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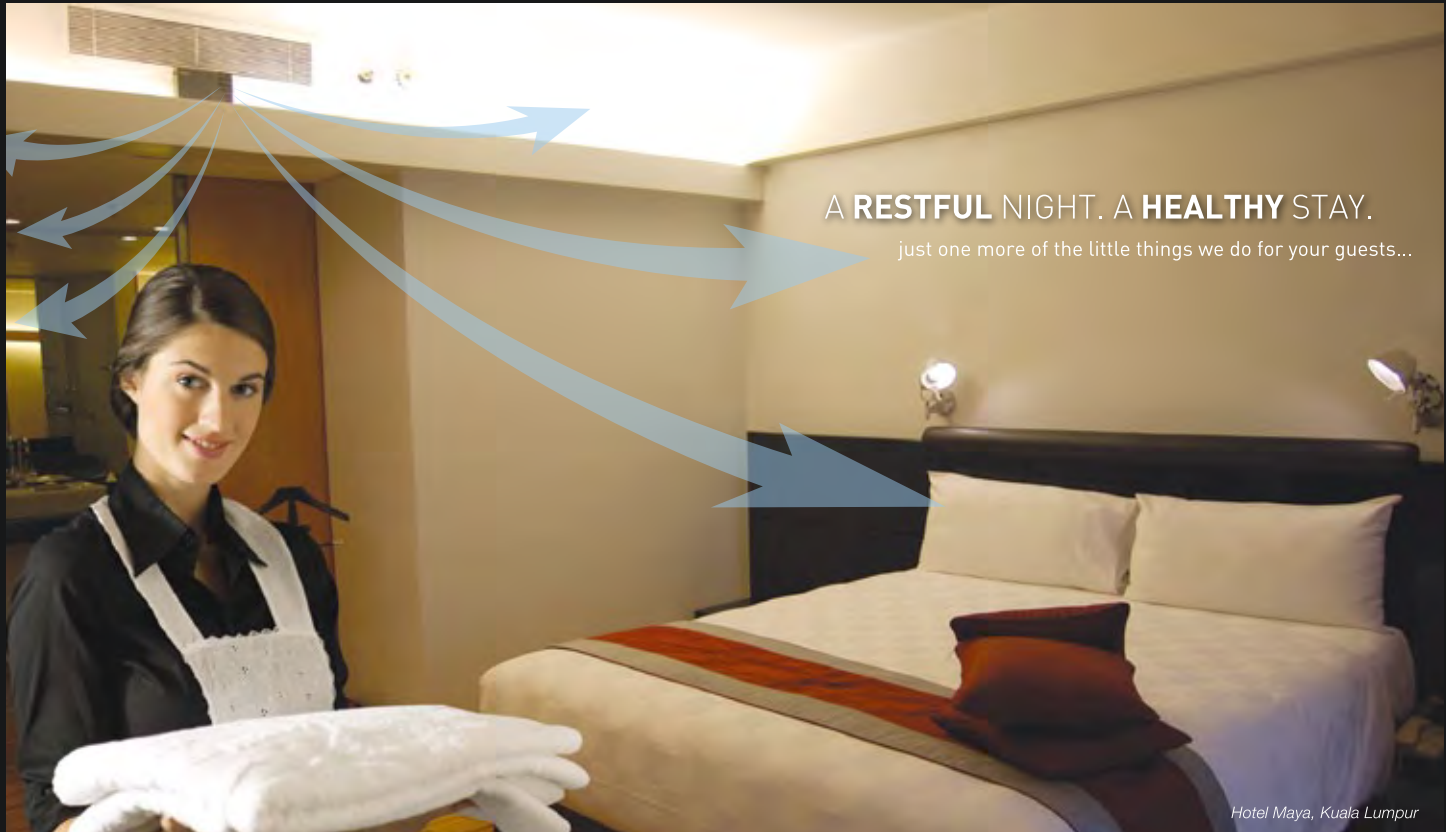
*reside within the
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PRO AS100/AS200

PRO AS2

PRO AS1

As World Asia Publishing continues improve and upgrade to meet market needs and demands, we are beginning to make a name for ourselves in the field of event design and management. It's not really a big leap for us though. After all, we attend hundreds of events a year. We have seen what works and what doesn't, and what can be done better.

Serving Events Up With Style

Events with clients like Enrich, the frequent flyer programme of Malaysia Airlines and Seri Chenang Resort, Langkawi have proven we have what it takes to deliver events with punch and panache.

Our event management capability is further proved by the launch of our first awards management portfolio – the HAPA-GAB Excellence Awards 2012. This ground-breaking event which rewards the efforts of GAB's partners for their quality and service excellence is a testament to HAPA's integrity and credibility in the industry.

We have also launched our very own event initiative, Hospitality Asia's Chefs & Cuisine Experience 2012 where we bring together 6 HAPA Award Winning Chefs and Chefs from HAPA Award Winning Restaurants to present their culinary skills in a one-night affair. Find out more about these events inside.

We have also been doing more travelling, and getting into the nitty gritty of things, trying to present popular destinations and iconic properties in a way not usually seen or presented. This take is most felt when we visit Penang, Malaysia, and look at how the hospitality landscape has changed, with the emergence of amazingly luxe boutique hotels.

We continue to extend our reach, covering markets around Southeast Asia, looking for new trends and hot developments to share with our readers.

Our new, visually-driven look is being continually refined, and will carry on being fine tuned as we clock our 19th and 20th years in the business. I hope to be able to enjoy your continued support!

If you think we can do something for your brand, email me at publisher@wapublishing.asia.



Jennifer Ong
Founder / Publisher



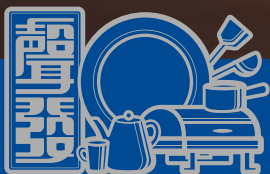
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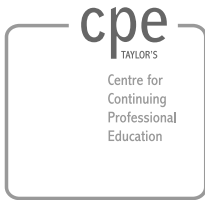
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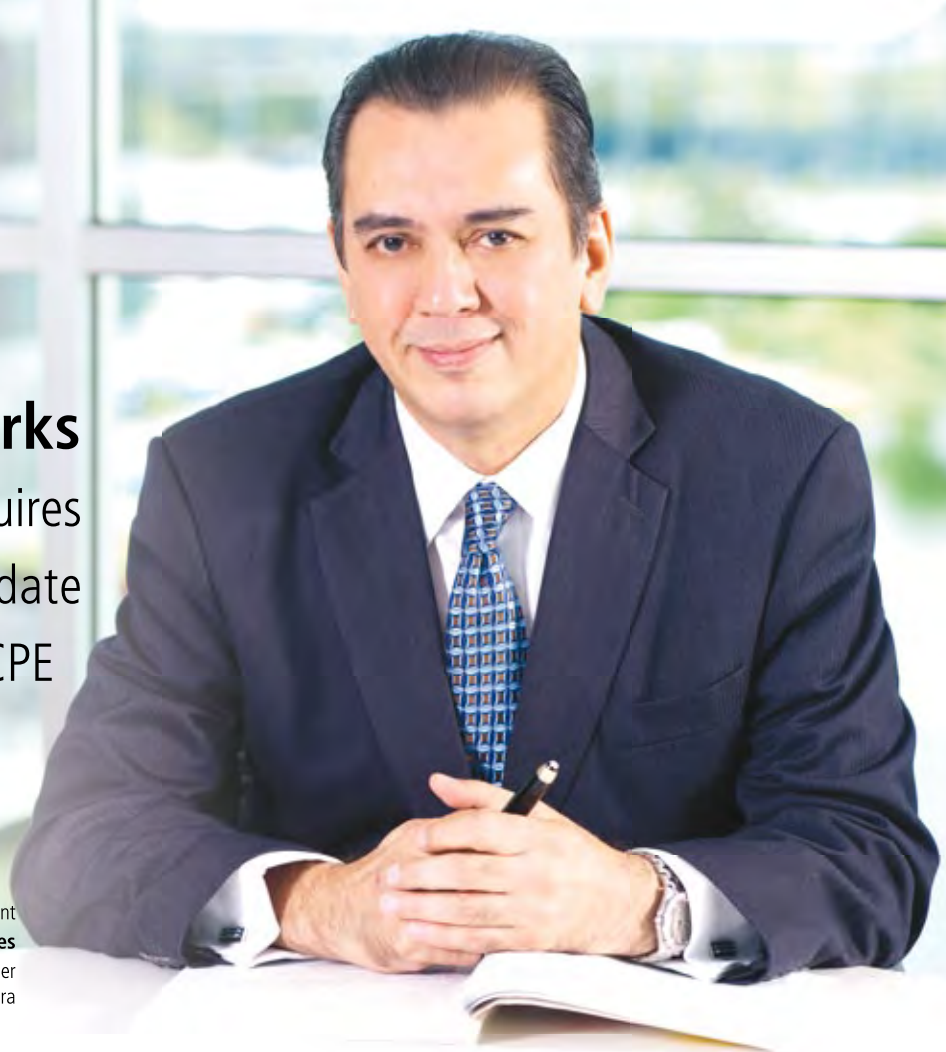
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 Hotel Public Relations Association of Thailand	 Malaysian Association of Housekeepers	 Club Managers Association (Singapore)	 Indonesia Club Managers Association	 Asian Golf Course Owners Federation	 Bali Spa & Wellness Association	 Kuala Lumpur Tourist Association	 Hospitality Purchasing Association (Singapore)	 Stamford College	 Berjaya University College of Hospitality
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 Like a flawless pearl, which has grown to perfection at its own time and pace, The Taaras has built on the venerability and operational wisdom of 16 years as Berjaya Redang, to emerge, like Aphrodite from the waves, alluring and captivating.

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 Friends at Jelita
 Garibaldi
 Garuda Padang
 Halai Restaurant
 Helipad @ Clarke Quay
 Il Lido, Sentosa Golf Club
 Indochine Restaurant Club Street
 Indochine Waterfront
 Ivory
 Jaan, Swissotel The Stamford
 Ku De Ta Singapore
 Lantern @ Fullerton Bay Hotel Singapore
 Le Papillion
 Lei Gardens (CHIJMES)
 Les Amis
 Majestic Restaurant Et Bar
 My Humble House

One on the Bund
 Orchard Lei Garden
 Original Sin
 OSO Ristorante
 Paddy Fields
 Paradise Pavillion
 Pierside Kitchen Et Bar
 Prive, Keppel Island
 Punjab Grill by Jiggs Kalra
 Rang Mahal
 Relish Burger
 Restaurant Madame Butterfly
 Saint Pierre
 Salt Grill Et Sky Bar, ION Orchard
 Savanh Bistro + Lounge
 Senso
 Serenity Spanish Bar Et Restaurant
 Si Chuan Dou Hua Restaurant
 Sky Dining @ Singapore Flyer
 Sky on 57 @ Marina Bay Sands
 Taste Paradise
 Tawandang Microbrewery @ Dempsey
 The Cliff
 The Forbidden City
 The Jewel Box, Mount Faber
 The Song of India
 Tong Le Private Dining
 Tung Lok Restaurant, Singapore
 TWG Tea Salon Et Boutique
 Vansh
 Ying Yang, The Club Hotel

EMBASSIES IN MALAYSIA

Australian Trade Commission
 British High Commission
 Canadian High Commission
 Embassy of Japan
 Embassy of Spain
 Embassy of Sweden
 Embassy of the Federal Republic of
 Germany
 Embassy of the People's Republic of China
 Embassy of The Republic of Indonesia
 Embassy of the Republic of Italy
 Embassy of the Republic of Korea
 Embassy of the Republic of the Philippines
 Embassy of the Socialist Republic of
 Vietnam
 Embassy of the Union of Myanmar
 Embassy of the United States of America
 France Embassy of Malaysia
 High Commission of Brunei Darussalam
 High Commission of the Republic of
 Singapore
 Indian High Commission
 New Zealand High Commission
 Royal Danish Embassy
 Royal Embassy of Saudi Arabia
 Royal Thai Embassy, The
 The Italian Trade Commission

EMBASSIES IN SINGAPORE

Embassy of Argentina
 Australian High Commission
 Embassy of Austria
 Embassy of Belgium
 High Commission of Brunei Darussalam
 Embassy of Cambodia
 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
 Cilantro Culinary Academy
 Genting Inti International College
 Kolej Damansara Utama (KDU)
 Kolej Tunku Abdul Rahman
 Nilai School of Hospitality & Tourism
 Ranaco Training & Education Institute
 Sunway University College
 Taylor's University College
 William Angliss Institute

HOSPITALITY SCHOOLS (SINGAPORE)

At-Sunrice Global
 Chef 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 & RESORTS (MALAYSIA)

Awana Genting Highlands Golf & Country Resort
 Berjaya Hills Golf & Country Club
 Bukit Beruntung Golf & Country Club, Selangor
 Bukit Jalil Golf & Country Resort, Selangor

Cinta Sayang Golf & Country Resort, Kedah
 Clearwater Sanctuary Golf Resort, Perak
 Darul Aman Golf & Country Club, Kedah
 Glenmarie Golf & Country Club, Selangor
 Horizon Hills Golf & Country Club
 Kelab Golf Perkhidmatan Awam, Kuala Lumpur
 Kota Permai Golf & Country Club, Selangor
 Kuala Lumpur Golf & Country Club
 Mercure Johor Palm Resort & Golf
 Pulau Springs Golf & Country Club, Johor
 Royal Selangor Golf Club, Kuala Lumpur
 Saujana Golf & Country Club, Selangor
 Sultan Abdul Aziz Shah Golf Club, Selangor
 Tanjong Puteri Golf Resort, Johor
 The Mines Resort & Golf Club
 Tropicana Golf & Country Club, Selangor

GOLF CLUBS & RESORTS (SINGAPORE)

Jurong Country Club/Keppel Country Club
 Laguna National Golf & Country Club
 Marina Bay Golf Course
 Orchid Country Club
 Raffles Country Club
 Safra Resort & Country Club
 Seletar Country Club
 Sentosa Golf Club
 Singapore Island Country Club
 Tanah Merah Country Club
 Warren Golf & 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 & Travel (M) Sdn Bhd
 Discovery Overland Holiday Sdn Bhd
 Malaysian Harmony Tour & Travel Sdn Bhd
 Mayflower Acme ours Sdn Bhd
 Pacific World Destination East Sdn Bhd

TRAVEL AGENTS (SINGAPORE)

City 99 Asia Travel (S) Pte Ltd
 Famosa Holiday Tours (S) Pte Ltd
 Nam Ho Travel Service (S) Pte Ltd
 Seiki Travel Pte Ltd
 Shengyan Tours & Travel

AIRLINE OFFICES IN MALAYSIA

Air France
 Air India
 Air Mauritius
 Air New Zealand
 All Nippon Airways Co Ltd
 Berjaya Air
 British Airways-Qantas
 British Airways Malaysia
 Cathay Pacific Airway
 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)



CHEFS & CUISINE EXPERIENCE 2012

An Affair To Remember

Hospitality Asia Platinum Awards (HAPA) and Berjaya Times Square Hotel, Kuala Lumpur recently presented Malaysia's first of its kind CHEFS & CUISINE EXPERIENCE 2012 – a unique culinary journey featuring HAPA Award-Winning Chefs and Chefs from HAPA Award-Winning Restaurants within the Asian region.

With Chefs coming from various culinary backgrounds and hailing from different countries of origin, Chefs & Cuisine Experience 2012 presented diners and food enthusiasts with an out-of-the-box dinner, held at the hotel's spectacular fine-dining outlet, Samplings On The Fourteenth.

& Cuisine Experience 2012 Series. "Already an experienced host to high-level guests and events, Berjaya Times Square Hotel, Kuala Lumpur is always on the move in its quest to provide unforgettable experiences to our patrons. With continuous expansion of the Berjaya Hotels & Resort brand especially within the Asia Pacific region and in responding to our guests' feedback, we need to keep our focus on innovating the hotel and delivering a customer experience that is consistent with our brand positioning. Partnering with such a distinguished brand as HAPA will certainly inspire us to move in the right direction of growth in becoming one of the hospitality providers of choice in the country.



Jennifer Ong, CEO/Founder of HAPA enthused, "With Hospitality Asia Platinum Awards moving into its second decade, we chose Chefs & Cuisine Experience 2012 – An Affair to Remember as the perfect platform to share with our guests the talents discovered at our HAPA Series, of which some are becoming renowned on a regional scale for their cuisine. This event is all about the people behind the menu, giving them the spotlight and highlighting what truly makes their work exceptional – their artistic quality and ability that is second to none; and most importantly their passion for what they love doing."

"All these, combined with the right ambience and setting will not only present our guests with an evening of social interaction along with some truly spectacular cuisine but also offers an unconventional setting that allows them to move freely around the venue. For this inaugural series, HAPA is proud to collaborate with Samplings On The Fourteenth which is renowned for its excellence in service and has earned its reputation as one of the 'Most Creative Dining Experience' restaurants in Kuala Lumpur with its well presented cuisine and majestic view of the Kuala Lumpur city centre amidst a cozy ambience equipped with an open-kitchen concept for a sensory experience," added Ong.

Mondi Mecja, General Manager of Berjaya Times Square Hotel, Kuala Lumpur remarked that the hotel was honoured to be selected as the official venue partner for HAPA's inaugural Chefs

and Cuisine Experience 2012 Series. "Already an experienced host to high-level guests and events, Berjaya Times Square Hotel, Kuala Lumpur is always on the move in its quest to provide unforgettable experiences to our patrons. With continuous expansion of the Berjaya Hotels & Resort brand especially within the Asia Pacific region and in responding to our guests' feedback, we need to keep our focus on innovating the hotel and delivering a customer experience that is consistent with our brand positioning. Partnering with such a distinguished brand as HAPA will certainly inspire us to move in the right direction of growth in becoming one of the hospitality providers of choice in the country.

Samplings On The Fourteenth Restaurant will certainly complement and harmonize HAPA's Chefs & Cuisine Experience 2012 in all aspects," commented Mecja. The first Chefs & Cuisine Experience dinner took place on 1 October 2012 and was open to only an intimate group of 90 guests. Featuring a six-course menu by six HAPA Award-Winning Chefs from Kuala Lumpur, Singapore, Bangkok and Phuket – who cooked right in front of the guests, this first dinner of the series guaranteed a night of exclusivity, ingenuity, variety and creativity; a gastronomic journey true to its tagline – An Affair to Remember!

Hosted by the popular chef Jochen Kern of Berjaya University College of Hospitality, Malaysia and chef Napoletano Francesco of Berjaya Times Square Hotel, Kuala Lumpur, the participating Award-Winning Chefs for the first Chefs & Cuisine Experience were Thomas Chiam – Friends Catering, Singapore (HAPA Award-Winning Chef & HAPA Award-Winning Restaurant), Yong Bing Ngen – Majestic Restaurant, Singapore (HAPA Award-Winning Chef & HAPA Award-Winning Restaurant), Alessandro Frau – Acqua Restaurant, Phuket (HAPA Award-Winning Chef & HAPA Award-Winning Restaurant), Thomas Suhring – Mezzaluna, Tower Club at lebua, Bangkok (HAPA Award-Winning Restaurant), Mathias Suhring – Mezzaluna, Tower Club at lebua, Bangkok (HAPA Award-Winning Restaurant) and Benoit Charzy – The Hilton Kuala Lumpur, Malaysia (HAPA Award-Winning Chef). [ha](#)



It was a night with a difference, with the main change being, for once, that guests were asked to be a part of their meal preparation, by coming up to the open kitchen and watching the step-by-step process of each dish being prepared. The menu for the night consisted of the HAPA Signature Dish of Cold Angel Hair Pasta with Truffle Essence and Caviar by Chef Thomas Chiam as the first course, followed by Rainbow Trout with Sweet Potato, Broccoli, Sour Crème, Onion, Osseira Caviar and Aromatic Herbs by Chef Thomas Suhring and Chef Mathias Suhring. Course 3 was Chef Yong Bing Ngen's Essence of Majestic, which was a Chicken Consommé, Abalone, Oriental Herbs and Crispy Truffle Prawn Roll. Chef Napoletano Francesco presented his Pink Grapefruit Sorbet with Campari before the fourth course of Black Ink and Squid Risotto Carnaroli Tossed with Aged Smoked Romano Pecorino Topped with Red Maine Lobsters and its jus by Chef Alessandro Frau. The twin chefs Thomas and Mathias Suhring presented a masterpiece of a fifth course which was the Master Kobe Beef Rib Eye Cooked in Rice Straw, Guinea Squash, Portobello Mushroom and Thai Nan Pepper. The decadence came to its zenith with a dessert of Banana Thai Chocolate Nutella which was Pave Chocolate Hazelnut, Semi-Dry Banana Chip and Exotic Ice-Cream by Chef Benoit Chary.

HOSPITALITY ASIA

brings to you the inaugural

CHEFS & CUISINE

EXPERIENCE

2012

*An Affair to Remember at Samplings on the Fourteenth,
Berjaya Times Square Hotel KL*



Chef Benoit Chargy
The Hilton Kuala Lumpur,
Malaysia

Chef Thomas Chiam
Friends Catering,
Singapore

Chef Thomas Suhring & Chef Mathias Suhring,
Mezzaluna Restaurant, Tower Club at lebua,
Bangkok

Chef Yong Bing Ngen
Restaurant Majestic,
Singapore

Chef Alessandro Frau,
Acqua Restaurant,
Phuket, Thailand

An opportunity to experience Culinary Extraordinaire Dinner

Total of six selected HAPA Award-Winning Chefs and Chefs from HAPA Award-Winning Restaurants will showcase their talent and artistry in this one night event.

Date of Event

1st October 2012, Monday

Venue

*Samplings On The Fourteenth,
Berjaya Times Square Hotel KL*

Cuisine

*6-course menu with a
wide selection of beverages*

Organizer:



hospitality
asia

Official Venue Partner:

BERJAYA
TIMES SQUARE, KUALA LUMPUR - MALAYSIA
HOTEL

Samplings
on the
Fourteenthth

Sampling The Best



Mondji Mecja, General Manager



Raj Kumar, Director of Operations

Samplings On The Fourteenth is everything someone desiring a cuisine experience would wish for in a venue. The fine dining restaurant of the Berjaya Times Square Hotel Kuala Lumpur has one of the best views of the city, and was designed in a way that brings diners close to the food, by way of an open-concept show kitchen where guests can observe the chefs in action as they work on their culinary creations.

The reception and bar area of the restaurant provide the perfect place to begin a night of revelry and good food. Entering into the plush, intimate interiors of Samplings is enough to whet the appetite for the good things which are sure to come.

Mondji Mecja, General Manager of Berjaya Times Square Hotel Kuala Lumpur is justifiably proud of the fine dining restaurant, especially since it is a dual-purpose venue.

"Samplings on the Fourteenth opened in October 2011 and it is unique because it is operated in collaboration with the Berjaya University College of Hospitality. In the afternoon, it is 'staffed' by over 50 students from the hospitality school, who cook, serve and manage the restaurant as part of their hands-on practical work experience. In the night, the team from Berjaya Times Square Hotel Kuala Lumpur takes over," shares Mecja.

The collaboration between Berjaya Times Square Hotel Kuala Lumpur and Hospitality Asia Platinum Awards has been some time in coming, but had always been of interest to Mecja. "A few years ago we were interested in hosting the Hospitality Asia Platinum Awards, but it was only recently, when World Asia Publishing managed the launching of Seri Chenang Resort which was held at Berjaya Times Square Hotel Kuala Lumpur that we had the opportunity to speak to (HAPA founder) Jennifer Ong about collaborating on other events. When Jennifer told me of her plan to bring in not one but six different award-winning chefs, I knew this was going to be a big event.



The moment the chefs were confirmed, it was easy to sell the tickets. I admit to being a bit cautious at first, wondering if the market was ready for a ticket priced just over RM500, but in the end we fixed it at RM468 and the tickets were all snapped up," enthused the General Manager.

Berjaya Times Square Hotel Kuala Lumpur were ideal partners in this history-making event, undertaking the dressing up of the venue and the hosting of the press conference for the event. Its Director of Operations, Raj, was also a hands-on advocate of the function, and an enthusiastic champion of the cause. "I loved the entire experience! It is the first

ever time that six chefs have been in one kitchen together. It is hard enough to get one well-known chef for a function, let alone six! It is something I would like to do three times yearly, if possible," said the veteran hotelier.

Raj has been on the forefront when it comes to promoting Samplings on the Fourteenth. He instituted comedy nights, called Comedy High, at the restaurant, in collaboration with The Comedy Club KL. For RM99++ a person, guests get a three-course Western meal along with an hour of stand-up comedy. "Samplings is a beautiful outlet and it is very versatile. For the Chefs & Cuisine Event 2012 we had to change

the set-up of the venue to accommodate the number of guests. It was supposed to have been only 60, but the response was so good that we had to allow a maximum of 80 guests, so we had to rearrange the seating and set-up!"

Raj is also highly complementary about World Asia Publishing Founder/Publisher, Jennifer Ong, saying, "Jennifer is a very well organized person. She commits a hundred percent when she decides on a course of action and accepts no short cuts. She embodies all the qualities in people I enjoy working with, and I know without a doubt that the event will be successful beyond all imagination." ha



The Artisan

French national Benoit Chargy began his journey into the world of pastry in the illustrious Patisserie Grodenier, a Michelin Star and Compagnon du Tour de France establishment in Cannes, as an apprentice specializing in wedding cakes and cocktail receptions. His talent soon led him to Restaurant Le Chabichou, another Michelin Star-awarded restaurant in St. Tropez where he was Commis Chef, before moving on to the Loews Hotel La Napoul as Chef de Partie.

With over 20 years of experience in pastry, 12 of which he spent as Executive Pastry Chef in 5-star establishments, Chargy is undoubtedly on top of his craft.

He joined the Hilton International group in the early 1990s as Executive Pastry Chef of Algiers Hilton International where he was part of the opening team. From Algiers, Chargy's career with Hilton International led him to Glasgow before taking him to the Far East in 1996, beginning with Jakarta, then Seoul and finally, Kuala Lumpur.



At the Hilton Kuala Lumpur, Chargy was the steady hand behind the pre-opening and opening team of pastry operations. A hands-on personality, Chargy involved himself in all aspects of setting up the pastry operations including recruitment of all staff, purchasing of materials and the creation of pastries, confectionary and desserts in most of the hotel's outlets, the most obvious showcase being the pastry shop at Caffe Cino where one is greeted by the sight of delicious looking doughnuts, flaky croissants, scrumptious muffins and delectable sweets and cakes upon entry.

Today, Chargy has moved away from the pastry kitchen and now holds the title Executive Sous Chef. However, his years as a pastry chef has won over many

sweet-tooth customers and to this day he still receives requests from those who wish to have his personal touch on a cake or a dessert.

Often of quiet demeanor, Chargy nonetheless always has a ready smile. His colleagues describe him as an extremely talented, creative, artistic and professional individual with sometimes a mischievous sense of humor. The master of all things sweet, his specialties include chocolate showpieces, sugar work /pastillage, fine dining desserts and plated desserts.

Outside of his domain in the Hilton Kuala Lumpur, Chargy enjoys playing tennis and squash, and is especially passionate about F1 and motorbikes. His other interests include interior design and surprise, surprise – food! **ha**

Food's Best Friend



Thomas Chiam is the ultimate foodie. He is equally at home trawling the backlanes for new hawker finds as he is whipping up amazing fare for gala functions. His love of food enables him to connect to people in very special ways, and his people-loving persona makes him a special addition to any function; whether as a guest or a chef.

The multiple-award winning HAPA chef founded the Friends Group of Companies in early 2005 with the vision of being the top choice for customers looking for healthy, hearty and value for-money meals. With his motto – "We are in the Business of Making People Happy", Chiam aims to meet the needs of the customer's ever changing food and beverage requirements for all occasions. From a single restaurant, Friends has expanded to include corporate and home catering. Friends is also the in-house butcher and operator of a hot and cold deli for NTUC Finest @ Scott Road.

With his fresh take on Sous Vide cooking, he has made Friends amongst a sprinkling of F&B establishments to have adopted the technique in the Southeast Asian region. Derived from the French term meaning "under vacuum", sous vide is a process of cooking food at precisely controlled temperatures. Marinated foods are first vacuum-sealed in specialized bags, then immersed in a heated water bath to cook over a period of time. This method has been in use in France since the 1970s and has gained popularity across Europe over the years.

Friends is also a multi-cuisine caterer, utilizing their modern European kitchen to roll out a full range of services from buffets, bentos, sit down arrangements, BBQ, weddings to thematic parties. Chiam's Chilled Angel Hair Pasta in Truffle Essence is now the Signature Dish of the Hospitality Asia Platinum Awards series.

ha

The Power Of Two

We were glad to be a part of the event and bring a sampling of innovative dishes from Mezzaluna restaurant to Malaysia. We are looking forward to another challenge with HAPA again."



Twin chefs Thomas and Mathias Sühring were born and raised in Berlin, Germany. Upon completion of their German High School Diploma (Abitur) in 1996, Mathias began his Cook's Apprenticeship at the Maritim proArte Hotel, Berlin while Thomas worked at the Hilton Hotel, Berlin as a Cook's apprenticeship.

After their apprenticeship the twins stayed in Germany, training under Michelin three-starred chefs Dieter Müller and Heinz Winkler at Schlosshotel Lerbach and Residenz Heinz Winkler respectively.

In 2001 the twins joined the Young German National Cooking Team, after which they became members of the German National Cooking Team. Between



2003 and 2005 the twins took up the positions of Chef de Partie at the restaurant Aqua (Ritz Carlton Wolfsburg, Germany) where they worked under the Michelin three starred chef Sven Elverfeld.

From 2005 – 2007, Thomas joined La Pergola restaurant in the Cavalieri Hilton in Rome, Italy, working as Chef de Partie under three-star Michelin Chef Heinz Beck. During his stint here, Thomas was responsible for all outside caterings for Beck, including Berlin, Mainz, Bangkok, Milan, Rome, Naples, and Frankfurt.

During Thomas' stay at La Pergola, Mathias worked as Chef de Partie at De Librije Zwolle, Netherlands under three star Michelin Chef Jonny Boer.

After some years apart, the twin chefs came together at Mezzaluna, combining the best of their Michelin star experience to create a unique dining experience at Mezzaluna, where they have never stopped innovating and delighting diners with their culinary creations.

Lufthansa's Star Chefs fine-dining programme featured the culinary creations of the twin German chefs for January and February 2012. Their creations have featured in First Class and Business class on all international long flights.

Mezzaluna was named HAPA Thailand Best Restaurant (Award for Excellence) by Hospitality Asia Platinum Awards 2011-2013, HAPA Restaurant of the Year (The Best in Asia) by Hospitality Asia Platinum Awards 2011-2013 and HAPA Most Unique F&B Concept (HAPA Best 10 in Asia – Platinum Winner) in 2011-2013.

It was also named Thailand's Best Restaurant 2011 by Thailand Tattler Magazine 2007 and Best Italian Restaurant by The Art of Travel – The Ultimate Travel Guide Book. **ha**



Harmonizing Innovation

Yong Bing Ngen embodies the synergy that happens when old-school dedication meets new-world thinking and presentation. His career in the world of cuisine began when as a student he marvelled at the sight of a Chinese chef slicing chillies at break neck speed. With no knowledge of kitchen practices, he still knew right away that he wanted to aspire to that level of precision and speed.

His career was formed on the bedrock of old-school drilling and the kind of hard knocks typical of Chinese restaurants. His diligence, grace under pressure, and quiet fortitude served him well, and helped him rise steadily through the ranks of notable Chinese restaurants such as Jade at Fullerton Hotel Singapore, Doc Cheng's and the Empress Room at Raffles Hotel Singapore, and Pan Pacific Singapore's Hai Tien Lo. He is now the owner and chef of Majestic Restaurant in Singapore, known throughout the island as one of the most innovative Chinese dining venues which merges tradition and contemporary feel.

Chef Yong believes that a good basic foundation is the most important thing a Chinese chef can have. That, and exposure to different ingredients and produce available in the market, are the two aspects he builds his creativity on. He enjoys harmonizing textures and tastes into the menu which allows his creativity to flow into his cuisine. He enjoys innovating and pushing culinary boundaries while keeping true to the roots of Chinese cooking.



Winner of numerous prestigious regional awards, Chef Yong the owner of Majestic Restaurant was the Chef de Cuisine at Doc Chen in Raffles Hotel Singapore before moving up as the Executive Chinese Chef in Hai Tien Lo, Pan Pacific Hotel Singapore in 2004.

He firmly believes that as a Chinese chef, one must have a good basic foundation and be exposed to the different ingredients and produce available in the market. Chef Yong enjoys harmonizing them into the menu which allows his creativity to flow into his cuisine so as to continue to innovate and push culinary boundaries whilst keeping true to the roots of Chinese cooking. **ha**



Traditional And Contemporary

Chef Alessandro Frau fuses the timelessness of tradition with the modernity of now to present what foodies have now come to recognize as Frau's brand of experimental Nuevo Cuisine, which is a new take on the classic French way of presenting food.

His restaurant, Acqua in Patong, Thailand, is both contemporary and chic, matching the presentation of the food perfectly and creating a fine dining experience of international quality.

The Acqua experience delivers only the freshest of ingredients, sourced from the best producers both local and international. Italian born Frau former Executive Chef at the Sheraton Grande Laguna Phuket, is an innovative concocter of recipes, whose mission is to deliver an eclectic yet unpretentious selection of dishes.

"I built Acqua around all the experiences I gathered travelling around the world. It is my idea of the perfect place in which to satisfy personal culinary needs, in an attentive context with a



modern design. Now that I am my own boss I feel freer to create and manage my type of cuisine, and to put into action what I have learnt during those years in which I travelled the world. Acqua is a modern Italian restaurant which does not neglect tradition and regional specialties, in order to give a comprehensive choice of that which is Italian cooking. Customers can enjoy dishes with fresh artichokes and bottarga, burrata, culatello and fresh figs or spaghetti with sea urchins from Sardinia. This is only a small example of how I wanted to recreate the authenticity of Italian cuisine."

"The menu is composed only of ingredients which undergo constant quality control and which enhance their excellent high level characteristics. The search for ingredients is very important. We never stop looking for the best or the different, keeping ourselves constantly up-to-date on the evolution of materials and cooking methods, in order to surprise the customer always, and also, at the same time, to educate him about that which is new," says Frau. [ha](#)

Partners In Great Taste

Hospitality Asia's inaugural Chefs & Cuisine Experience 2012 was a success on all fronts. While the six guest chefs were on the forefront of the many accolades, every good chef knows that great food begins with the best ingredients possible. The event was generously supported by some of the best names in specialty foods and ingredients.





Classic Fine Foods Sdn Bhd

Founded in October 2000, Classic Fine Foods Sdn Bhd has been making waves in the food industry since January 2001. Classic Fine Foods Malaysia is part of the Classic Fine Foods network in Asia and Europe. Today, the group spans across the continents, including Dubai, Japan, Hong Kong, Taiwan, Philippines, Thailand, Singapore, Vietnam, France, UK and Indonesia.

Classic Fine Foods is synonymous with culinary passion and innovation. The company is the exclusive agent in Malaysia for premium brands from Europe, Australia and New Zealand, and the sole distributor for brands such as Président, Valrhona, De Cecco, Giglio, Petuna, Hillside Lamb and Kapiti cheeses.

Over the span of ten years, Classic Fine Foods have become the leading fine food supplier in Malaysia, building a strong affiliation with top hotels and fine dining restaurants, with major hypermarkets and retail chains such as Carrefour, Giant, Cold Storage, Jaya Jusco and Isetan showcasing a vast array of their products. **ha**

Global Pacific Victory (M) Sdn Bhd

Global Pacific Victory (M) Sdn Bhd (GPV) has been present in Malaysia since 1999. Since its inception, it has always been a point of reference for imported fine foods. One of the country's most prestigious fine foods importers and distributors, GPV carries brands such as Gambani, Olitalia, Gronoro, Darling Downs, Pescaviar, Beaufor, Bamboleo, Premier's Tea, Kobe Cuisine, Lemnos, Kaviari, Borde and Affco. Their product lines range from dairy, dried, snacks, chilled meats and seafood, fine foods and gourmet products targeted to catering and food services, as well as retail. New products which are high in quality, yet competitively priced are constantly sourced, in order to meet market demands.

GPV's company philosophy is rooted in the belief that in helping their clients strengthen their business, GPV will grow theirs. **ha**



Luen Heng F&B Sdn Bhd

Luen Heng F&B Sdn Bhd has been in the distribution business of premium consumer products since 1956. Today, they are one of the leading suppliers in their field throughout East and West Malaysia, with a growing business in other parts of the Asian region.

In Malaysia Luen Heng represents many leading international companies in the beverage industry to market and distribute their partner's diverse product portfolio in beer, wine and spirits.

The company is also one of the few importers and distributors to carry a wider selection of products including tobacco, sugar, non-alcoholic beverages, premium glassware, wine accessories, personal care products and many other leading products in synergy with its distribution network.

Luen Heng's distribution network spans the whole country in off trade retail supermarkets and hypermarkets, convenience stores and petrol marts. It also supplies modern on-trade hotels, resorts, restaurants, bars, discos, karaoke and traditional trade like coffee shops and food halls. **ha**



VOM FASS

VOM FASS translates literally from German as "from the cask." VOM FASS offers a truly novel experience for all who love to sample the finest and most flavorful products from around the globe.

VOM FASS offers exclusive cask-aged vinegars, exquisite oils, select wines, and spirits and liqueurs, direct from the cask. It takes pride in selling all their products in a variety of quantities and dispensing them into any of over 40 selections of traditional and elegant bottles. Each bottle is inscribed with a special message, or simply with details of their contents and, upon request, beautifully wrapped - compliments of VOM FASS. As always, customers are encouraged to return with their bottles for a refill!

Their award-winning offerings, combined with knowledgeable and enthusiastic staff, allows VOM FASS to offer an unparalleled product range and an exceptional quality of service with a personal touch. Selling straight from the cask to the customer also brings back that relationship originally found when customers used to buy directly from the producer, giving them greater flexibility and choice.

In Malaysia, VOM FASS retail locations are situated at One Mont Kiara Mall, Jason's Foodhall in Bangsar Shopping Centre and Isetan Supermarket in KLCC. **ha**

Sakura Kampong Chicken

Chew's Farm has spent almost a year in research, adopting Japanese *Sakura lactobacillus* feeding technology, and eventually developing the Sakura Kampong Chicken.

Through the fermentation by the *Sakura lactobacillus* in the chicken feed, the fat content of the Kampong Chicken is far reduced. Fermented chicken feed in the digestive gut of the Sakura Kampong Chicken is rich in enzymes and all kind of nutrients like lactic acid, amino acids, proteins, vitamin and minerals. This makes the Sakura Kampong Chicken not just low in fat, but also containing glutamic acid, inosine monophosphate and collagen. Of course the most important aspect of the Sakura Kampong Chicken is that its meat is delicious, with a sweetness unrivalled by any other chicken. **ha**



Unique Seafood



Unique Seafood is Malaysia's largest wholesaler of fresh live seafood with over 100 types of imported marine species and premium freshwater river fishes.

The Unique Seafood brand consists of three concepts. The UNIQUE SEAFOOD Restaurant concept is a full service restaurant specializing in live seafood selections and localized Cantonese cuisine with dim Sum specialties.

The main attraction is the aquarium area, strategically located facing the main entrance of the restaurant. It features a spectrum of tanks filled with live fishes, prawns, lobsters, Alaskan crabs, clams and abalones imported from all over the world. Guests can make their selection of the live fishes and seafood from here to be prepared to their liking by the Master Chefs. Private rooms with KTV facilities are available for the comfort of guests hosting private business and leisure gatherings.

Unique Seafood gave the six CCE chefs a taste of Malaysia when the restaurant hosted the chefs to a

welcoming dinner a day prior to the CCE event. The delighted chefs took great pleasure in being, for once, at the receiving end of the food chain, and enjoyed a night of camaraderie and industry talk with each other as well as the members of World Asia Publishing who organized the event.

The PANTAI SEAFOOD RESTAURANT concept is a full service, casual dining restaurant with guests profile comprising mainly of families, group gatherings and office workers, many of who are regulars. The restaurant has a casual and cozy atmosphere with many timber features and attap roofing to create a relaxed 'kampung' feel.

The aquarium area is again the main feature in the dining area, featuring a spectrum of live fishes and seafood for guests to select from. It features substantially localized Chinese cuisine that includes live fishes and seafood selections, main courses which are home-cooked styled, noodles, fried rice, and vegetables with an emphasis on home-styled cooking.

The CHEERS PALACE concept is a full service dining concept with a guest profile similar to that of Pantai Seafood Restaurant. This concept has the added feature of large banqueting facilities catering up to 60 tables for weddings, and functions. The main attraction here is the aquarium area featuring a variety of live fishes and seafood for guests' indulgence. It features localized Cantonese styled cuisine with dim sum selections. **ha**



"Incredibly exciting to assist such a talented group of chefs and at the end of the day deliver such a memorable dinner." ~ Chef Francesco Napoletano, Executive Chef Berjaya Times Square Hotel Kuala Lumpur



"A wonderful event with great Chefs and marvelous cuisine, and most importantly fabulous people! Well Done!" ~ Evelyn Lee, Classic Fine Foods



"Amazing food and superb organization!" ~ Julie Ng



"An amazing experience which should be organized on a regular basis." ~ Andy Khoo



"The rich scent and aroma of the dishes permeated everywhere throughout the restaurant the entire night; attesting to the smart and skilful interpretation and marriage of different culinary genres and preparation styles. The dining experience was enhanced by the smart twist to interaction; being with another group of people over each course of the menu added an element of anticipation and novelty. It was an enriching experience from the cuisine, to socialising and conversation themes." ~ Farizal B. Jaafar, Vice President of Marketing, Sunway Resort Hotel & Spa



"An ultimate dining experience that with good food and premium alcoholic beverages. Redefine the landscape and creativity culinary and food pairing. A stunning job by WAP." ~ Kenneth Soh, Luen Heng F&B Sdn Bhd





"I enjoyed the relaxed and pleasurable nature of the event. It could have been yet another boardroom-style networking occasion. But there we were, from varied industry backgrounds, taking off our professional hats and convening in a show-kitchen dining environment to mingle and revel over inventive and tantalising cuisine, wine and conversation. Imagination and creativity shone on the part of the chefs as well as the organisers and host venue." ~ Lybanor P. Godio, Resort Manager, The Banjaran Hotsprings, Ipoh



"Excellent! Outstanding! A Miracle! There was never an event so successfully organized in Samplings prior to CEE 2012!" ~ Raj Kumar, Director of Operations, Berjaya Times Square Hotel Kuala Lumpur



"The Chefs & Cuisine Experience was refreshing. Food as the natural conduit, it was the ice-breaker in new introductions and the conversation piece amongst acquaintances and long-standing contacts. The chefs' innovative and progressive culinary techniques came alive in the cuisine while the overall arrangement and sequence of events proved to be a clever reinvention and test-bed for the organisers, to gauge how receptive today's discerning diners would be to a networking opportunity of such." ~ John Autelitano, General Manager, Sunway Resort Hotel & Spa



"Wines were ok. Food was better. The organization was great and the company was wonderful!" ~ Dr HS Kok



"Great pairing, excellent cuisine. An awesome event to promote culinary and prestigious alcoholic beverages to consumers." ~ Teong Hooi Min, Luen Heng F&B Sdn Bhd



Selecting Malaysia's Best

After the successful Hospitality Asia Platinum Awards 2010-2012 Malaysia Series, the Hospitality Asia Platinum Awards 2013-2015 Malaysia Series is open for nominations. The 12-year-running premier awards for the Southeast Asian hospitality industry continues to champion the people of the industry by providing recognition for the men and women who serve tirelessly. Even at this early stage, nominations have already numbered 20 for the 29 award categories.

The nomination process is an easy, four-step method, beginning with contacting World Asia Publishing at +603 7954 1911 so that a copy of the Terms & Conditions and List of Awards can be presented to the interested parties. Once a nomination has been validated, we will send a voucher request letter and voucher templates in order to proceed with the distributing of vouchers to the HAPA judges for auditing.

As with every HAPA series, we will be aiding a selected charity foundation with funds raised at the Awards Presentation Gala Dinner.

For further information, please email hapa@hapa.asia.

