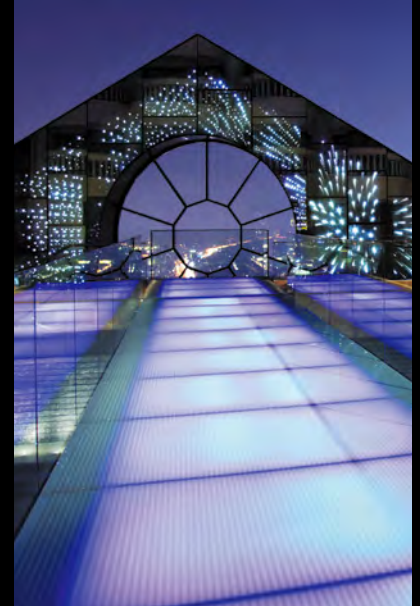
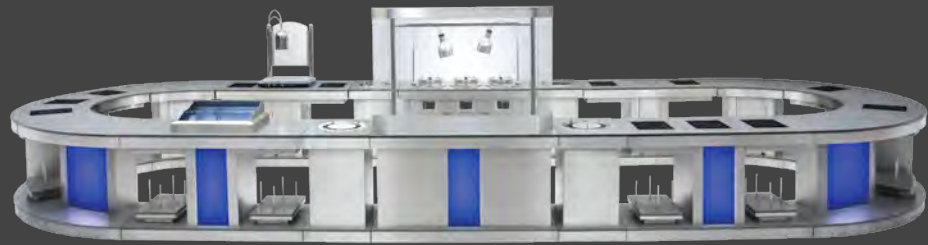
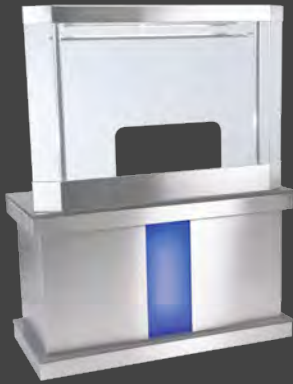


# hospitality



A veteran international hotelier talks about 2012 and what he thinks will happen, while a local General Manager with much international experience shares what it is like to be running a Malaysian hotel brand. We also offer all the latest news in awards, certifications and hotel openings, as well as the new movement in the industry.

# Great Looking Mobility



SKS HOSPITALITY and its newly branded subsidiaries SKS KITCHENER & SKS GAMING will be launching its new range of products targeted specifically to the hospitality and casino industry in Singapore at FHA2012.

At their booth, number 4C2-01, hospitality professionals will be able to view a superb range of premium mobile buffet stations designed to complement every café, banquet halls, restaurant or all-day dining setup. Stop by for a look into the future of buffet holding and live cooking stations, premium buffet holding stations, premium live cooking stations, premium mobile bar and chillers, individual miniature buffet stations, wood holding and live cooking stations, contemporary wood buffet holding stations, contemporary wood live cooking stations and vintage wood stations. More information is available at [www.sks.com.my](http://www.sks.com.my).



## Bread Of Life

Roti 1Malaysia is a charity programme launched to aid the poor and the unfortunate, giving them the opportunity to savour quality food, and at the same time heightening their living standards through the 1Malaysia vision put forward by the Prime Minister, Y. Bhg. Dato' Sri Haji Mohammad Najib bin Tun Haji Abdul Razak.

Roti 1Malaysia was first conceptualized by Y. Bhg. Dato' Anne Eu who then presented the idea to YB Senator Datuk Heng Seai Kie, Deputy Minister of Women, Family & Community Development who immediately devoted her support towards this worthy project. The Persatuan Kebajikan Program Roti 1Malaysia was established on 25 November 2011 with the objectives of creating a caring

Malaysian society, helping the underprivileged, instilling a sense of responsibility amongst Malaysian youth by participating in R1M programmes and educating society on the importance of building a future caring generation

In the year 2011/2012, the Executive Committee met nine times to plan and organize the various activities carried out in that year.

In preparation for R1M's official launch, a video shoot was carried out on 4 January 2012 at Wisma Genting. Interview sessions with R1M's Patron, YB Senator Datuk Heng Seai Kie, Advisor, Y. Bhg. Puan Sri Maimon Patail, Chairman, Y. Bhg. Dato' Anne Eu, Deputy Chairman Y. Bhg. Puan Sri Cecilia Lim and Y. Bhg. Puan Sri Susan Cheah, Secretary, Jennifer Ong, Treasurers, Sarojini Ruth and Michelle Lee, and other committee members were conducted.

Thereafter, the shoot continued with the collection of bread from three selected hotels; Genting Hotels, Berjaya Times Square Hotel Kuala Lumpur and Sunway Resort Hotel & Spa as well as distribution of bread to five selected homes, namely Asrama Cahaya Rumah Wanita, Pusat Jagaan Kanak-Kanak Trinita Selangor, Assunta Children's Society, Pertubuhan Pendidikan Anak-Anak Yatim Selangor Rumah Bakti and Rumah Sayangan. The video shoot ended at 5 p.m. followed by dinner hosted by Y. Bhg. Dato' Anne Eu at Eu Yan Sang Restaurant. **ha**

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

Broadway Hotel  
 Carlton Hotel Singapore  
 Classique Hotel  
 Crowne Plaza Hotel, Changi Airport  
 Fairmont Singapore  
 Grand Hyatt Singapore  
 Goodwood Park Hotel  
 Gallery Hotel  
 Hilton Singapore hotel  
 Hotel Royal  
 Rendezvous Hotel Singapore  
 Park Regis  
 Orchid Hotel  
 Holiday Inn Atrium  
 Holiday Inn Singapore Orchard City Centre  
 Ibis Singapore on Bencoolen  
 Intercontinental Singapore  
 Marina Bay Sands



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  
 Shangri-La's Tanjung Aru Resort & Spa Kota Kinabalu  
 Shangri-La's Rasa Ria Resort Kota Kinabalu  
 Hilton Kuching hotel  
 Batang Ai Longhouse Resort, Managed by Hilton



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### Dorsett For Kwun Tung

Dorsett Regency Kwun Tong, Hong Kong is the latest addition to KHI group and the Dorsett Regency brand. Featuring 361 contemporary-designed rooms including eight rooms specially designed for physically challenged guests, the hotel offers the perfect balance of style and comfort for all.

Situated at Hung To Road, Kwun Tong - a major industrial area at the eastern part of the Kowloon - the hotel is strategically placed near commercial and retail areas such as Manulife Financial Centre, apm shopping mall, and Kowloonbay International Trade & Exhibition Centre. Also placed amid a well-connected transportation network including ferry, bus terminal, MTR station and bus stops, the hotel offers convenience for both business and leisure travellers. **ha**



Dorsett Regency Kwun Tong guestroom

### Hong Kong Hotspot

Lan Kwai Fong Hotel@ Kau U Fong, managed by Kosmopolito Hotels International (KHI), won the HotelClub Hotel Awards 2012 in the category "Hottest Spot to Discover Hong Kong Heritage".

Lan Kwai Fong Hotel@ Kau U Fong, a stylish modern boutique hotel with Chinese accents, offers guests a delightful touch of Asian style inspired hospitality. Surrounded by a number of art galleries, designer boutiques and antique shops, Lan Kwai Fong Hotel@ Kau U Fong has always been a firm favourite for those seeking to indulge in the finer things in life be it an exceptional stay experience, designer collectibles and works-of-art, with the latter two easily accessible around the vicinity of Lan Kwai Fong Hotel@ Kau U Fong.

The HotelClub Hotel Awards 2012 honour exceptional hotels from the most popular destinations around the world. Each category of the award is tailored for unique local customs like Hong Kong heritage and the famous tram line. Through the award, HotelClub aims to encourage their members to experience all that Hong Kong has to offer and help travellers in making more informed choices when booking hotels. **ha**

### Two Is Better Than One

Centara Hotels & Resorts is to open the second Bangkok hotel under its new Centra four-star value brand in summer 2012.

Centra Central Station Bangkok is located on the edge of the city's Chinatown district, a five-minute walk from the Hua Lampong mainline railway station and the MRT subway's Hua Lampong terminus.

Guests will have easy access both to the train service that operates to the provinces and resort destinations, and to the subway and skytrain system that links the key districts of Bangkok.

Centara Hotels & Resorts will operate the hotel under a management contract, signed with developer Central Station Company Limited on 2 September 2011. **ha**



Centra Central Station Bangkok's lobby



Eco living the Kamu way

### Green Getaway

Pitched in the heart of the Lao jungle, Kamu Lodge may be off the map, but to eco-friendly travellers it's a very bright blip on the radar screen. Tourism officials singled out the tented eco-lodge for its first ASEAN Green Hotel Award at the 2012 ASEAN Tourism Forum, held recently in Manado, Indonesia.

One of 81 winning properties handpicked from among thousands of hotels and resorts in Southeast Asia, Kamu Lodge offers some of the most sustainable stays and low-impact holidays available in the emerging destination of Luang Prabang.

Nestled between verdant rice paddies and the banks of the Mekong River, the compound's 20 private, tented lodges feature solar power electricity, thatched roofs, and all-natural furniture.

Activities for guests draw from and are interwoven with the surrounding natural attractions and nearby Kamu community. Kamu Lodge supports the quality of life and preservation of the Kamu traditions through the use of locally sourced products and the education of guests. **ha**

### DOCOMO interTouch, Uniguest & PrinterOn Partnership

DOCOMO interTouch, one of the world's largest hotel technology providers has announced it entered into a strategic partnership with Uniguest, a provider of self service technology and specialized services and PrinterOn, a provider of world leading mobile printing solutions.

The partnership will make DOCOMO interTouch the largest distributor of both Uniguest and PrinterOn solutions globally for the lodging, restaurant and healthcare outside of the US.

DCMI will offer the Business Center solution from Uniguest, which are a best of breed set of applications to remotely manage and secure PC or Mac computers for Guest usage in the business center, lobby or front desk. The Business Centre solution is the first step of the cooperation between the two companies; more products such as Uniguest's Flight Information and E-Concierge will be released later during the year. **ha**



Belgium's best comes to Malaysia

### Luen Heng Adds Appealing Alternative for Specialty Beers

The Grimbergen beer born in the middle ages was brewed under an agreement with the Fathers of Grimbergen Abbey in Belgium and is now available to discerning drinkers through Luen Heng F&B Sdn Bhd (LHFB), a subsidiary of Carlsberg Malaysia.

Top fermented ale beer, Grimbergen offers a large range of beers with its blond, brown, and white recipes from 6 to 6.7% alcohol content. The range includes the Grimbergen Blonde and Grimbergen Double in bottle as well as Grimbergen Blanche (White) in draught and bottle.

They are available at selected high-end trendy bars and entertainment outlets in the Peninsular Malaysia.

Grimbergen is a success in Belgium and France with double digit growth over the last decade. The introduction of Grimbergen beer in Malaysia complements the premium portfolio of imported beers by LHFB. **ha**

### Palace Hotel Tokyo To Debut In May

With an incomparable perspective on the city and a singular, moat-side location beside the Imperial Palace, Palace Hotel Tokyo has announced plans to open May 17 following a JPY 90 billion (US \$1.2 billion) investment in the mixed-used development.

The new 290-room property succeeds two previous hotels, the Hotel Teito and Palace Hotel that occupied the same site from 1947 and 1961 respectively. Like its predecessors, Palace Hotel Tokyo will preserve its independence and a distinct commitment to homegrown hospitality. **ha**



*Palace Hotel Tokyo, Japan's newest old hotel*

### Vitality Rules

Swissôtel Hotels & Resorts' new activity programme stays true to its belief in vitality. Following the launch of the new Pürovel Spa & Sport brand last year, a greater focus is being placed on the natural vitality and healthy lifestyles of Swissôtel guests. This includes a whole range of activities that guests can do either in their room, in the gym, or outdoors, whenever it is convenient for them. The Vitality Programme is being implemented in several stages over the course of 2012.

A particular highlight gives guests the opportunity to order gym equipment to be set up in their room. Provided with instructions, guests can use a Swiss ball, Aero Step, yoga mats, Thera-Bands, or Pilates rings to aid balance & coordination, increase flexibility, and strengthen muscles. **ha**

### Stay & Save

Tower Club at lebua, Bangkok's luxury executive all-suite hotel with breathtaking views of Bangkok and the Chao Phraya River on the 51st – 59th Floor, brings you a special package as your perfect choice to experience a luxurious stay.

Take advantage of this special package "Stay Longer! Save More!" in an accommodation of one-bedroom Tower Club City View Suite priced from US\$ 195++ per room per night for single / double occupancy.

The package includes daily buffet breakfast for two persons at Cafe Mozu or an option of Continental breakfast at Tower Club Lounge. You can also enjoy Tower Club privileges; such as exclusive-to-lebua Bvlgari amenities (coming in April: amenities by Acca Kappa), free soft drinks in the mini-bar, complimentary in-suite broadband Internet access, priority dining reservations at The Dome and exclusive usage of Tower Club Lounge on the 52nd floor. **ha**



*Spend more time horizon gazing at lebua*



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- Lead a Service Team (24 hrs)
- Lead Service Innovation (24 hrs)
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\* Option of 24 hrs or 40 hrs duration for these programmes

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- Manage Service Operations (40 hrs)
- 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)
- Interpret and Analyse Customer Intelligence (40 hrs)
- Manage High Volume Customer Contact and Communication (40 hrs)
- Manage Human Resources to Achieve Service Excellence (40 hrs)
- Manage Performance Management Processes\* (24 hrs or 40 hrs)

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## Clean Air Doesn't Just Happen

In the quest for better health and more comfortable working and living environments very little regard is given to the air which surrounds us. The MedKlinn Group of Companies shares some little known facts about clean air.



**FACT:** The major causes of bad odour and staleness in the indoor environment are mould, bacteria and pollutants like cigarette smoke.

Fact: The sources of these pollutants which include carpets, curtains, cushions and indoor furnishings must be eliminated for effective cleaning of the air. Elimination is not the employing of fragrances to extinguish smells. A clean room cannot be achieved merely by opening the windows and airing the space.

**FACT:** MedKlinn's innovative technology extends air cleaning beyond ordinary limits. It destroys both surface-bound and airborne micro-organisms in a continuous, distributed way, giving you the highest air quality imaginable. MedKlinn's state-of-art Cerafusion™ Technology emits a massive, steady stream of negative ions and controlled levels of ozone, scientifically verified to quickly bind and remove airborne and surface-bound bacteria, viruses and harmful particles.

**FACT:** MedKlinn harnesses nature's freshest agents and translates them into cutting-edge technology. It's intuitively simple yet incredibly powerful : generate huge amounts of negative ions and controllable levels of ozone to address the entire spectrum of pollutants, purify the air, plus clean every indoor surface. It's a one-stop, end-to-end solution for cleansing any indoor environment without the use of chemicals.



Find out more at [www.medklinn.com](http://www.medklinn.com).



*Eastin Grand Hotel Sathorn Bangkok will open soon*

### One More For Bangkok

Eastin Grand Hotel Sathorn Bangkok, the first Eastin Grand under the Eastin Hotels & Residences portfolio, will open its doors to welcome guests at one of the best locations in the city. Reservations are being accepted now.

Located at one of the most convenient spots in the capital city, the brand new hotel is designed to serve both business and leisure travellers with comfortable accommodation and full facilities. Directly linked to the hotel, the Surasak BTS sky train station will conveniently connect guests to all business centers, department shopping stores, tourism attractions and entertainment areas within minutes.

When Eastin Grand Hotel opens its doors, the hotel will feature 390 guestrooms, designed for the modern lifestyle and decorated within a contemporary classic style with guestrooms offering floor-to-ceiling glass windows that open onto the Chao Phraya River or the city skyline. **ha**

### Simply Imperial

Sofitel Philippine Plaza presents Manila's most prestigious and luxurious collection of suites, The Imperial Residence. Its magnificent opulence makes for an ideal sanctuary within the city, fit for royalty, celebrity and heads of state.

The Imperial Residence was designed by the world-renowned Spin Design Studio of Japan, with an investment of over one million US dollars.

The 6,200 square foot Imperial Residence is the only residential concept in Manila that features versatility and flexibility in accommodation options. Guests may choose from any room from the collection, or book the entire residence; or convert any room to a gym, spa or office according to their unique requirements. They may likewise enjoy exclusive butler service, tailor-made to their specifications. **ha**

# Standing Otto-vation

**When did you first begin working with PestBusters?**  
 PestBusters was introduced to me by our Chief Steward in 1986 before the opening of one of our hotels. It was very important to find the right company for us as a partner whom we could trust and who were professional and reliable. The Chief Executive Officer personally gave us a presentation about their programme and services. The products used were (and still are) environmentally friendly and sensitive, important in a situation where you are dealing with food.



The words of the President Mentor of the Singapore Chef's Association bear weight (and fruit) for the hospitality industry. Those in the know know Otto Weibel as one of the most steadfast of men. Highly motivated, thus able to motivate, highly experienced, and thus able to sort the wheat from the chaff, the President Mentor of the Singapore Chef's Association has endorsed the services of PestBusters, and he explains why.



**You have high standing in the F&B community. Have you used this to promote better food and kitchen hygiene?**  
 Kitchen hygiene is today one of the most important attributes towards total food safety. Pests can never be allowed to become a problem in any kitchen and workplace. If we want to achieve HACCP Certification, proper documented pest control must be in place. This gives our customers security knowing that all these checks and procedures are in place. Whether you run a hotel, restaurant or any business, you really have to implement a proactive and effective pest control programme to protect your business, your staff - and most importantly your customers. To this end I believe that PestBusters have the best knowledge of pest control in the industry. They know the behavior of the different pests. I am not an expert, but I know that PestBusters' procedures are always improving, and innovative technology is always used by them.

**You have been a strong brand champion for PestBusters over the years. What do you like most about how they operate?**  
 We had a good relationship from the start. We had problem areas, but that was improved through better communication. As for how they work, I like their weekly on-site meetings with their General Manager and their staff, and with our chefs. At each property that we used them, they had weekly inspection walk-throughs and discussions. There was open communication whereby we identified problems and issues and came up with plans of action. PestBusters also worked very closely with our Stewarding and Housekeeping Departments. At the end of the day, PestBusters always solve the problems put to them.

**Do you have any significant memories of a particular incident with PestBusters?**  
 We had a rat issue when the MRT was being built under Raffles City. There was a lot of drilling, and it took us a bit of time to find out why there were just so many rats. PestBusters and our staff worked very close with the construction supervisor. There were some heated meetings with third parties or contractors and cooperation was required from them to work together towards solving the pest problem. Finger pointing would not have solved any pest problems, but good teamwork and cooperation from all did. This is why they are our preferred partner! **ha**



# Men Who Matter

The coming up of the year's second quarter has left some still gasping, but two hospitality stalwarts are keeping ahead of the game, with their eyes on the road, and hands firmly on the wheel. One is from the West, the other from the East; yet Charles Abbott (Chuck to his associates) and Kamaruddin Baharin seem to share the same tailor, albeit not the same bolt of cloth. One is Starwood Hotels and Resorts' Regional Vice President, South East Asia, the other is the General Manager of The Royale Bintang Kuala Lumpur. Both have seen action in the frontlines when and where it mattered the most. Although a Malaysian, Kamaruddin lives on premise, as does Abbott, both with spouses of differing nationalities. Best of all, both are confident about Malaysia and Southeast Asia's prospects as far as the hospitality business is concerned for the next few years.

**A**part from his regional Starwood role Charles Abbott is also Managing Director of Sheraton Imperial Kuala Lumpur Hotel. As Regional Vice President of Starwood Hotels and Resorts in South East Asia, Abbott is responsible for the operation of all 23 Starwood hotels and resorts in South East Asia and drives the development of Starwood's brands in this rapidly expanding region.

Abbott started his career with Starwood in 1979, hired fresh out of Michigan State University where he graduated with a Bachelor of Science in Hotel Restaurant Management. He has gone on to hold various management positions across the United States of America, Korea, China and Malaysia with the hospitality giants. Prior to his present appointment, Abbott was the Vice President of Operations for the soon-to-be-opened 4067-rooms Sheraton Macao Hotel and 439-rooms & 307-residences St Regis Hotel, Macao. His time in China has earned him recognition as one of the Top Ten personalities in the China hospitality industry in 2003, with Pudong marking him as one of its most influential community leaders for the Pudong New Development Area in 2007.

Having seen Starwood grow from its North American beginnings, Abbott's career trajectory in a way reflects his company's. When he left North America for Guam, he found himself in a market where 95 percent of business was from Korea and Japan. Having married a first generation Korean, Abbott considers her his first Asian experience, and followed that up with a move to Seattle, with its sizeable Asian population. "Having worked with Asians, there was a great desire for me to do an Asian posting and I have to say that from Korea, Macau to China and now Kuala Lumpur, I have found Asia really enjoyable. The culture and the people are diverse, with many influences, and it is intriguing to know more about these people and cultures. In Asia,

we find more individual owners and investors. They are more emotionally attached to their properties so I work harder at building relationships. When Starwood manages a property, we and the owners agree on a common direction, and sometimes we may not be always in perfect alignment, but I believe we can take different routes to

the same destination," muses the soft spoken Abbott. "Because my role is regional I deal with a lot of owners and it is interesting to deal with a lot of powerful individuals and find out how different owners are connected and the intriguing dynamics of people," he says with the relish of one who immerses himself totally in the now.

*"Having worked with Asians, there was a great desire for me to do an Asian posting and I have to say that from Korea to Macau and now Kuala Lumpur, I have found Asia really enjoyable. The culture and the people are diverse, with many influences, and it is intriguing to know about more about these people and cultures."*



## Sustained Growth

The hotelier is also well pleased with Starwood's projects in Southeast Asia. The St Regis Kuala Lumpur is already above ground, its piling work done, and is on track for a December 2014 opening. Aloft Kuala Lumpur Sentral will be operational in March 2013, and will be topped off shortly. W Kuala Lumpur will sit on one of the most famous sites in Jalan Ampang, the old L'Coq Dor mansion when it is handed over in 2016. "There is going to be quite robust growth for the region," predicts Abbott. "For quite a while, with the Euro crisis, the region was quite quiet, but we will be seeing some good growth in the next few years. Competition will only help the market, but the key is to continue to see that there is demand for rooms in Malaysia."

Which brings about the issue of human capital. Surprisingly Abbott makes no case for Starwood paying premium salaries for its people. In his quiet, down-to-earth way, he says, "We certainly have our turnover of people,

but we take care of them, and we do provide a good environment for them to work in. The lack of ready talent is the biggest drawback of growing so fast, but I always advise staff who are considering a jump not to make decisions based on the money alone. If you are going to move, move by virtue of the culture of the company you are going to. Too many times young people move for money but this is not the long term view for someone looking to be successful because sometimes a higher pay may result in you doing a job which may disillusion you and make you lose passion and dedication. There may be a reason, if you are interviewing for three jobs, that one pays so much higher." Words from the wise, indeed!

## Right Royale Development

Kamaruddin Baharin joined Boustead Hotels & Resorts Sdn Bhd close to four years ago, after managing properties in Japan, Austria, Mauritius and the Seychelles. A globe-trotting career was

spread out before him but he turned his steps for home believing that it was his duty to share his experiences and acquired knowledge with the younger generation of hoteliers, in order to encourage them on their journey in the field of hospitality. Kamaruddin sits on the board of the Malaysian Association of Hotels as secretary and also offers his services as a member of the PATA Malaysia board.



"I saw Boustead as an upcoming, aggressive local hotel chain. Its vision and mission fits what I want to do, which is to develop local hoteliers. I've groomed talent, but this is still a growing industry and where I can, I would like to be of service, as both a hotelier, and a mentor," Kamaruddin says, with an easy smile.

Captaining the ship at Royale Bintang Kuala Lumpur, Kamaruddin upped inventory of the business-class hotel from the former 300 rooms sold by Novotel, to 400 rooms. Groups and FITs still make up 40 percent of the property's business, but it remains a popular tourist destination, and thus enjoys a good mix of tourists and locals. "We still promote the property aggressively and it has shown very healthy growth, with increasing revpar every year. We do a lot of travel shows, even to Europe, despite the slowdown. We believe that is the way to build relationships, and it has paid off in



*"Too many times young people move for money but this is not the long term view for someone looking to be successful because sometimes a higher pay may result in you doing a job which may disillusion you and make you lose passion and dedication."*

growth from the Middle East, Korea, China, New Zealand, as well as a fair share of the Australian market. Air Asia has been a good thing for hoteliers because it makes it cheaper for people to fly and people who travel will always need a place to stay. 2012 will see a lot of capital expenditure, with the refurbishment of rooms, painting of the hotel and a change in the computerization system of the hotel. Human capital is also going to be a big aspect of our development, with lots of training programmes being rolled out as a group," he says with satisfaction.

Boustead Hotel & resorts have also embarked on their own certification programmes. Aspiring hoteliers are chosen from advertisements in the local newspapers advertising hotel internships. The shortlisted candidates go through a three-month training, as an immersion into the world of hospitality. Successful candidates are guaranteed a job in a Boustead property, hopefully to grow with the chain as Kamaruddin did with the Merlin group of hotels.

"It's nice to grow with a chain of hotels because you get to start at the beginning and are able to track your personal growth. It's not something many hoteliers can have, this ownership of the business," muses the tanned outdoorsman who at 55 continues to love the sporting life, playing golf, jungle trekking and super biking with his Latin American wife.

Kamaruddin is also a fan of the group synergy of the corporation. "From top down, we all operate the same. There is good synergy in this company. When one property has a staff shortage or a problem, all the sister properties step in to help. Equipment, staffing, and management – everything is shared and so human capital development comes easier as well, since everyone gets cross exposure. We also cross sell hotels, and pass leads to each property, with group sales and marketing and reservations."

While he acknowledges that the larger number of rooms in Kuala



*"It's nice to grow with a chain of hotels because you get to start at the beginning and are able to track your personal growth. It's not something many hoteliers can have."*

Lumpur will make things a little more competitive, Kamaruddin believes that service will give his group the edge. "We're going to be rolling out a lot of initiatives in the service deliverables aspect of the business and I think word of mouth will help us in this respect, as many of our clients are repeat visitors. I do think however that Malaysia cannot yet compare ourselves to Thailand and expect a corresponding number of rooms, because Thailand's arrivals are a lot more than ours. We can't and should not build just for the high occupancy season. Everything we do must ensure visitors come to KL and return in order

to retain occupancy. Where room rates are concerned, I see a gradual rise in rates, but I believe it needs to be done gradually. We need to compare apples to apples. If we go from RM300 to RM500 a room, consumers will expect a lot more. What can we give for that price? We have to be careful about not killing the business. Everyone wants the yield, but we need to be cautious. Having said that, business class hotels have a slight advantage in that we can easily provide five-star experiences, but it is not easy to up the ante when you're already in the five-star category with its corresponding hardware, costs and software." **ha**

# Differentiate Or Die

Strategic pest busting, the Thomas Fernandez way

Never has so unsexy a business made such a big impact on the hospitality and leisure industry. Thomas Fernandez, founder and big gun behind PestBusters shares his thoughts on the success of his pest management strategies.

**In your established markets, have you already reached the level where pest management is synonymous with PestBusters?**

PestBusters has been synonymous with the hospitality industry for quite some time now. Our niche market has been the hospitality industry ever since we started this war against pests 20 years ago. Our mission was to set the standard for the pest control industry; to provide customers with an option of a company that will not compromise quality; to meeting the needs of those who depend on having the highest standards, whose hallmark is excellence.

We have customers who would try all other means before engaging PestBusters. They know at the bottom of their hearts that only PestBusters is able to solve their pest control problems. In Singapore alone, we have about 250 pest control companies and 95 percent of the hospitality accounts are handled by PestBusters.

**Which are your Top 3 markets now, and which countries are on your 'domination' list?**

PestBusters regional experience and growth has made us to be the number 1 choice for international chain hoteliers such as Hilton and Shangri-La. PestBusters' key business is through recommendation. On the road of success, PestBusters has always been mindful of the branding and reputation of the company. We will not take another account until we have trained specialists to carry out the job. We have received interest as far away as the U.K, Middle East, besides the region.

PestBusters has momentarily ceased our franchise operations in Bali, Indonesia due to lack of commitment and passion by our franchisee. We do not want our reputation or branding to be tarnished in any way, so, as such the Management has taken that drastic decision till further notice.



We understand there are clients who are waiting for us but we have told them of our decision and they have respected it. It's only a matter of time that we find a new franchisee to take PestBusters and uphold its brand name. I believe, it will be full steam ahead next with the thriving hospitality industry there.

**Which are the most price-conscious markets? Or is it a matter of the hotel brands you work with?**

PestBusters, due to its reputation and capability, has always garnered a higher dollar value. It's like travelling on Singapore Airlines versus another airline. The level of service will be different. So clients not only pay for the results they see but the service as well. There is so much value-add after engaging PestBusters. We don't just promise. We deliver our promise. **ha**



◀ **Andrew Tan**  
General Manager  
Orchard Hotel Singapore

Taking the helm at Orchard Hotel Singapore, Andrew Tan will be responsible for the overall business operations and continued success of this 656-room hotel situated in the heart of the famous Orchard Road and home to celebrated Chinese restaurant Hua Ting and Orchard Café.

A dynamic hotelier who has been with the M&C group since 1999, Tan brings with him a wealth of international experience spanning across 17 years in the hospitality industry of U.K, Singapore and Australia. He has accumulated extensive knowledge in the fields of MICE, Sales & Marketing, Revenue Management, F&B and Catering operations, having worked in various senior management positions at several international hotels.



◀ **Manfred Weber**  
General Manager  
Shangri-La Hotel, Singapore

Manfred Weber has been appointed the new General Manager of Shangri-La Hotel, Singapore with effect from 19 December 2011. In his new role Weber is responsible for the success of the hotel's daily operations and special projects, such as the renovation of the Garden Wing and launch of Singapore's first CHI, The Spa.

With 20 years of hospitality experience, Weber is well poised to helm one of Singapore's most iconic hotels. Prior to joining Shangri-La Hotel, Singapore, he spent 11 years in Shanghai and Beijing.

Weber, who is an Austrian national, started his career in the culinary arts. His hospitality journey began as an apprentice chef in 1987 before he assumed food and beverage management roles from 1993. Weber is a graduate of the Catering and Hospitality Management College in Bad Gleichenberg, Austria.

**Frank Stoczek** ▶  
General Manager  
Mandarin Oriental, Kuala Lumpur, Malaysia

A 28-year veteran of the industry, Frank Stoczek began his career in the hospitality industry with Mandarin Oriental Hotel Group in 1983 and has held several key positions within the luxury hotel group in China, Canada, Hong Kong and Indonesia. Most recently he was General Manager of Elbow Beach, Bermuda, a Mandarin Oriental Hotel.

In his new endeavour, Stoczek will focus on strengthening the hotel's brand presence and maintaining its reputation as the finest hotel in Kuala Lumpur.

Stoczek's extensive background in renovation projects will serve as a driving force for the projects lined up for the forthcoming year which will involve the award-winning Lai Po Heen Chinese Restaurant and the city's largest ballroom.

Passionate about a powerful service culture, Stoczek believes that intensive training and having all colleagues engaged in a common vision is vital towards ensuring guests' satisfaction. Stoczek is a believer in the adage that happy staff equals happy guests.



**Sorasa Phungsupan ▼**

Senior Public Relations Manager – Thailand  
Absolute Hotel Services

Sorasa Phungsupan will be responsible for public relations across the current five hotels in Thailand under the management of Absolute Hotel Services; Eastin Grand Hotel Sathorn Bangkok, Eastin Hotel Makkasan Bangkok, Eastin Easy Siam Piman Bangkok, U Chiang Mai Hotel and U Inchantree Kanchanaburi Hotel.

She graduated in Marketing from Chulalongkorn University and has almost ten years of professional experience including marketing communication and public relations from many leading hotels and travel agencies.

Prior to joining Absolute Hotel Services, she was assistant marketing communications manager – international at Centara Hotels and Resorts which operates and manages over 60 properties worldwide.



**◀ Ron Shashi Kumar**

Assistant Director of Learning and Development  
One World Hotel, Malaysia

Ron Shashi Kumar has joined One World Hotel as Assistant Director of Learning and Development.

In this role, Ron will be responsible for developing, delivering and evaluating effectiveness of all learning and development activities for the associates of One World Hotel.

Ron brings with him 19 years experience in the hospitality industry. Prior to this, he was Assistant Director of Learning and Development at the Saujana Golf and Country Club and Saujana Hotel. As a Certified Hospitality Trainer from The Educational Institute of The American Hotel and Lodging Association Ron will be liaising with functional and departmental managers and associates to understand all necessary aspects and needs of associate learning and development, and to ensure they are fully informed of associate's learning and development objectives, purposes and achievements.



**▲ Giovanni Angelini**

Independent Non-Executive Director  
Kosmopolito Hotels International

A highly regarded industry veteran with more than 46 years of experience, Giovanni Angelini's experiences spanned three continents particularly in Asia-Pacific.

For over 14 years, he was with the Seattle-based Westin Hotels and Resorts, serving in various positions and countries, the last being Senior Vice-President supervising the operating hotels and the development activities of the group in the Asia-Pacific region.

In 1999, he joined the Hong Kong-based Shangri-La Hotels & Resorts, an association which lasted over 16 years. During his tenure with Shangri-La Hotels & Resorts, he held various senior top management positions including Vice President Operations, Chief Executive Officer and Managing Director as well as a member of the Board of Directors.

Angelini has received many lifetime achievement awards including the Corporate Hotelier of the World Award in 2006, an Honorary Degree of Doctor of Business Administration in Hospitality Management by Johnson & Wales University (Honoris Causa) in the USA and a Knighthood from the Italian government.



**Roy Gerry D'Cruz ▲**  
Executive Assistant  
Manager  
Furama Bukit Bintang,  
Kuala Lumpur, Malaysia

Roy Gerry D'Cruz is a Malaysian hotel professional with more than 13 years experience across Asia. He has worked with major international hotel groups in Malaysia, Singapore and Vietnam including world renowned and international award winning hotels and resorts.

D'Cruz graduated from the University of Nottingham Trent with a diploma in Hospitality & Hotel Management. This young, dynamic individual inspires with his sense of self confidence and style. He is a high achiever with quality driven traits that will prove to be an asset in leading a team to achieve the best for the employees and hotel.

▼ **Peter Foster**

Director of Sales & Marketing  
InterContinental Bali Resort

InterContinental Bali Resort is delighted to announce the recent appointment of Peter Foster as Director of Sales & Marketing. He also



assumes responsibility for the role of Area Director of Sales & Marketing IHG Bali Resorts. Foster replaces Bryan Gabriel who has relocated to Hong Kong as General Manager with IHG.

Foster brings a wealth of hospitality experience to the Resort having spent the past 25 years working for a number of distinctive hotel chains in Australia, Asia and the Middle East. Specializing in sales and marketing, he has a strong understanding of luxury hotels & resorts.

He commenced his career with Food and Beverage positions in Europe, UK and Australia before joining InterContinental Sydney as a Sales Manager. He was based in Bali from 1999 to 2003 as Director of Sales & Marketing for Oberoi Resorts Indonesia and Mauritius. He later accepted a position with Oberoi Resorts in London. Prior to joining InterContinental Bali Resort, Foster was with Raffles Cambodia.



◀ **George Kenton**

Director of Rooms  
Prince Hotel & Residence  
Kuala Lumpur, Malaysia

George Kenton has been with the hotel since November 2011. His

responsibilities are to ensure smooth operation of guest services in an attentive and courteous manner while also maximizing room revenue and productivity.

Most recently Kenton worked at Emerald Hotel & Conference Centre – a boutique hotel in New Zealand – as their General Manager. He also has previously worked with Hilton, Marriott, Accor and Radisson brands in various roles including Purchasing Manager, Front Office Manager, Director of Rooms, Director of Food & Beverage and Executive Assistant Manager.

He has over 25 years experience in the industry across Europe, Australia and New Zealand in corporate and stand alone hotel and resort operations.

# The Perfect Venue

Food, Hotel and Tourism Bali incorporating Retail Indonesia 2012 will return 1-3 March at the Bali Nusa Dua Convention Centre. This new Convention Centre will provide the perfect backdrop for East Indonesia's largest ever exhibition now being held for the eighth time.



"We have been overwhelmed by the response this year, both from companies in Indonesia and internationally. This will definitely be the largest Food, Hotel and Tourism Bali to date," said Ian Roberts, Managing Director of PT Pamerindo Indonesia the organizers of the exhibition.

"This new venue will play host to 498 companies from 33 countries including national pavilions from Taiwan, Singapore and the USA. The much larger venue will allow us to place all the exhibitors in one hall allowing for much easier access to the 7500 trade visitors who are expected to visit this three-day event," said Roberts.

Major market leaders including Armasco Prima, Hankook, Lotus Food Services, Multi Mayaka, Nirwana Lestari, Prambanan Kencana, Nayati, Kartika Wira, Kawan Lama, King Koil, Sangra Ratu Boga, Solution Fitness, Unilever and Winterhalter will participate.

The exhibition will once again be held alongside the Salon Culinare chef's competition organized by the Bali Culinary Professionals (BCP), a member of the World Association of Chefs Societies (WACS). Over 250 chefs are expected to take part in a whole range of competitions including hot food presentations, table dressing, fruit, vegetable and ice carving to butter sculptures.

"New categories added this year include Brunch Plated Display, Tapas/ finger food, sugar/Chocolate pastry showpiece, contemporary sushi platter and the Junior pasta Culinary competition" says Christfian Nehemia, Vice President of BCP and Chairman of Bali Salon Culinare 2012.

With an ever increasing number of new hotels, bars and restaurants opening and the ongoing need to refurbish existing properties, companies from all sectors of the food, hotel and hospitality sector will be showcasing their products and services as Bali's Tourism and Hospitality sector continues to grow. **ha**

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# Technology's Best

Specially tailored to meet the surging, specific demands of Asia's hospitality business communities, **Hospitality Style Asia 2012** and **Hospitality Technology 2012** will return from 17 to 20 April 2012 at the Singapore Expo to showcase a strong line-up of the newest and hottest technology solutions and unique concepts to Asia.

HospitalityStyleAsia2012 has grown in tandem with the thriving food and hospitality industry, resulting in a greater appreciation for luxurious and modern products catered for the industry, and an increasing pursuit of new and unique concepts in the Asian market. Returning for its seventh edition at Food&HotelAsia2012 (FHA2012), HospitalityStyleAsia2012 showcases the latest designs and styles on glassware and crystal, cutlery and crockery, tableware and accessories, kitchen accessories and much more, all for the hospitality and foodservice industry.

Built to empower the future of modern living, HospitalityTechnology2012 is marking its eighth comeback at FHA2012 with state-of-the-art technologies and a comprehensive selection of cutting-edge products to help businesses benefit from newest innovations coupled with high efficiency. These tools will allow tech-savvy hoteliers and restaurateurs to streamline their operations, as well as to enhance their customer's experience with well-



integrated systems and solutions. A perfect example is Orion by VingCard Elsafe, a revolutionary new wireless energy management solution. It can operate with VISIONLINE to offer the maximum in guest safety and comfort, plus 20-40 percent in energy savings annually, and help hotels worldwide go green.

The line-up of leading international exhibitors participating in HospitalityStyleAsia2012 include Absolute Lifestyle from Hong Kong, Bentley Europe from the Netherlands, Christian Seltmann from Germany, Eurochef Asia from France and Fuji Cutlery from Japan. Also participating at FHA 2012 in a big way on their home turf is Sia Huat Pte Ltd. A leading Southeast Asia distributor of foodservice products, Sia Huat will be showcasing some of its latest offerings from sixteen select brands. Sia Huat's Booth 4B2-01 in Hall 4 will feature a wide mix of products from slip-resistant footwear to fine dining tableware. Visitors will also have an opportunity to watch live product demonstrations by Clifton Food Range (UK), Besser Vacuum (Italy), Giesser (Germany), Shoes For Crews (USA), Roller Grill (France) and Quickleen (Australia).

In addition to long-term partners such as Lacor (Spain), Nikko (Japan),

Royal Porcelain (Thailand), Waring (USA) and WNK (China), the booth will feature new brands such as Legle (France), Bfooding (China), Chef's Choice (Switzerland) and Flexsil Lid (Australia). Sia Huat will also feature signature tableware brands, Cerabon and Safico at the show.

Winterhalter will be showcasing the total Winterhalter warewashing technology experience. By walking through an 'interactive park', visitors can gain an understanding of the influence that innovative machine technology, cleaning products, water treatment and accessories can have on warewashing results.

MedKlinn, the specialist leader in indoor air cleaning, will also be presenting their range of air sterilizers. Their Cerafusion™ Technology is the most efficient ionization technology in the market, allowing Medklinn to control the emission levels of negative ions and ozone with precision to meet a wide spectrum of compelling applications while meeting stringent certification requirements. The technology is underpinned by no less than three pending patents. These innovative technologies provide Medklinn Air Sterilizers the capability to offer features which are effective, energy efficient, safe to use while requiring minimal maintenance. **ha**

# Asia's largest

## International Food & Hospitality Trade Event



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■ 52 Group Pavilions ■ 55,000 Trade Attendees

### Also Featuring:

- FHA2012 Culinary Challenge ■ Imperial Challenge 2012 ■ Asian Pastry Cup 2012 ■ FHA Barista Challenge 2012
- CEO Insights ■ Hospitality Operations & Design Conference ■ Hospitality Technology Conference
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Admission is open to relevant trade professionals only. All Visitors who do not pre-register or do not hold complimentary tickets will have to pay an admission fee of SGD80.

## Pieno

Schneider Electric is pleased to introduce the new range of wiring devices – Pieno, an ideal marriage of design and innovation. Uncluttered design with a distinctive jumbo dolly and an overall slim profile, Pieno has pushed the boundaries of the switch design paradigm. Each dolly fills its space, reaching the edges like no other. The maximized space of the integrated faceplate has enlightened the clean and clutter-free design, and seamlessly fits in to any space. Bold straight lines accented by small curves bring sleekness to the muscular design language. Pieno is yet another switch to aspire to among the wide spectrum of Schneider Electric's design excellence.

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## From It

Created to bring the best of Italian styling to the world, the From It brand is all about the best of Italian outdoor furniture. As befitting products made in one of the fashionable countries in the world, From It offers eye-catching, one-of-a-kind, stylish, chic pieces for nearly every outdoor space and function.

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## MOTOTRBO™ Professional Digital Communications

Motorola Solutions, Inc has unveiled the SL Series portable radio as the latest addition to its MOTOTRBO™ professional digital communications portfolio. MOTOTRBO™ digital two-way radios deliver exceptional voice quality, extended battery life, and come with a rich set of features that are designed for increased productivity and enhanced worker safety. MOTOTRBO is ideal for organizations that need a customizable, business-critical communication solution as it is backed by the industry's largest application developer program aimed to nurture application development for radios across industries.

The SL Series is the world's thinnest, lightest Digital Mobile Radio (DMR) portable, designed to meet the communication needs of business users and executives in industries such as hospitality, services, security and airlines. The radio's slim design and unique features enhance the level of professionalism and discretion so users can provide superior customer service and faster response times.

### Motorola Solutions

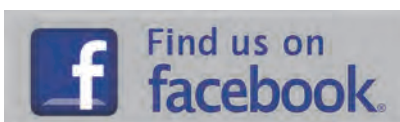
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The Hospitality Asia Platinum Awards (HAPA) website [www.Hapa.asia](http://www.Hapa.asia) walks you through HAPA's history, its inception and growth over the last decade with a photo gallery and listing of past winners and participants. You can also befriend us on Facebook at [www.facebook.com/HAPAAwards](http://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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