



hospitality





Above: Berjaya Times Square Hotel's Premier Superior Interior.

Inset: François Delahaye, Chief Operating Officer of Dorchester Collection

The Best Of The Best Hotelier

François Delahaye, Chief Operating Officer of Dorchester Collection, was recently recognized for Excellence in the Category of 'Hotelier of the Year' by international luxury travel network, Virtuoso. At its annual Travel Week conference, Virtuoso announced the highly-anticipated winners of the 2013 Best of the Best hotel awards. Drawing some of the biggest names in the industry, the Best of the Best winners were revealed before a record audience of 1,500 attendees during the "Hotels & Resorts" dinner. The Best of the Best hotel awards honour the most exceptional properties within this group and the The Best of the Best nominees were chosen by editors of Virtuoso Life, the network's multi-award-winning magazine. **ha**

The Ten-rific Celebration

It's hard to believe but Berjaya Times Square Hotel is celebrating its 10th birthday this year! To ensure that the party never stops no matter what age you are, Berjaya Times Square Hotel had special promotions on dining and entertainment as well as room rates throughout the month of September. The Big Ten promotions took place in all their F&B outlets such as couples celebrating their 10th anniversary could dine at the astonishing rate of RM10++ at Samplings on the Fourteenth. Special room rates were also tailor made to commemorate the milestone. **ha**

Make Like A Panda

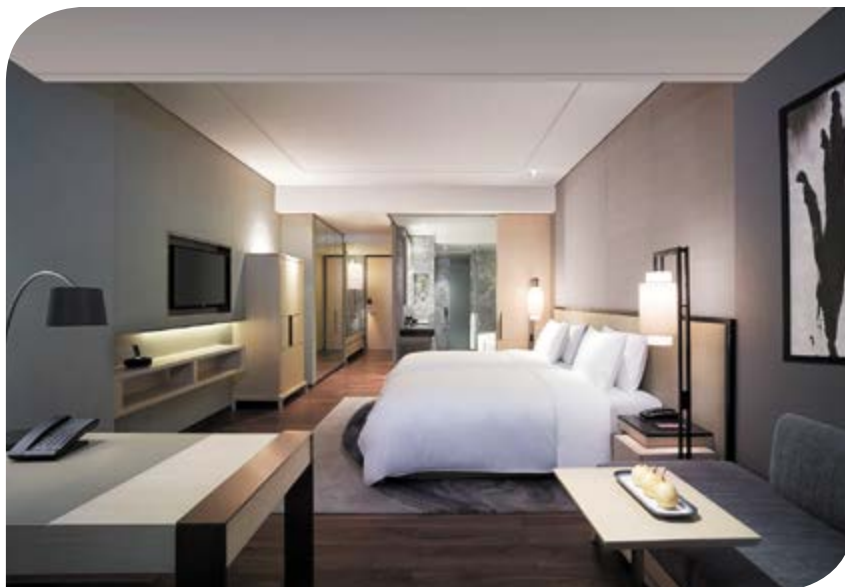
Travellers looking for unique accommodation at affordable rates now have a safer option to turn to: PandaBed.com. On top of a colourful selection of vacation rental options within Asia, the site also promises quality properties for a better travel experience through on-site appraisals. As the demand for authentic holiday destinations with greater interaction with local communities continues to grow, travel websites providing vacation rentals like PandaBed offer a travel experience that is more immersive and localized. To get your PandaBed adventure started, please visit: www.pandabed.com **ha**

Making Tech Waves

Increased efficiency, enhanced guest experience, improved management systems and business operations, greater synergy and integration. These are goals businesses in the hospitality industry constantly strive towards in order to get ahead in this increasingly competitive market. This is why HospitalityTechnology2014 will showcase the latest in technology advancements as one of the six speciality shows at Food&HotelAsia2014 (FHA2014). Returning to the Singapore Expo from 8 – 11 April 2014, the 9th edition of HospitalityTechnology will showcase a wide range of state-of-the-art service, operational and management solutions. **ha**

A Refreshed Palette

After eight months and a comprehensive facelift under the direction of interior design firm Burega Farnell, Regent Singapore is unveiling its 440 newly refurbished guestrooms, including 46 elegant suites with private balconies. With a soothing palette of neutral tones accented by splashes of gold and orange – along with subtle Asian touches that reflect Southeast Asia's rich heritage – the rooms exude understated luxury and oriental elegance. Adding to that, Regent Singapore's newly renovated meeting rooms, Cuscaden and Nassim, now benefit from natural daylight making brighter and more flexible meeting rooms. **ha**



Experience A New World

October 2013 will welcome the first five-star hotel in Chongwenmen, China with the opening of New World Beijing Hotel. The hotel will have the distinction of being the closest deluxe hotel to the Temple of Heaven, as well as being conveniently located near to Tiananmen Square, the Forbidden City and the famous shopping streets of Wangfujing. New World Beijing Hotel will feature 309 spacious guestrooms and suites, ranging from a generous 47 square metres for the Superior room to 400 square metres for the exclusive Presidential suite. **ha**

*Above: New World Beijing Hotel's Guestroom.
Below: The Regent Singapore's designer elegant exterior and newly renovated Cuscaden meeting room*

Welcome Additions

Grand Kempinski Hotel Shanghai is delighted to announce several new additions to its management team. Kempinski Hotels, the European luxury hotel group took over the management of the former Gran Meliá Hotel Shanghai in Pudong, and subsequently rebranded it as the Grand Kempinski Hotel Shanghai. The newly appointed executive team brings extensive experience and expertise to manage this flagship property. Patrick Martinez has been appointed as General Manager and brings more than 20 years of hospitality experience to the hotel. Kempinski is also pleased to announce the appointment of David Traynor as the Director of Sales and Marketing. Björn Nöldner is the new Executive Assistant Manager in charge of Food and Beverage at Grand Kempinski Hotel Shanghai while Michelin star-winning Executive Chef Mattias Rook also joins the team. **ha**





Above (L to R): Hotel Plaza Athénée's Terrace, Hotel Plaza Athénée's Eiffel Suite.
Right: Mobile and wireless technology from Motorola Solutions elevate guest experience.

Looking To The Future

Having celebrated its first 100 years, Dorchester Collection's Hôtel Plaza Athénée in Paris is looking ahead to the next century. In keeping with Dorchester Collection's continuous investment in taking the luxury experience to new levels, the iconic hotel will undergo a partial restoration to integrate additional buildings creating six new guest rooms, eight suites, a ballroom and two event spaces. The subtle restoration will revitalise the hotel and will be carried out with the utmost sensitivity; great care will be taken to retain the charm and quintessentially Parisian character of the hotel. **ha**



Mobile Solutions

Today's hotel guests are looking for more than just lower room rates when choosing a hotel, and new technology and services from Motorola Solutions (NYSE: MSI) are helping hoteliers differentiate their properties and improve the guest experience. Guests bring an average of two to three mobile devices into their rooms and are looking for simple, seamless wireless connectivity. Mobile and wireless technology from Motorola Solutions can be leveraged to elevate the guest experience and improve staff efficiency. Simultaneously, hoteliers looking for a trusted partner to help implement and manage these emerging technologies can utilize Motorola's Global Solutions and Services offerings such as WLAN Management and Managed Guest Access. Managed Services for Hospitality can combine Motorola's unique technologies with day-to-day operational management to create and maintain the mobile environments that deliver the experience that guests desire. **ha**

The Whizz Of Recruitment

ACI HR Solutions Ltd, Asia's leading specialist Recruitment, Executive Search and Professional Training firm dedicated to the Travel, Tourism, Hospitality and Lifestyle Industries announced the appointment of Ms Virginia Wu as Director, Client Services based in Hong Kong. Wu brings to ACI over 25 years of Hospitality industry experience and has worked in various senior management positions in hotel companies namely Regional Sales Manager of Shangri-La Hotels International; Director Sales and Marketing of The Kowloon Hotel; Director of Marketing of Duxton Hotels International, and Senior Director Business Development Asia Pacific with WORLDHOTELS and most recently Virginia was Group Director of Sales and Marketing for Harbour Plaza Hotel Management Ltd, heading up sales and marketing strategies for 10 hotels managed by the group. **ha**



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 Raffles Hotel Singapore
 The Ritz Carlton, Millenia Singapore
 Capella Singapore
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 Fairmont Singapore
 W Singapore – Sentosa Cove
 Movenpick Heritage Hotel Sentosa
 Grand Hyatt Singapore
 Conrad Centennial Singapore
 Goodwood Park Hotel
 Marina Mandarin Singapore
 Mandarin Orchard Singapore
 Hilton Singapore Hotel
 Park Regis
 Swissotel Merchant Court Singapore
 Traders Hotel

The Regent Singapore
 Sheraton Towers Singapore
 Crowne Plaza Hotel, Changi Airport
 Furama Riverfront
 Grand Park City Hall
 Orchid Hotel
 Rendezvous Hotel Singapore
 Orchard Grand Court
 Studio M Hotel
 Carlton Hotel Singapore
 York Hotel
 Gallery Hotel
 Ibis Singapore on Bencoolen
 Strand Hotel
 Hotel Royal
 Classique Hotel
 Broadway Hotel

Shangri-La Hotel Kuala Lumpur
 Shangri-La's Tanjung Aru Resort & Spa Kota Kinabalu
 Shangri-La's Rasa Ria Resort Kota Kinabalu
 Shangri-La's Rasa Sayang Resort & Spa Penang
 Traders Hotel Kuala Lumpur (By Shangri-La)
 Hotel Istana Kuala Lumpur
 Crowne Plaza Mutiara Kuala Lumpur
 Intercontinental Kuala Lumpur
 Concorde Hotel Kuala Lumpur
 Grand Millennium Kuala Lumpur
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Rising To The Occasion

The lobby entrance of E&O Hotel Penang.

"Prospects for growth in revenue base for the E&O Hotel and Lone Pine Hotel are promising as both hotels possess unique positioning – each with history and heritage unrivalled within the hospitality industry in Malaysia."

According to the May 2013 STR Global Construction Pipeline Report, the Asia Pacific hotel development pipeline comprises 1,828 hotels totalling 394,856 rooms. The industry also does not seem to be faltering in the next year as there is an expected 534 hotels planned to open in the region for 2014. This continuous rise in the demand for expansion in the hospitality industry has spurred some of the region's biggest developers to take on hotel and resort property projects and to expand their remit into this industry as well as seek out designers and fit-out experts who lend the expertise in building some of the region's best hospitality establishments.

Strategic Partnerships

Some of the major townships and hospitality projects in Malaysia have Sime Darby's involvement in them and recently, the conglomerate have increased their remit and extended their presence into property development in the hospitality sector by aligning themselves with lifestyle property developer Eastern & Oriental Bhd (E&O) for a strategic partnership to develop parts of its projects in the Klang Valley as well as projects in Penang and Johor.

As the demand for more hotel rooms increases in the Asia Pacific Region, so does the demand for the acquisition of land to develop properties as well as the necessary tools and fixtures that come with building and fitting out these properties. We look to the developers, experts and visionaries that put together the buildings that drive the hospitality industry forward.

"E&O has the brand recognition in developing hospitality and wellness projects," said Sime Darby Property's Managing Director, Datuk Abdul Wahab Maskan. The strategic direction of this partnership is so that the E&O group can take the concepts of their flagship properties, and extend it toward a portfolio of hotels and resorts in Malaysia and around the region.

"E&O plans to strengthen our foothold in the hospitality management segment where we have been leveraging on the Eastern & Oriental Hotel's position as a leading heritage hotel in the region," explained Eric Chan Kok Leong, Deputy Managing Director at E&O.

E&O have embarked on the refurbishment and upgrading of its two heritage hotels to create a reputation that matches their sister heritage hotels in the region such as The Raffles in Singapore and The Strand in Rangoon.

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The Science Of Space

The concepts behind E&O Group's refurbished flagship properties would not have been made possible if not for the visionaries behind the two architectural firms that they work closely with, namely; GDP Architects and internationally-acclaimed hospitality concept architects Wimberly Allison Tong & Goo (WATG, Seattle).

GDP Architects are masters when it comes to addressing the context of space and this is why they were chosen as the lead in refurbishment projects of heritage hotels such as the Victory Annexe Wing of the E&O Hotel as well as the Lone Pine Hotel in Penang.

As the E&O hotel was a heritage architectural icon, the E&O Group insisted that the new annex wing recapture the architectural spirit of the Victorian era. In keeping to the original Victorian styled model guestrooms of the early 1900s, claw-footed bath tubs are set against colonial-patterned tiling and chromed taps, while crisp

"The designers did not take anything away from the old colonial charm of the building but instead infused into the configuration of space, materials such as clay bricks and concrete blocks, glass and metal."

Keeping With The Times

Even the iconic spaces are taking a cue from the influx of new hospitality developments and it rings true with one of KL's most beloved flagship hotels, the Hilton Kuala Lumpur. The Hilton KL is back with a brand new hotel experience that boasts a stylish, modernist redesigned lobby lounge and five exciting new concept dining outlets. The refurbishment responds to the current needs of a sharpened Hilton brand image and creates a new invigorating design language

that will set a new standard for Hilton.

Markus Scheuller, Vice President, F&B Operations, Hilton Worldwide Asia Pacific mentioned to HA, "it is about building destinations and how the design and concepts fit into building the brand as a whole as well as what is commercially successful. When all is said and done, we want a successful interior design and that can go hand in hand with operations to bring it to life."



Above (L to R): Suite in E&O Hotel's Victory Annexe; Rooms in the Victory Annexe were designed by GDP Architects to emulate the Victorian era.

white linens furnish the dark-wood furniture lending a throwback aura to modern conveniences.

In the same vein was the refurbishment of another iconic Penang-based property, the Lone Pine Hotel which was an original jumble of sorts. The designers did not take anything away from the old colonial charm of the building but instead infused into the configuration of space, materials such as clay bricks and concrete blocks, glass and metal, that gave the building an organic feel and created a peaceful and serene environment.

Hub Of The City

Due to sit on the land off Jalan Raja Chulan that is now occupied by the Seri Melayu restaurant and Chulan Square (which are slated to be demolished), the new Harrods Hotel mixed development recently broke ground and is expected to be completed by 2018. This new mixed development will be the joint venture between Tradewinds Corporation Bhd and the Pavilion Group and Qatar Holding LLC. The project will not just comprise of the hotel but also two residential towers, office building and retail outlet which will link to Pavilion mall.

To put things into perspective as to the investment of Urusharta Cemerlang (KL) Sdn Bhd, the developer of Pavilion Kuala Lumpur the whole development will have a gross development value of RM800mil.

Shafee Sajari from ACID interior design consultancy was behind the design teams for the dining areas and he mentions that "understanding the brief for the refurbishment was one thing but understanding how this brief fits in with the brand standards was another. It is also about understanding the expectations of the patrons and the clientele and that was integral in visualising the concept."

Daniel Welk, General Manager, Hilton Kuala Lumpur adds that "it is the coordination between visualisation, design, operation and local market knowledge as they are all equally weighted to bring about a successful realisation of a new look and feel."

Leaving It To The Experts

HCM Hospitality Consultancy and Management

Of course, where would concepts be without those who understand how to put together the pieces of the puzzle to make it into reality? HCM Hospitality Consultancy and Management is the hospitality consultancy agency headed by FC Chong that works with clients from a variety of backgrounds to offer a holistic approach to hospitality building concepts. Chong elaborates that HCM work with the clients from A to B. "We first understand the hotel owners' dreams and wishes before engaging architectural and interior design consultants to work together to piece together the formula of realising a design concept."

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"As we have the expertise in the hospitality industry, we work with the owners to build a hotel from what is usually just an existing empty space. Designing a hotel and designing a building are two very different things and this is why clients engage us to handle the space planning and furnishing requirements of a hospitality establishment."

"It is about building destinations and how the design and concepts fit into building the brand as a whole as well as what is commercially successful."

CKP Hospitality Consultants

Following in this vein, the soul of every hospitality establishment, much like a home, is the kitchen. Specializing in fitting out the kitchen area for a variety of international and acclaimed brands is leading hospitality consulting company CKP Hospitality Consultants, formerly known as Creative Kitchen Planners, founded in 1985. Branching out from just kitchen facilities planning, CKP Hospitality consultants also focus on laundry facilities planning and solid waste management consultancy, operational post-mortem and consultancy and hospitality facilities planning. CKP has an excellent track record of more than 1000 successful projects

worldwide. Some of their most noteworthy projects include the world's tallest hotel JW Marriot Marquis Dubai, Ritz Carlton Shanghai, Andaz Shanghai, W Singapore, Park Hyatt Beijing, Wynn Resort Macau, Crown Casino Perth, Sandy Lane Barbados, Westin Kuala Lumpur, Mandarin Oriental Hong Kong among others.

The brainchild of Alburn Williams, a man who has successfully combined his passion for realising F&B space concepts with a technical background, CKP Hospitality Consultants take a creative approach toward defining the DNA for F&B design work. Williams believes that planning a professional F&B outlet is very much process engineering. "Kitchen planning is process engineering, the process being the culinary arts and the interactions of man and machine to make a meal from scratch." Williams is also a true believer of taking the road less travelled and he doesn't believe in the cookie-cutter approach. To him every project has its own DNA and this is how he has led his team into designing unique never-to-be-repeated concepts for over 1000 successful projects.



Clockwise (from the top): Komtar Walk Cinta Sayang Interior conceptualized by HCM Consultancy & Management; Grand Hyatt in Goa India conceptualized by CKP Hospitality Consultants; Restaurant counter concept in JW Pune, India by CKP Hospitality Consultants; The refurbished lobby at Hilton KL conceptualized by ACID Interior Design.



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The Goods That Make The Trade

Quel Furniture

The fittings to which the concepts are realised are equally as important and to this end, suppliers are responsible for providing the products that make the sleek furnishings of the hospitality industry into design realisations. Furniture suppliers such as Quel furniture have the approach that starts with identifying design with form and function to create beautiful spaces with optimal comfort and aesthetic value.

Quel's experience in the F&B and hospitality industry continues to bear fruit, with a fast growing clientele that includes international food franchisees and hotels. Quel is responsible for furnishing among the most well-known hospitality spaces in the country. Walk into Hotel Maya or the Presidential Suite at Genting Hotel and notice that the quirky yet sleek furnishings are part of their wide selection of furniture solutions.



Clockwise (from the top): Cinnamon at One World Hotel, PJ and Still Waters at Hotel Maya, outfitted by Quel; Hansgrohe Raindance Select overhead shower complements trendy hotel designs today.

Hansgrohe

Moving from the living areas, there is also much to be said about the functionality of certain spaces; particularly the bath area. Some of the best establishments in the world are judged on the functionality, aesthetics and comfort levels of their bathrooms. Undoubtedly, trusted fittings and furnishings such as Hansgrohe shower systems are staples in most hospitality establishments.

With its mixers, showers and shower systems, Hansgrohe creates products that make the bathroom more functional, more comfortable and more beautiful. It is no coincidence that they can be found in prominent and prestigious hospitality projects such as on the giant cruiser "Queen Mary II" and in the tallest man-made structure ever built, the Burj Khalifa in Dubai.

The brand are also leaders in design concepts for the sanitation industry and their products benefit their users with unique selling points such as a smart button to control the water sources in a bathroom. "When it comes to operation, a simple button is the solution sometimes", says Tom Schönherr, Managing Partner at Phoenix Design who partnered with Hansgrohe to develop the straightforward 'Select' button operating concept. "Any user should know what to do immediately – even without instructions!"

Pecol

Just as shower fittings are an integral part of any bathroom, so is the luxury of having a heating system that is reliable and cost-efficient for any hotel. Pacific Engineering Sdn. Bhd is a Malaysian-Australian joint venture company established in 1968

and they specialise in the manufacturing of all types and sizes of water heaters. The company pioneered the manufacturing of water heaters under the trade name Pecol and were duly accorded "pioneer status" by The Malaysia Industrial Development Authority (MIDA).

For over 30 years, Pecol has and continues to be a name synonymous with hot water in South-East Asia. Pecol has serviced 5-star hotels for over 15 years and pride themselves with an outstanding record of after-care service and maintenance. In their bid to remain on the forefront of technology, Pecol are moving their business to be more eco-friendly. Says Chai Fook Chong, Managing Director of Pacific Engineering Sdn. Bhd., "We are developing water heating systems that are more energy efficient. For example, we reclaim heat from air conditioning units and direct it toward water heating. We are also in the process of introducing hybrid systems which combine different sources of heat be it from ambient heat, solar heat or reclaimed heat."

The Pecol brand also prides itself on being cost-efficient and with the developments of new energy-saving systems, hope to cut the costs of electricity not just for commercial establishments but also for the home user.

Apart from a full line of water heaters, the Pecol range of products has expanded to include products for industrial and commercial applications such as Heat Pumps, Solar Heaters, Coffeematic Machines and also products for the domestic household in kitchen appliances such as our Quick Boil Hot Water Dispensers. **ha**



James Hang, General Manager
The Scent Hotel, Koh Samui, Thailand

Born in Petaling Jaya, Selangor Malaysia, Hang was educated in SM Sultan Abdul Samad and went to College Damansara Utama aka KDU and majored Business Administration. His first employment in the hospitality industry was with the The Dynasty Hotel Singapore in 1988 as Night Auditor, and then he progressed further into the accounting field in hotel industry as Cost Control, Credit Control before moving on to Sales & Marketing. Hang did a stint in the music industry before returning to hospitality and moving to Thailand at the Laguna Phuket. It was in 2010 that he was called upon to open a new hotel in Phuket as General Manager. After the pre-opening was completed he was then offered the position to manage The Scent Hotel in Koh Samui, where he has remained for over three years. Hang has journeyed from Sales & Marketing to Group General Manager and he believes he has coped well as his insights in sales and marketing have guided him to success. He currently manages The Scent Hotel and Peace Resort in Koh Samui with a strong team of about 200 employees. **ha**



Charles Marshall, General Manager
Hilton Petaling Jaya, Malaysia

The British who loves wildlife photography, golf and travel when he is not helming a major hospitality property has over 30 years of experience in international hospitality across the geographic regions of Europe, Mediterranean, Africa and Asia. Marshall's career in international hotels progressed through various positions in Food and Beverage in London, South Africa and the Mediterranean followed by Resident Manager in London and General Manager at George InterContinental Edinburgh. Marshall made the big move to Asia in 1999 when he was the pre-opening General Manager for Hotel InterContinental Taichung in Taiwan, and then continued his tenure with the same hotel brand as General Manager for properties in Indonesia, Cambodia and the Philippines before he moved to Malaysia. Marshall was most recently General Manager for Crowne Plaza in Kuala Lumpur but at the Hilton Petaling Jaya he aims to continue to grow the hotel's business and brand. **ha**



**Murlidhar Rao,
Estate Manager**
The Sanchaya, Bintan,
Indonesia

Veteran hotelier Murlidhar Rao will take the helm as Estate Manager for the new luxury hideaway property, The Sanchaya, which will open in January 2014 in Bintan, Indonesia. 'Murli' as he is known to his colleagues and associates, brings with him over 25 years of extensive hospitality experience which has spanned countries such as India, Maldives, Indonesia, Singapore, and Turkey. He has worked for some of the world's leading luxury

hotel brands including the Four Seasons, Kempinski, Mandarin Oriental, and Alila. As the Estate Manager, Murli will oversee the 17 individually designed villas and 9 suites on the island of Bintan. He mentions, that "with the launch of The Sanchaya, we will redefine the concept of personalised luxury travel; to showcase the very best of Southeast Asia, from its rich and diverse culture and history, to its unique customs and the distinct flavours in a luxurious manner which is understated and subtle". **ha**

GHM (General Hotel Management Ltd) is set to launch three luxury hotels in Taiwan and Akira Moreno, VP of Development and Pre-Opening Services at GHM Ltd updates HA on what it takes to undertake such a lofty project and we should look out for this next super destination in Taiwan.



There are various reasons why GHM has decided to choose this particular destination to make a return to Taiwan after having successfully introduced The Lalu in this market in early 2002 and managed it until end of 2005. On this decision, Akira Moreno elaborates, "we are very pleased to have found a developer (Elements Innovation) who shares our vision in terms of the potential that exists in Taiwan and to introduce a development at quality and conceptual levels."

The ease of accessibility to Zhudong township from Taipei and other key cities in Taiwan, coupled with the pristine and majestic scenery of the mountainous site where the development will be located, also make this destination truly attractive and very exclusive.

exclusive offering at this destination and it shall be situated at the pinnacle of the mountaintop site. Its concept will be akin to large residences and its offerings will consist of 25 individual and oversized villas each with private lounge, private Spa and a library setting which will include historic archives and rare artwork."

As far as pricing goes, Moreno elaborates that GHM will need to conduct a detailed competitor analysis for the market in Zhudong

ROOM FOR ALL

"The ease of accessibility to Zhudong township from Taipei and other key cities in Taiwan, coupled with the pristine and majestic scenery of the mountainous site where the development will be located, also make this destination truly attractive and very exclusive."

While all three brands are proprietary to GHM and they all exude the same qualitative sophistication, their differences lie in terms of their respective positioning and configuration.

Moreno explains, "the Serai constitutes our entry-level brand and it will aim to offer the largest inventory of rooms, which will be less spacious than the Chedi brand but well appointed.

The Chedi is our luxury brand and its room offerings will be quite spacious while the overall inventory will be maintained around 95 Suites. Lastly, the Chedi Club will constitute the premium and most

but like in all the markets, they intend to ultimately lead in pricing premium ensuring that their customers continue to equate it with value and consistent delivery the GHM brand promises. Moreno concludes, "China, being an important tourist market to Taiwan, will of course be one of the development's target markets. That said, we will of course be selective in how we reach out to them as our three different products will offer many opportunities for more targeted marketing approaches to reach the right guest profile for each of the three hotels." **ha**



A Lofty Job

Paolo Campino, the General Manager of the new business hotel to arise in the KL Sentral area, Aloft chats to HA on the property's developments and its future plans to be the brand travellers should be able to recognize instantly when they hit Kuala Lumpur.

- a platform designed to enhance guest experience, reinforce the brand sensibility and differentiate Aloft from other hotels in the segment. Live at Aloft recognizes local, young and upcoming independent artists and offers them a platform to showcase their talents - held every Friday, 7pm at the w xyz bar here at Aloft in Sentral."

"We are also in the midst of piloting the Aloft breakfast experience and trying to introduce a twist into the most important meal of the day. Over at Mai Bar, our tiki-themed rooftop bar, we are collaborating with HedKandi the world's premiere brand for House & Chillout music. More A-list stuff is in store and to be launched soon, so best to stay tuned - follow us on Facebook www.facebook.com/AloftKualaLumpurSentral and be in the know!"

Aloft is a brand that is designed to appeal to the next generation of travellers, who crave something bold, sleek and unique. It is also the first property for the brand in Malaysia. As Campino explains, "being GM of the first Aloft hotel in Malaysia is a great and positive challenge as this is a new brand and destination sensation in the city, offering a totally different travel experience. From 'grab-and-go' concepts to filling up your own mini-bars - it is a brand that takes hospitality to a new level, where you as a guest, will be more in-control."

There were undoubtedly a few challenges that came with being part of such a new property and Campino mentions, "the biggest challenge was making the opening a fun experience for the hotel's talents (a word we use

to refer to our team members). So, we tried to keep things fresh - for example we conducted a different interview process for potential candidates. We closed out The Butter Factory (a dance club in downtown KL) and did our talent auditions there. The candidates did not go through a typical interview process but instead, went through a pressure test, designed to showcase their talent."

To ensure that guests have an experience that they will not forget, Aloft makes sure that there is an overall vibe so the brand focuses on ensuring that the hotel talent are equipped to create an Aloft branded experience. From the Aloft scent, to the aloft music selection, all Aloft talents are trained to meet a certain service delivery standard.

As for future developments, Campino mentions, "We recently launched our Live at Aloft Hotels program at the w xyz bar

It is evident that Campino is excited to be part of this new brand and concludes that, "hospitality is all about getting simple things consistently right no matter what brand and what type of establishment. Be a student of your craft - Keep learning and stay ahead of the game." **ha**

On An Upward Trajectory

Executive Director of Berjaya Land Berhad and Head of Berjaya Hotels & Resorts (BHR), Leong WyJoon believes in leading by example. The strategy he implemented last year when he took over the helm at BHR has proven him to be on the right track in leading BHR to greater heights. HA sits down for a chat with Leong on his journey so far.

An accountant by profession, Leong proves to be a natural of sorts when it comes to turning businesses around in the hospitality industry as evidenced by the exponential rise in profitability and marked improvements from all facets of the division. Perhaps one of the most marked successes for BHR in the last year can be seen from a financial point of view. Leong elaborates, "For the last financial year we have increased the profitability of our Malaysian properties by 21%". Leong notes that these successes were largely due to a leaner and more efficient workforce. "The first phase of our turnaround plan was cost centric. We cut away the 'excess fat', so to speak, so that we could be more efficient without compromising on service. This happened during the first nine months and these increase in our profits is testament that our strategy was spot on. It was definitely a great start for us."

Leong elaborated further, "The second phase is revenue centric whereby we have completely revamped our distribution channels with the objective of getting closer to our target market. The results of this is a whopping increase in revenue by 21% for BHR with an increase of 57% in profitability for the first 4 months of the current financial year compared with the same period last year. Our flagship resort in Langkawi more than doubled its profitability during this period." These improvements are seen to be record successes for them. BHR will now focus on its third phase by undertaking refurbishing

exercises for their properties. Leong further enthuses that whilst profitability is always the main objective for any business, all these will not be possible without the commitment and passion of their associates. "My role in the division is simple. I focus on creating the buzz within our organization. I ensure leadership qualities are prevalent throughout and trickles down in all our properties. More importantly I am the enabler for memorable interactions between our associates and guests. When this is achieved, I can say that I have succeeded".

Leong highlights, in our industry, our most junior associates are the ones that interacts with our guest the most. As such, in addition to training, talent management and creating a solid career path for our associates is also very important. Leong's philosophy is simple as he leads by example. "I will not ask my associates to do things that I myself won't do." Every time, he visits the properties, he has dinner with a selected group of his best performing rank and file, "The rank and file is our man on the ground. They understand the nitty gritty of making the properties works and as such understanding the issues that they face daily is imperative in taking any property to the next level. They are also the future of our division and we need to groom the best to succeed our current management team."

In line with Berjaya Group's many CSR initiatives, Leong also believes that CSR should start with their employees, "We have nearly 2,500 people working at our properties. Whilst striving for operational



excellence and profitability sounds very corporate, we need to be vigilant that the other face in this is added job security for our associates including better remuneration and career advancement, not to mention inculcation of a culture of responsibility and excellence in execution. All this translates to the upgrading of their lives which in essence is what CSR is all about."

Leong's improvement and future plans for the division has been unlike anything that the Group has witnessed in the past. Articulate, focussed and being one of the youngest members elected to the Board of Directors of Berjaya Land Berhad, he brings a certain degree of corporate savviness that seems to complement his vision of operational excellence at property level. His belief in doing things differently has resulted in the turnaround of BHR with a promise of even better things to come, as he aptly puts it, "Who Dares, Wins". **ha**

Helming The Starwood Fleet

Martin Jones stumbled into the hospitality industry during his student days and loved it so much he never left the industry. He mentions, "I studied music at Sydney University. During my student days, I worked part time as a Steward for Hyatt Kingsgate Sydney as a way to earn some money, I was so comfortable there I never left the industry! It was a lot of hard work washing dishes, but also a fun job where you meet a lot of people, so a great opportunity as well."

Jones started his journey with the Starwood brand as early as 1986 when he joined Sheraton in Brisbane (a Starwood hotel). He continues, "I rejoined Starwood in 1999 and since then I have managed in various capacities, F&B operations both at the property level as well as corporate, and within a wider remit, namely as General Manager for a number of Starwood brands."

"In particular, I was drawn to the opportunity to be one of the fundamental leaders in developing the variety of F&B concepts in tandem with Starwood Hotels & Resorts' growth as a company. The company's innovativeness and its brands is an amazing draw for anyone."

For Starwood, F&B is one of the key components of the business. With Starwood's global pipeline of new hotels, the majority of which are in the Asia Pacific region, they will be adding to their existing portfolio of the various Starwood F&B concept restaurant brands, as well as introducing new branded and bespoke concepts, some of which are exclusive to this (Asia Pacific) market. In South East Asia, they will anticipate the return of The Westin Singapore, located in the heart of the newest financial center, the Marina Bay Financial District.

Jones elaborates that the main focus of Starwood is on the quality and consistency of the food and beverage offerings at their restaurants and bars, as well as the service provided at our venues as well as design concepts.

He also acknowledges that in a fast-paced industry, there are undoubtedly challenges in terms of quality standards and assurance. He says, "guests today are becoming more perceptive and are very well informed so it's very important to have consistency in terms of quality standards and assurance."

"We ensure that this is aligned across all our hotels and all F&B venues, for example through a number of manuals which underpin the Starwood F&B experience. Certain key items found in all our F&B venues are quality audited on a regular basis. In terms of service provision,



our Back to Basics manual ensures consistency in Starwood's service provision."

Martin Jones, the Vice President for Food & Beverage, Asia Pacific for Starwood Hotels and Resorts Worldwide Inc. is responsible for the strategic direction, development of restaurants and bars, concepts, F&B operations and quality assurance across all hotel brands. He shares his professional insights, first-hand notions and expertise within the F&B industry with HA.

With the change in guests taste preferences, more customers are becoming more adventurous in their dining experience so it's also about striking a balance between challenging their culinary perception but also maintaining certain standards and managing expectations.

Jones recognizes that when it comes to food and beverage offering, Starwood is placed in a highly competitive market and efforts need to be constant and innovative - "This is vital for us to outshine the rapidly increasing competition."

He concludes, "The F&B Council for which I am the Chairman, is a group of committed F&B professionals from Starwood Hotels and Resorts, Asia Pacific meet on a regular basis to ensure these high standards. Our focus in F&B is to understand our guests, their likes, needs and wants and to deliver what they enjoy, so that they will return, often." **ha**

The Pillars Of The Kingdom

The hospitality industry is shaped by movers and shakers that all had their beginnings in one way or another in an educational institution. In this feature of HA we salute the heads of those educational institutions that provide the guidance and support that fuel the crafting of a whole new generation of hospitality movers and shakers and garner their insights into the importance of an education in hospitality.

"As educators, we need to make sure we are flexible and keep up-to-date and relevant with industry needs and development."

Dr Khong Yoon Loong

Vice Chancellor, KDU University College

Dr YL Khong has been at the helm of KDU University College since August this year. He obtained his BSc(Hons) in Physics in 1986 from the University of Canterbury, New Zealand, and subsequently a PhD in Solid State Physics in 1991 from the same university.

At KDU University College's School of Hospitality, Tourism & Culinary Arts (KDU-UC SHTCA), Dr Khong says that academic knowledge of the hospitality industry is a baseline requirement.

With 26 years of experience and an experienced faculty with a diverse range of skills, KDU-UC SHTCA is able to offer programmes that are relevant to today's hospitality industry, with high-quality facilities, to groom young adults to be hospitality leaders of the future.

To further instil creativity, KDU-UC SHTCA encourages their students to take part in culinary competitions that challenge their talents and skills, and inspire them to innovate.

Dr Khong adds, "As educators, we need to make sure we are flexible and keep up-to-date and relevant with industry needs and development. To give an example, at KDU-UC SHTCA, we integrated molecular cuisine into our programmes in 2010 because we understand the changing nature of culinary skills and the growth of this category. This has further introduced the use of science and technology into the culinary scene."

"At KDU-UC SHTCA, we offer useful practical and theoretical courses that teach administrative, management and entrepreneurial skills. We also have strong industry linkages with renowned hotel chains such as Starwood, Hyatt and YTL Hotels. Graduates in this discipline have undergone the necessary training to be qualified employees and many have gone on to very successful careers in the hospitality industry."



Neethiahnathan Ari Ragavan

Dean, School of Hospitality, Tourism & Culinary Arts, Taylor's University

Neethia has over 18 years of academic experience. Other than his Law degree LLB (Hons) from the University of London UK, he also holds a BA (Hons) Education from Universiti Sains Malaysia and a Master Degree in Education (with Distinction) from Universiti Malaya. Neethia is also Certified Hotel Administrator (CHA) awarded by the American Hotel & Lodging Association, USA.

As a veteran in the hospitality industry he believes that the Heads' of Hospitality Schools need to be alert with the competitive environment that challenges the global landscape of higher education today. The sheer demand and expectation of producing quality and fit for industry graduates is the core essence of the role of hospitality schools.

He elaborates that Taylor's University has aptly coined its mission statement 'Top Employers' Top Choice University' to reflect this fundamental agenda. The ability by the leadership of the Schools' to transform teaching and learning, create greater links and engagement with industry, form international alliances and partnerships worldwide and driving research and innovation projects will be the few areas that will determine the success and relevance of a hospitality school in the future.

Neethia advises that for one to succeed in the hospitality industry they would need passion, given that it is a service industry with great demand and expectations from guests, life-long learning skills as this will keep the person consistently updated and a culture of excellence.





Dr Wong Kong Yew

Founder and President, Malaysian Hospitality College

Economist Dr Wong is a scholar and has a unique combination of extensive professional and managerial experience in both the hospitality and educational industries. He is both Founder and President to Malaysian Hospitality College, a college that champions and focuses on the Work Based Learning model.

Dr Wong obtained his Ph.D. (2004) from the Scottish Hotel School, University of Strathclyde, UK. His specialization is in corporate strategy and human capital development. His professional career sees him as consultant to the Ministry of Tourism both nationally and internationally. Some of the highlights of his professional career include drafting the blueprint for ASEAN Tourism Investment Corridor Roadmap, and editing the proceedings of the UNWTO World Tourism Conference entitled "Tourism Success Stories and Rising Stars" as well as publishing a book on Value Innovation in Tourism Human Capital Development.

He has established and served as the first President (2010-2012) of Malaysia Centre for Tourism and Hospitality and Education (MyCenTHE), an Economic Transformation Programme under the Malaysian's Prime Minister Office. This centre oversees the training capacity development of tourism and hospitality industry in Malaysia and, he has then championed and been promoting the Work Based Learning model nationwide. **ha**

"Heads' of Hospitality Schools need to be alert with the competitive environment that challenges the global landscape of higher education today. The sheer demand and expectation of producing quality and fit for industry graduates is the core essence of the role of hospitality schools."

"Passion, management skills such as good communication and common sense, as well as a positive and proactive attitude are all it takes to succeed in the hospitality industry."

Mae Ho Seok Khen

Chief Operating Officer, Berjaya University College of Hospitality

Mae Ho has been in the hospitality industry for the last 25 years and made her first steps towards the hospitality industry as a lecturer and as the Dean of the School of Hotel & Catering Management at Kolej Damansara Utama, Petaling Jaya. She moved to setting up the Berjaya University College of Hospitality and now remains its COO.

Mae Ho is always quick to spot the potential in her students and she believes that passion, management skills such as good communication and common sense, as well as a positive and proactive attitude are all it takes to succeed in the hospitality industry.

As a leader in a relatively new institution, she is constantly on the lookout for trained and qualified personnel with international exposure that are able to relate to students on what is current and relevant to the industry. "Such champions are difficult to come by and the challenges I constantly face are to find staff with the relevant Masters and Ph.Ds. The Hospitality programme is a young programme compared to Engineering, Law or Medicine, and therefore, there are not many with Postgraduate qualifications to cater to the needs of a higher education hospitality school."



Having prime location by the river side can sometimes have its pros and cons. Thankfully at Riverside Majestic Hotel in Kuching, Sarawak, Pestbusters are on hand to control any issues that may arise to ensure a sanitary environment that keeps up with the utmost high standards of hygiene. Adrian Jackson, Director of Culinary tells HA how Pestbusters is instrumental in helping the Riverside Majestic Hotel maintain its pristine standards.

Keeping Standards High

Have you experienced first-hand any issues of hygiene or sanitation at Riverside Majestic Hotel?

In the last couple of years since I have been there, there were one or two issues with regards to hygiene, especially with the central waste disposal area which we share with our neighbours- a shopping mall. This has been a challenge to us as it does harbour insects, especially flies that do sometimes find its way to the hotel.

What are the benchmarks set at Riverside Majestic Hotel before engaging pest control services?

We do have a strict Food Safety and Hygiene Policy in place that requires us to ensure the entire hotel is free from pests, and this is monitored through proper systems and procedures, daily walk abouts and inspections as well as audits from certified external parties to ensure all the safety and hygiene policies are in place.

What types of problems have you faced at your property?

I would not call them problems per se, more challenges we face in trying to maintain the required hygiene and safety standards. One challenge is the mind set of some staff members when it comes to maintaining the high cleanliness and hygiene standards. Fortunately Pestbusters has a comprehensive training programme in place that is able to address this issue quickly especially when it come to the new staff members.



Why did you select PestBusters as your service provider?

The most important thing for us is the service Pestbusters provides. They are always around checking and inspecting areas and most importantly, they are quick to respond to any issues that do arise with regards to pest management.

What sort of guarantees did they provide that boosted your confidence in engaging their services?

I have heard of many Pest management companies that give a guarantee of a 99% pest elimination rate, and I am always amazed by this sort of guarantee. This is because I wonder how they know the exact quantity of pests in the property in order to guarantee a 99% elimination rate. I find these kinds of "Guarantees" a little farfetched. However with Pestbusters it's not so much about a Guarantee but more of a service promise that they do deliver on.

There was an incident whereby the educational programmes run by Pestbusters helped in identifying an issue with food delivery (with cockroaches). How was Pestbusters instrumental in controlling that issue?

About a month or so ago, I started to notice on one or two occasions the presence of tiny roaches in the egg cartons that were being brought in by one of our suppliers. I knew that would be a start of a harrowing experience if the issue was not immediately rectified and the roaches find their way to our stores and kitchens, so I asked Pestbusters to tackle the problem from its source and to inspect the entire process of receiving, storage and handling to ensure the roaches do not start to multiply in the premise. Luckily we managed to nip the issue in the bud before it became a problem. Also a point to note is that Pestbusters does engage the hotels HOD's and team members in regular training sessions to ensure everyone is well equipped to spot potential issues and resolve them quickly.

From the F&B perspective, how important is it to engage reliable pest control to ensure the hygiene quality of your kitchens?

I think it is of the utmost importance to engage in a reliable pest control service provider to ensure your premise is always pest free. The risks involved are too expensive not to. **ha**



Robert Lagerwey

Regional Vice President of Operations Asia
Capella Hotels & Resorts, Singapore

Robert Lagerwey, Regional Vice President of Operations Asia, Capella Hotels & Resorts, Singapore brings a wealth of expertise from over 20 years of hotel management, both within Singapore and throughout Asia, the United States and Europe. Before joining Capella Hotels & Resorts, Singapore, Lagerwey served as General Manager for Bulgari Hotels & Resorts Bali where he oversaw the luxury resort's development from construction through to its 2006 opening, and subsequently managed its 300-strong team. During his tenure as Hotel Manager for Ritz-Carlton, Millenia Singapore from 2001 to 2005, Lagerwey was recognised at the 2005 World Gourmet Summit as a finalist for Food & Beverage Manager of the Year, honouring his extensive culinary background. Educated in Hotel school The Hague, The Netherlands, Lagerwey holds a degree in International Hotel Management. He was formerly chairman of the Bali Hotel Association and a member of Confrérie de la Chaîne des Rôtisseurs. **ha**

Ian Wilson

Senior Vice President of Hotel Operations
Marina Bay Sands (MBS), Singapore

Currently the Senior Vice President of Hotel Operations for Marina Bay Sands (MBS), Ian Wilson is an accomplished professional with broad expertise in the Hospitality Industry. Ian joined MBS in August 2013, but previously oversaw Fairmont's growth in Asia for six years. His roots are in North America, where he led a broad

array of key operations for the company. Ian is a seasoned leader who has a proven ability to lead large complex operations while balancing the needs of key stakeholders to ensure continued long term success. He currently leads hotel operations for the 10 million square foot Marina Bay Sands Complex and manages 4000 employees in departments including 2561 room hotel, food and beverage operations including 6 celebrity chef restaurants, SkyPark, world's highest Infinity Pool, Retail, Call Centre Operations, 2800 space parking and valet operation, and Banyan Tree Spa. Born in Canada with both British and Canadian citizenship, Ian has a Masters Degree in Hotel Administration from Cornell University and lives in Singapore with his wife and children. **ha**



Leo Kuschner

Group GM Hotel Division
Rocana Hotel

Kuschner has worked at some of the most well-established hotels in Kuala Lumpur and now brings his experience as well as expertise as the Group GM for Rocana Hotel in Kuantan, Pahang, Malaysia. Having previously been a familiar face as General Manager at the Grand Dorsett (formerly the Sheraton), Subang in Subang Jaya in 2011 and helming The Royale Chulan as GM from 2007 to 2011, as well as being part of the Royal Bintang brand in 2006, Kuschner has the extensive knowledge on what it takes to manage some of the most recognised brands in hospitality. **ha**



Anthony Kong

Director of Sales

Four Points by Sheraton Penang, Malaysia

Coming from a little, but once rich tin-mining town called Kampar in Perak, Malaysia, Anthony Kong, the Director of Sales of the Four Points by Sheraton Penang, is no stranger to the hospitality industry.

Armed with 14 years of work experience, Anthony believes that the main prerequisite for a hotelier is to have the passion to serve. Anthony's such passion started when he graduated with an Advanced Diploma in Hotel Management from Olympia Business School, Petaling Jaya. In 1999, he started his hospitality career as a Guest Service Agent at an International chain hotel and continued to grow in the field of Sales & Marketing before taking a short break away from the hotel scene to be the Regional Marketing Manager of ASEAN Tourism Association for 4 years.

Anthony is very excited to put all that knowledge into use with his pre-opening team at the Four Points by Sheraton Penang. He looks forward to spearheading the sales team to greater heights.

To be unveiled this October 2013, the 220-room Four Points by Sheraton Penang will be conveniently located along a stretch of white sandy beach overlooking the shimmering sea of Tanjung Bungah and is only 12 minutes away from the city center and 45 minutes from the Bayan Lepas International Airport by bus or taxi. **ha**

Liew Chooi May

Executive Housekeeper
Grand Lexis Hotel, Port Dickson, Malaysia

If you are looking for someone whose top priority is to make sure guests enjoy the most comfortable and clean environments when they stay at the Grand Lexis in Port Dickson, Liew Chooi May is probably your best bet.

She grew up in Selayang, Gombak just outside of Kuala Lumpur city and received her education in hospitality at Reliance College in Ampang, KL in Hotel and Travel Management. She then received her industrial training at the Palace of the Golden Horses resort where she went on to be the Supervisor of Housekeeping for a further 2 years. May then moved to Berjaya Times Square hotel as part of the pre-opening team before moving to Shangri-La KL in 2005 where she was promoted to Housekeeping Manager.

In 2009, May joined the Grand Lexis in Port Dickson as part of the pre-opening team and has remained there as their Executive Housekeeper for the past 4 years. She manages a team of a total 91 members and mentions that her biggest day-to-day challenge is making sure each and every room (which features its own individual pool) is spic and span. May however, enjoys her job to the fullest as she gets to interact with a multinational team and learn from different cultures. **ha**



Putu Yudhi Artawan

Guest Relations Officer
HARRIS Hotel & Residences
Riverview Kuta, Bali, Indonesia

As the winner of the Hospitality Asia Platinum Awards (HAPA) 2012-2014 Indonesia Series

- Best Front Office (Department Awards), Putu Yudhi Artawan is one of the front players in the providing excellent service for HARRIS Hotel & Residences Riverview Kuta.

Putu Yudhi Artawan is a Bali native and was born in Seririt, North Bali, Indonesia. He went to Balindo Paradiso cruise line school and training academy and graduated as one of the top 5th Best scorers in the university.

He started his career in the Food & Beverage department in various hotels in Bali and in February 2011 decided to join HARRIS Hotel & Residences Kuta as a "HARRISMAN" (Guest Relation Officer) in the Front office department.

He enjoys working at HARRIS Riverview Kuta as he views the hotel as somewhere he can improve on his skills and satisfy customer needs. "Genuine service and guests' satisfaction are our priority and all HARRIS Players always strive to do the best and maintain team work as our base" Yudhi says. **ha**

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Lock Your Dates!

The biennial FHA will be back in 2014 with a bigger and better event planned and will showcase a myriad of food and hospitality products from around the world.



Food&Hotel Asia (FHA) started in 1978 and from a humble beginning as a small trade exhibition held in a hotel car park it has grown to being the premier trade show synonymous with the food and hospitality industry in Asia and beyond. Anticipated both internationally and locally, FHA will feature specialized events namely FoodAsia, HotelAsia, Bakery&Pastry, HospitalityStyleAsia, HospitalityTechnology; and the newly launched SpecialtyCoffee&Tea.

Now in its 19th edition, FHA 2014 will take place at Singapore Expo from 8 – 11 April 2014 and witness an expansion of its exhibition area to 95,000sqm to serve an expected 45,000 trade visitors from over 90 regions to further boost business for the robust Asian market. An estimated 2,800 exhibitors from 70 countries will be expected to participate in FHA 2014 making this one of the biggest platforms for visitors to not only meet their buying needs but to indulge in networking interactions with business contacts, decision makers and influential connections in the hospitality and food industry. An impressive 51 group pavilions are also expected at FHA2014.

The FHA2014 experience will truly be a well-rounded one as there will also be a series of activities such as conferences and culinary competitions that complement the show-floor buzz on offer for all exhibitors and attendees.

The insightful conferences will address the industry's thirst for knowledge and information. The FHA2014 conferences will see an exciting line-up of programmes being put together for a wider audience. Leading industry experts from around the world will be on hand to share their wealth of knowledge and experience including talks on the latest industry trends, developments and innovations that will surely benefit the business of all the participants. Concurrently, a series of competitions will run throughout the show which will target professionals from specific sectors of the food and hospitality industry and aim to challenge the creativity, wit and skills of its competitors.

FHA2014 is co-located with Wine&SpiritsAsia2014 (WSA2014) and this year, the exhibition will boast a stronger presentation of international wines and spirits with a projected exhibition area of 7,000sqm and 200 exhibitors from 25 countries. 4 group pavilions are also

expected to showcase a wide array of products and a host of new labels to the 22,000 trade visitors who are expected to arrive from 75 countries.

For more information on how to participate or attend FHA2014, please visit www.foodnhotelasia.com **ha**

Location and Date :

The FHA2014 exhibition will be held from 8 to 11 April, 2014 (Tuesday to Friday) at the Singapore Expo.

Opening Hours :

10:00am – 6:00pm (8 – 10 April 2014, Tuesday – Thursday)
10:00am – 4:00pm (11 April 2014, Friday)

Organised by :

Set up in 1976, Singapore Exhibition Services (SES) has established itself as one of the most innovative and respected exhibition and conference organisers in Asia. A pioneer in the Singapore exhibition industry, SES events have served as important platforms for companies aiming to forge new business contacts in Asia. SES events consistently attract a high level of overseas participation with foreign exhibitors accounting for almost 80% of the show floor. SES is a member of Allworld Exhibitions Alliance, a global network with over 50 offices worldwide.

By reputation FHM is Malaysia's Official Trade Exhibition for food, drinks, hotel, restaurants, food services, bakery equipment, supplies and retail industries. Happening once every two years, 2013 saw an impressive array of exhibitors all plying their trades. Over 50 countries from Asia, Africa, Europe, the Middle East, North and South America and Oceania were represented.

Food & Hotel Malaysia 2013 An Exciting Show

FHM opened its doors this year from September 17th-20th at the Kuala Lumpur Convention Center, taking up seven exhibition halls. Participants were given the opportunity to touch, feel and even more delightfully, taste the latest products and services offered by the food, beverage and hospitality industry. On hand were the best chefs in the industry who showcased their skills on the floor as well as take part in the region's largest culinary competition, Culinaire Malaysia 2013 which was held alongside FHM 2013.

The exhibition welcomed a participation of 1,400 exhibitors from 50 countries, an increase of 40% from last year and the key players in the industry came from the world over to gain

exposure through the show. Many big names in the industry showed up and in the food equipment and supplier pavilions names such as Global Pacific Victory Sdn. Bhd., Aeroshield, Pastry Pro, BON Café, Bestari, SCC Corporation, Euro-Atlantic, Lucky Frozen and Chefonic were on hand to showcase their products.

Situated up front with an impressive array of confectionary products was the Aeroshield booth. Aeroshield are speciality food importers and distributors which source their products that range from chocolate and pastry ingredients to frozen fruits and purees. They also have baking moulds and equipment brands as well as gelato making ingredients under their list of products. The brands they hold are notable products that have been supplied

to hotels, restaurants and airlines for years. These brands are; Callebaut, Sicao, Chocolate Master, Dirafrast, Komplet, RaviFruit, Caullet and Deco Relief. The Aeroshield booth also got especially busy during demonstrations by notable chef, Chef Jean Marc Bernelin who produced chocolate confectionaries that looked mouth-watering.

Global Pacific Victory Sdn. Bhd. and Euro-Atlantic pavilions were also showcasing many fine food products. The GPV pavilion was an open concept and as veterans of FHM, having been present at the shows in the past 6-8 years, they were keen to show that they have been improving themselves with each year. This year there was the launching of new brands, namely Jindi dairy, Elegre



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antipasto and Augustus beef to their portfolio that holds some of the most well-known brands in fine foods, including Olitalia, Beaufor, Galbani and Happy Cow cheese. The Euro-Atlantic booth had a similar open concept and they showcased an impressive array of their imported fruits, vegetables and marine produce.

The Pastry Pro pavilion was of particular interest to those with a sweet tooth as they held a dazzling array of cakes and chocolate confectionaries for sampling. Pastry Pro carries kitchen wares, cake moulds, chocolates, cake decoration, bread and café items as well as a host of pastry kitchen needs. BON Café, one of the most trusted names for coffee in Malaysia showcased some of their finest machines and roasted beans.

The busiest and most exciting pavilions were those showcasing kitchen equipment such as combi-ovens, cookers, popcorn machines, grillers and food warmers by companies such as SCC Corporation, Chefonic and Sinmag Bakery Equipment. SCC Corporation, another major name and veteran of FHM were eager to showcase their goods and offered a constant stream of tit bits cooked by enthusiastic chefs to the FHM participants.

SCC Corporation provides top quality products to anything from hotels and hospitals to restaurants, schools and government institutions. Over at the Chefonic pavilion, delicious aromas arose from their equipment whereby the range included anything from juice dispensers to combi-ovens and dishwashing machines.

Where would the food industry be if it weren't accompanied by beverage? On hand, and making their debut at FHM 2013 were big players in the drinks industry, Guinness-Anchor Berhad (GAB) who exhibited with a full bar that showcased a full range of beers with an eclectic mix of beer types from Shandy to ciders with even ice-cream concoctions using their brands such as Tiger, Guinness, Anchor Kilkeny, Strongbow and Anglia Shandy.

Manager of GAB Professional Solutions (GABPS), Keith Nair mentioned to HA that the need to be present at FHM 2013 was so the training and services provided by GABPS could be showcased to those in the industry alongside GABs tried and tested quality products.

Quality French syrup-makers MONIN also held up a busy booth that featured a bar and drink designers who served up their creative concoctions of syrup mocktails to enthusiastic participants. This was to show the diversity and range of MONIN's syrups such as MONIN Gingerbread Syrup, MONIN Hibiscus Syrup, MONIN Pomegranate Syrup and new additions such as delicious MONIN Banana Nut Bread Syrup and MONIN Hickory Smoke Syrup. They too mentioned that the response this year had been encouraging spurring them to participate for the first time with their own pavilion showcasing the brand as opposed to previous years where the MONIN presence was only felt in trade-partner booths. Apart from flavoured syrups, MONIN also distributes gourmet sauces and fruit purees.

Examas Jaya Sdn. Bhd. and Trendlux Sdn. Bhd. were present offering a broad selection of food solution machines that range from ice cream machines to grill machines. They chose appropriately to hold a product launch at FHM 2013 for their FRANKE EcO3Spray and EcO3Ice, a revolutionary spray bottle that turns ordinary tap water into a powerful sanitizer to be used in food service operations.

There were also dining service solutions available to check out such as TABLEAPP, an online reservation system that can help restaurants prevent losing their potential customers by offering real time confirmation. As most of us who make reservations online know, there is a wait of up to 48 hours to let the restaurants confirm your booking.

By using TABLEAPP, customers no longer have to face this problem because they can get instant confirmation when they book a table.

TABLEAPP has already signed up with more than 50 high-end restaurants, such as Starhill Gallery, all restaurants in Eastin Hotel and Marriott Putrajaya Hotel and they are all using this quick, efficient system.

Also displaying their top-notch products were kitchen ware providers such as Hocatsu Sdn. Bhd., Advanced Hotel Supplies, KIAN, Hotel Ware Concepts, Q Industries and Hospitality Resources.

Hocatsu Sdn. Bhd., a quality kitchenware and tableware supplier which carries brands such as Arcoroc Chef & Sommelier, Cambro, Dynamic, Lacor, De Buyer, Edlund, Giesser, Martellato, Safico showcased their products for food suppliers in the industry. Melvin Tan, of

Sia Huat Pte. Ltd. Business Development, mentioned that this would be the last year Hocatsu's pavilion would be merely a display area as future plans would include interactive pavilions showcasing product and function. Tan also mentioned Hocatsu Sdn. Bhd. had launched their new showroom in Petaling Jaya which allows for clients to not just choose their products but to experience a real-life set up where clients try out the look and feel of quality food service industry wares.

The KIAN pavilion was an impressive showcase of outdoor umbrellas and furniture that made participants visiting the booth immediately feel at home. As the leading contract furniture designer and manufacturer in Malaysia that specializes in hotel furniture, café furniture, restaurant furniture as well as hotel interior design, KIAN make it a point to understand the needs of retail outlets and realize their concepts. They feel there is a need to be close to their customers and were at FHM 2013 to showcase their commitment as well as some of their star products such as the award-winning Revolutionary FLAT® Table Base, which takes away the worries of those who fear wobbly tables, the popular Parker Chair, and the high resistance Sevelit table tops.





WMF, one of the world's leaders in supplying hotel equipment was situated at the Advanced Hotel Supplies' busy pavilion whereby their wares such as their top of the range flat ware, glass ware and buffet equipment were showcased. The 160 year old brand make their appearance at FHM year after year as they believe that the market in Malaysia is booming and that having a booth gives them a chance to interact with their loyal customers as well as interact with potential clients.

Those in search of chinaware, linen ware as well as tableware and buffet ware could drop by the Hospitality Resources

pavilion. Hospitality Resources is one of the market leaders for the premium and deluxe properties representing over 30 world-renowned brands exclusively in Malaysia and they have a reputation for delivering and catering to some of the most well-known outlets in the region.

Held consecutively with FHM 2013 was the region's largest culinary competition, Culinaire Malaysia 2013, Halal Food Asia 2013, Bakery and Confectionery Malaysia 2013 and the Asean Hotel and Restaurant Association Conference 2013. More than 1,000 chefs, bartenders, F&B personnel from hotels

and restaurants, students of culinary academies and apprentices from the nation and international teams from Germany, Russia, China, Taiwan, South Korea, Singapore, Cambodia, Laos, Thailand and Indonesia took part in the prestigious Culinaire Malaysia and vied for 21 awards. They brought to the table some of the country's best culinary arts and F&B service skills.

FHM 2013 gave the industry and trade partners a chance to interact and showcase their best products and we can't wait till the next one! **ha**