhancing the professionalism of HAPA is the distinguished panel of professional judges who are meticulously selected from respected individuals with expertise from different hospitality associations, corporate fields and business owners. This exceptional group of individuals will execute the judging process throughout the duration of the HAPA 2013-2015 Malaysia Series.

The eight to twelve month long judging process will culminate in an exclusive Gala Dinner and Awards Presentation night held in Malaysia. All participating nominees will be invited to purchase seats or tables to witness this Oscar-style awards night. Each property must send a minimum of two representatives to attend the awards night. If a personality is nominated, then the nominated personality must attend the awards night.

As with every HAPA series, we will be aiding a selected charity foundation with funds raised at the Awards Presentation Gala Dinner. A local charity foundation in Malaysia is being chosen for this series.

An organization's journey to excellence begins with a four-step process. Firstly contact World Asia Publishing at +603-7954 1911 to voice your intent to participate. A copy of the terms and conditions will then be presented. Upon signing, a List of Awards for your selection of award categories will be sent for your consideration. Once nominations are received, we will validate them and send you a voucher request letter and voucher templates. Once we have received your vouchers, they will be distributed to the judges for auditing.

The road to better service, greater employee appreciation and higher levels of accomplishment is laid out before you. Your journey to excellence begins now!

For further information, please email [info@hapa.asia](mailto:info@hapa.asia).

# *Hospitality Asia Brings To You* **An Affair To Remember**



With 18 years as the voice of the hospitality and Food and Beverage industry, we've seen and tasted the best that the world has to offer. Now it is our turn to offer you a sampling of the Good Life. The Wine & Gourmet Experience 2012 hosted by Hospitality Asia is a culinary journey with a difference. Together with our sponsors, we are stripping away the veneer of oh-so-genteel wine functions and their usual pre-selected wine and food pairings. Be prepared instead for an evening of social interaction – the more to enjoy some truly spectacular wines with – via an unconventional setting which will see guests moving freely around the venue, sampling wines which catch their eye. Working on the belief that the best wine to serve with any dish is a wine which the taster loves, the Wine & Gourmet Experience 2012 will allow diners to choose the wines which best appeal to their palates to enjoy with a fabulous array of food, ranging from a hors d'oeuvres smorgasbord, right

down to a varied and regionally diverse cheese board which will feature some of the most amazing artisanal cheeses in the world. The best olive oil and balsamic vinegars in the world will also be on offer, to enjoy and discover.

The gastronomic part of the event will be an open kitchen where HAPA Award Winning Chefs and guest chefs will present a spread which will tease, tantalize and wow the palate.

The chefs will also be mingling with the guests, ready to share trade secrets over glasses of great vintages. Sommeliers will also be on hand to walk guests through the varied wine selections.

Wine & Gourmet Experience 2012 is open to only an intimate group of guests. This one night only event is all about exclusivity, ingenuity, variety and creativity. Watch this space for more information and make sure you don't miss the culinary adventure of the year.

Organizer



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