



CAPELLA™
SINGAPORE

*reside within the
lushiest garden in singapore*

CAPELLA SINGAPORE OFFERS AN INSPIRING NATURAL SETTING WHILE PROVIDING EASY ACCESS TO SINGAPORE'S FINANCIAL AND SHOPPING DISTRICTS. RESIDING ON 30 ACRES OF LUSH RAINFOREST, THE RESORT'S PEACEFUL SETTING ON A KNOLL IS A RARE MASTERPIECE, BOLDLY MARRYING SINGAPORE'S RICH COLONIAL HERITAGE WITH A SYMPHONY OF CONTEMPORARY ARCHITECTURAL CURVES AND DESIGNS.

For reservations, please contact +65 6591 5000 or email reservations.singapore@capellahotels.com
www.capellasingapore.com

ASIA HAS KNOWN THOUSANDS OF ROYALS
THROUGHOUT HISTORY.

AT MERITUS, THAT SAME TREATMENT BEGINS THE MOMENT YOU ARRIVE.



We've always made travellers feel like honoured guests. And we've always welcomed visitors with grace and care. Come discover why staying at Meritus has become a modern Asian tradition.

SINGAPORE | MALAYSIA | CHINA | **Enjoy Best Rate Promise at www.meritushotels.com**



MERITUS
HOTELS & RESORTS



MINI CHANGES. MAXIMUM IMPACT.

Hospitality Asia has been reporting on every milestone that the industry has achieved and I believe it's time for a little self-recognition. That is why we made the choice to make the Hospitality Asia Platinum Award (HAPA) the cover story this issue. The first and still, the most targeted hospitality awards, marks its 10th year in 2011 and with it come changes designed to refresh and re-energize the awards programme. Our 'Min-Max' strategy will see a new format introduced and a new country series to be launched next year as the magazine heads into its 18th year of existence.

This other milestone will also see some changes in the way we present our information and business insights and this step-by-step refinement will culminate in a brand new Hospitality Asia in 2014 as we turn the ripe young age of 20.

In our years as the mouthpiece of the hospitality industry, we have seen all the ups and downs that fate, circumstance and human intention has dealt the market. Each year has been marked with disaster and calamity; from 9/11, SARS, bombings, bird flu and economic instability. Stock market crashes, bankruptcies, politics and war-mongering have all done their bit in driving down occupancy and culling the industry players. But by the sheer dint of the business being one of Maslow's need hierarchy, the industry still manages to survive and thrive.

The same goes for us at Hospitality Asia. In our 17 years of existence we have seen hotels built and torn down, brand names come and go, General Managers hired and fired. We have heard all the news, stood away from the gossip, lost clients due to cutbacks, and regained them because they saw the value of the product. If there is one word to sum us up, it would be 'resiliency'. We're not massive, towering oaks; we are tall, far-reaching bamboo, quick to bend in the wind of adversity, generous enough to shelter those seeking shade in the storms of adversity and ever useful, in so many ways. We have learnt a lot, but I believe we have also given back in kind, until the point that we are confident enough in our brand that Hospitality Asia is now a registered trademark in Malaysia and Singapore and will be proceeding with the application in other regional countries.

While still challenging, the future looks bright. But then again, I have always believed that the future is what each individual makes it to be. My team and I choose to make the next few years even better than the years that have passed.

In the meantime however, there are many wonderful things to look forward to and be thankful for. One is the HAPA Regional 2011-2013 Awards Dinner on November 17 at Capella Singapore and on November 18 at Mandarin Orchard where I can see all the nominees, judges and sponsors and thank them personally and heartily for their support, dedication, passion and investment into this glorious, dynamic growth engine. Until then, I say "Bring it on!" Share your passion with me by dropping a line to publisher@wapublishing.asia.

Founder/Publisher
Jennifer Ong

SIA HUAT

Beyond Foodservice Supplies

YOUR PARTNER IN GROWTH



60's



70's



90's

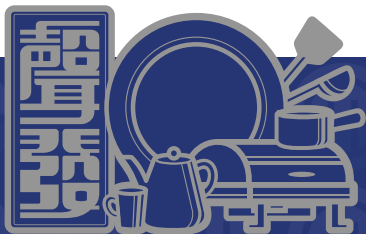


Today

SIA HUAT, a leading agent and distributor of tableware, kitchenware and foodservice products in Southeast Asia for over 50 years.

As the partner of choice for foodservice operators who expect consistent quality and selection for their front- and back-of-house needs, SIA HUAT carries over 30,000 SKUs of products from over 100 renowned brands around the world. We work with our partners to deliver beyond foodservice supplies for every budget and need. With representative offices in Malaysia and Indonesia, our team strives to ensure that orders are delivered on time and in a complete manner.

FHM 2011
 20 -23 September
 See you at Kuala Lumpur
 Convention Centre
 Hall 6,
 Booth 6801!



www.siahuat.com

CORPORATE OFFICE

20 Pandan Road, Singapore 609272
 T 65 6268 3922 F 65 6266 2796
 E enquiry@siahuat.com.sg

RETAIL OFFICE

7, 9 & 11 Temple Street, Singapore 058559
 T 65 6223 1732 F 65 6223 4630
 E sales@siahuat.com.sg



HOCATSU (M) SDN BHD
 No 23 Jalan Pjs 11/1
 Bandar Sunway
 46150 Petaling Jaya
 Selangor Darul Ehsan
 Malaysia
 T (603) 5633 4588
 F (603) 5634 4589
 E enquiry@hocatsu.com.my



PT. HOCATSU PRATAMA INDONESIA
 Ruko Marina Mangga
 Dua Blok C No. 7-8
 Jl.Gunung Sahari Raya No. 2
 Jakarta 14420, Indonesia
 T (62-21) 645 5278
 F (62-21) 640 4839
 E enquiry@hocatsupratama.com



PT. HOCATSU BALI
 Ruko Sunset Indah I
 Jl Boulevard Sunset
 Road No. 89 Kav. 3
 Kuta 80361, Bali
 T (62-361) 766 638
 F (62-361) 766 639
 E hocatsu_bali@siahuat.com.sg

the reflection of true hospitality

hospitality asia

Founder • Publisher

Jennifer Ong
jennifer@wapublishing.asia

**Project Director
PA to Founder/Publisher**
Janice Entaba
janice@wapublishing.asia

Assistant Publishing & Events Director
Steven Austin
steven@wapublishing.asia

Assistant Publishing Manager
Elizabeth Tee
elizabeth@wapublishing.asia

Staff Writer
Cheryl Ann Felix
cheryl@wapublishing.asia

Senior Project Manager – HAPA
Nor Sherina Binti Khairi
sherina@wapublishing.asia

Finance & HR Director
Rachel Law
rachel@wapublishing.asia

Creative Direction
Pat Seow
Devilish Ideas

Editorial Consultant
Karen-Michaela Tan
Write Pix Unlimited

Contributor
David Bowden
Travel Write Sdn Bhd

Contributing Photographer
Chin Kit Sen
Write Pix Unlimited

Head Office

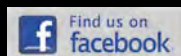
World Asia Publishing [M] Sdn Bhd

[564376-H]
3 Jalan 14/28, Section 14, 46100 Petaling Jaya
Selangor Darul Ehsan, Malaysia.
Tel : +60 3 7954 1911 Fax : +60 3 7954 3911
E-mail: wap@wapublishing.asia

WAP Singapore

10 Anson Road, #10-06 International Plaza, Singapore 079903
Tel : +65 9067 4090, +65 8163 7300

www.HospitalityAsiaOnline.asia www.Hapa.asia



www.facebook.com/HAPAwards

Printing

Percetakan Lai Sdn Bhd

1 Persiaran 2/118C, Kawasan Perindustrian Desa Tun Razak
Cheras, 56000 Kuala Lumpur, Malaysia.

Tel : +60 3 9173 1111

hospitality asia

Memberships and Endorsements



Chefs Association of Malaysia



Malaysian Food & Beverage Executives Association



Society of Professional Chefs (Singapore)



Singapore Chefs Association



The Society of The Golden Keys Singapore



Les Cefs d'Or Indonesia



Association of Culinary Professionals Jakarta



Bali Culinary Professionals Indonesia



Thailand Chef's Association,
Member of World Association
of Cooks Societies (WACS)



Food & Beverage Managers Association
of Singapore



Singapore Food Manufacturers
Association



Baking Industry Training Centre
(Singapore)



Restaurant Association of
Singapore



International Bartenders Association
(IBA)



Singapore Association of Food Equipment,
Manufacturers & Suppliers



Association of Bartenders & Sommeliers
Singapore



Jakarta International Hotels
Association Indonesia



Hospitality Purchasing
Association (Singapore)



Association of
Rooms Division Executives



Association of
Singapore Housekeepers



Malaysian Association of Housekeepers



Club Managers Association (Singapore)



Club Managers Association of Indonesia



Asian Golf Course Owners Federation



Bali Spa & Wellness Association



Hotel Public Relations
Association of Thailand



Stamford College



Kuala Lumpur Tourist
Association

OUR CUSTOMERS

SHERATON • FOUR POINTS • LUXURY COLLECTION • ST REGIS • W HOTELS • ALOFT • LE MERIDIEN • WESTIN

FAIRMONT • HYATT • LANGHAM • PARKROYAL • CLUB MED • PAN PACIFIC • RESORT WORLD SENTOSA



JUNE JACOBS



MILLER HARRIS

Representing major prestigious brands from around the world for hotels to select from, we are capable of offering greater choice for all kinds of discerning guests.

Among the brands that SAA group represents and distributes include internationally well acclaimed luxuries such as Hermes, Miller Harris, Abahna, Peter Thomas Roth, June Jacobs, Cinq Mondes, Le Labo, Pharmacopia and many others.



HERMES



LE LABO

For more information on our products, please email us at sales@woleco.com



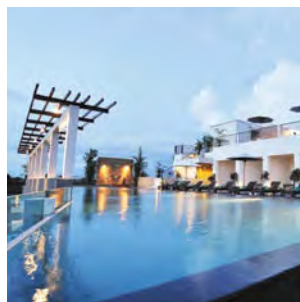
Woleco Hotel Supplies Pte Ltd
Website: www.woleco.com

Partner in



STRATEGIC AMENITY ALLIANCE
One World, One Standard, One Source

A member of Hunter Amenities International Group



travel, golf & spa FEATURES

Destination 21

Sunway Hotel Hanoi, Vietnam – Personally Yours

Moon@23Dickson – Ask For The Moon

Furama Bukit Bintang Kuala Lumpur – Best In Class

The Haven Seminyak – Heavenly Pleasures

The 101 Legian – Legendary Legian



food & entertainment FEATURES

Focus 42

A Chicken and Egg Revolution – Chew's Agriculture and Kee Song Brothers are market leaders in their field, catering to the rising demands of food safety and nutritional benefits in eggs and poultry



16 ON THE COVER

The 10th Anniversary of the Hospitality Asia Platinum Awards (HAPA) is a time for reflection as well as celebration. Not content with being the only Awards programme to laud the hitherto faceless personnel who make up the sum of the hospitality experience, HAPA continues to spread compassion and cheer as it benefits charities around Southeast Asia while expanding to cover more of the Asian hospitality field with an extended Regional Series and new, exiting, innovative award categories.

Table Top 52

Mizu Moments, Tantalizing Tatsu, Fragrant At Night

Italy In Your Hands, Cafe Culture, Garden of Prosperity

A Spanish Table, Myriad of Cuisines, Edible Art

hospitality FEATURES

Opinion..... 74

The Best Vouches For The Best – Some say he is the ironman of hospitality, others know him as an industry veteran who has his own inimitable and firm approach to managing hotels. Praba G Menon, General Manager of Istana Hotel Kuala Lumpur has strict self-imposed standards he lives by...

Preview 82

hospitality asia platinum awards 2011-2013 REGIONAL SERIES

The countdown begins..... 87

Get MORE with wireLESS

intelligent environment with REMOTE services

REMOTE CHECK-IN | MANAGE YOUR PROPERTY FROM YOUR DESK | TOTAL CONTROL

VISIONLINE by VingCard offers the ideal facility management solution for the most demanding properties, through advanced Zigbee technology that provides:

- Improved guest satisfaction • Improved guest services • Streamlined, cost effective hotel operations • Simplified engineering and maintenance • Efficient front desk operations • MORE security and control • LESS hassle!

VISIONLINE adds functionality and flexibility while improving profitability for your property. With VISIONLINE, you have full control from A to Z, all from one system, and one computer!



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

HOTELS, RESORTS & MICE (MALAYSIA)

Armada Hotel Petaling Jaya
Ascott, The Kuala Lumpur
Avillion Port Dickson, Negeri Sembilan
Awana Kijal Golf, Beach & Spa Resort, Terengganu
Awana Porto Malai Langkawi, Kedah
Batik Boutique Hotel, Kuching
Bayview Hotel Georgetown Penang
Bayview Hotel Melaka
Berjaya Georgetown Hotel Penang
Berjaya Langkawi Beach & Spa Resort Langkawi, Kedah
Berjaya Redang Beach Resort, Redang Island, Terengganu
Berjaya Times Square Hotel & Convention Center Kuala Lumpur
Berjaya Tioman Beach Resort, Tioman Island, Johor
Best Western Premier Seri Pacific Hotel Kuala Lumpur
Bon Ton Resort Langkawi, Kedah
Boulevard Hotel Kuala Lumpur
Cameron Highlands Resort, Pahang
Carcosa Seri Negara Kuala Lumpur
Cherengin Hill Convention & Spa Resort
Cititel Hotel Penang
Cititel Mid Valley Kuala Lumpur
City Bayview, The Langkawi, Kedah
Club Med Cherating, Pahang
Colmar Tropicale, Berjaya Hills
Concorde Hotel Kuala Lumpur
Concorde Hotel Shah Alam, Selangor
Coronade Hotel, The Kuala Lumpur
Corus Hotel Kuala Lumpur
Crowne Plaza Mutiara Kuala Lumpur
Cyberview Lodge Resort & Spa, Selangor
De Palma Ampang, Selangor
Dorsett Regency Kuala Lumpur
Doubletree by Hilton Kuala Lumpur
Eastern & Oriental Hotel Penang
Eastin Hotel Petaling Jaya, Selangor
Eastin Hotel Penang
Equatorial Cameron Highlands, Pahang
Equatorial Hotel Melaka
Equatorial Hotel Penang
Evergreen Laurel Hotel Penang
Everbly Resort Hotel Malacca
Four Points by Sheraton, Kuching
Four Seasons Resort Langkawi, Kedah
Fraser Place Kuala Lumpur
G Hotel Penang
Golden Palm Tree Sepang
GTower Hotel Kuala Lumpur
Grand Bluewave Hotel Shah Alam, Selangor
Grand Borneo Hotel, Kota Kinabalu
Grand Dorsett Labuan Hotel
Grand Dorsett Subang
Grand Margherita Hotel, Kuching
Grand Millennium Kuala Lumpur
Grand Seasons Hotel Kuala Lumpur
Hard Rock Hotel Penang
Heritage Hotel Ipoh, Perak
Hilton Kuala Lumpur
Hilton Kuching, Sarawak
Hilton Petaling Jaya, Selangor
Holiday Inn Glenmarie Kuala Lumpur
Holiday Inn Melaka
Holiday Villa Subang, Selangor
Hotel Equatorial Bangi-Putrajaya
Hotel Equatorial Kuala Lumpur
Hotel Istana Kuala Lumpur
Hotel Maya Kuala Lumpur
Hotel Midah Kuala Lumpur
Hotel Nikko Kuala Lumpur

Hotel Novotel Kota Kinabalu 1Borneo
Hotel Novotel Kuala Lumpur City Centre
Hyatt Regency Kinabalu, Sabah
Hyatt Regency Kuantan Resort
Imperial Hotel, Miri
Impiana Cherating Resort, Pahang
Impiana KLCC Hotel & Spa Kuala Lumpur
Japamala Resort, Tioman
Jerejak Rainforest Resort
JW Marriott Hotel Kuala Lumpur
Klana Resort Seremban
Kuala Lumpur Convention Centre (KLCC)
Laguna Redang Island Resort, Terengganu
Le Meridien Kuala Lumpur
Legend, The Kuala Lumpur
Mandarin Oriental Hotel Kuala Lumpur
Maxims, Genting Highlands, Pahang
Maytower Hotel & Serviced Residences Kuala Lumpur
Melia Hotel Kuala Lumpur
Meritus Pelangi Beach Resort Langkawi, Kedah
Mid Valley Exhibition Center, Kuala Lumpur (MVEC)
MINES Wellness Hotel
Miri Marriott Resort & Spa, Sarawak
Nexus Resort Karambunai, Sabah
One World Hotel Petaling Jaya, Selangor
Pacific Regency Hotel Suites Kuala Lumpur
Palace of the Golden Horses, Selangor
Palm Garden Hotel, Selangor
Pan Pacific Kuala Lumpur International Airport Hotel
Pangkor Laut Resort, Perak
PARKROYAL Kuala Lumpur
PARKROYAL Penang
PARKROYAL Serviced Suites Kuala Lumpur
Pearl International Hotel Kuala Lumpur
Philea Resort & Spa Melaka
Piccolo Hotel Kuala Lumpur
PNB Darby Park Executive Suites Kuala Lumpur
Prince Hotel & Residence Kuala Lumpur
Pullman Kuching
Pullman Putrajaya Lakeside
Putra World Trade Centre Kuala Lumpur (PWTC)
Putrajaya International Convention Centre (PICC)
Putrajaya Marriott Hotel
Putrajaya Shangri-La
Renaissance Hotel Kuala Lumpur
Renaissance Melaka
Ri-Yaz Heritage Marina Resort & Spa, Terengganu
Riverside Majestic Hotel, Kuching
Ritz Carlton Kuala Lumpur
Royale Bintang Damansara, The Selangor
Shangri-La's Golden Sands Resort, Penang
Shangri-La Hotel Kuala Lumpur
Shangri-La's Rasa Ria Resort, Kota Kinabalu, Sabah
Shangri-La's Rasa Sayang Resort & Spa, Penang
Shangri-La's Tanjung Aru Resort Kota Kinabalu, Sabah
Sheraton Imperial Kuala Lumpur
Sime Darby Convention Centre
Somerset Seri Bukit Ceylon Kuala Lumpur
Sunway Resort Hotels & Spa, Selangor
Sutera Harbour Resort Kota Kinabalu, Sabah
Swiss Garden Damai Laut Resort & Spa Lumut, Perak
Swiss-Garden Hotel Kuala Lumpur
Tanjung Jara Resort, Terengganu

The Andaman, A Luxury Collection Resort, Langkawi
The Banjaran Hot Springs Retreat
The Club at The Saujana
The Datai Langkawi, Kedah
The Gardens Hotel & Residences, Kuala Lumpur
The Legend Water Chalets
The Majestic Malacca
The Royale Bintang Kuala Lumpur
The Royale Bintang Resort and Spa, Negeri Sembilan
The Royale Chulan Kuala Lumpur
The Saujana Hotel Kuala Lumpur
The Villas @ Sunway Resort Hotel
The Westin Kuala Lumpur
The Westin Langkawi Resort & Spa, Kedah
Thistle Johor Bahru
Thistle Port Dickson, Negeri Sembilan
Tiara Beach Resort, Port Dickson, Negeri Sembilan
Tiara Labuan Hotel
Traders Hotel Kuala Lumpur
Traders Hotel Penang
Zon All Suites Residences On The Park, The Kuala Lumpur

HOTELS, RESORTS & MICE (SINGAPORE)

Albert Court Hotel Singapore
Amara Hotel Singapore
Amara Sanctuary Resort Sentosa Singapore
Berjaya Hotel Singapore
Capella Singapore
Carlton Hotel
Changi Village Hotel
Concorde Hotel Singapore
Conrad Centennial Singapore
Crockfords Tower
Fairmont Singapore
Festive Hotel – Resorts World at Sentosa
Four Seasons Hotel
Furama Riverfront Singapore
Gallery Hotel
Goodwood Park Hotel
Grand Copthorne Waterfront Hotel Singapore
Grand Hyatt Singapore
Grand Mercure Roxy Hotel
Grand Park City Hall
Hard Rock Hotel Singapore
Hilton Singapore
Holiday Inn Atrium Singapore
Holiday Inn Singapore Orchard City Centre
Hotel 1929, Singapore
Hotel Grand Pacific
Hotel Michael
Hotel Re! @ Pearl's Hill
InterContinental Singapore
Klappans, The Boutique Hotel
Landmark Village Hotel Singapore
Link Hotel Singapore
M Hotel Singapore
Mandarin Orchard Singapore
Mandarin Oriental Singapore
Marina Bay Sands Singapore
Marina Mandarin Singapore
Naumi
New Majestic Hotel
Novotel Clarke Quay Singapore
One* 15 Marina Club
Orchard Hotel Singapore
Orchard Parade Hotel Singapore
Orchard Parksuites
Pan Pacific Orchard
Pan Pacific Singapore
Paramount Hotel Singapore

PARKROYAL on Beach Road
PARKROYAL on Kitchener Road
PARKROYAL Serviced Suites Singapore
Peninsula Excelsior Hotel, Singapore
Quality Hotel Singapore
Quincy Hotel, Singapore
Raffles Hotel Singapore
Rasa Sentosa Resort, Singapore
Regency House
Rendezvous Hotel
Royal Plaza on Scotts
Shangri-la Hotel
Sheraton Towers Singapore
Siloso Beach Resort, Sentosa, Singapore
Singapore Marriott Hotel
Swissotel Merchant Court Hotel
Swissotel The Stamford, Singapore
The Elizabeth Hotel
The Fullerton Hotel
The Regent Singapore
The Ritz-Carlton, Millenia Singapore
The Scarlet Hotel
The St. Regis Singapore
Traders Hotel Singapore
Wanderlust Hotel
Wangz Hotel
York Hotel Singapore

SPAS (MALAYSIA)

Andana Spa Kuala Lumpur
Angsana Spa Kuala Lumpur
Bella Luna Sdn Bhd
Biossentials Puri Spa
Borneo Spa – Nexus Resort Karambunai Sabah
Edes Spa – The Puteri Pacific Hotel, Johor
Elysyle Spa
Energy Day Spa, Ampang, Kuala Lumpur
Gamelan Spa, Kuala Lumpur
Jari Jari Spa Kota Kinabalu, Sabah
Jojoba Spa Kuala Lumpur
M Spa Genting, Pahang
Mandara Spa – Sutera Harbour Resort Kota Kinabalu, Sabah
Mandrayu Spa – Strawberry Park Resort, Pahang
Martha Tilaar Spa Kuala Lumpur
Ozmosis Health and Day Spa, Bangsar, Kuala Lumpur
Samsara Spa @ Swiss Garden Hotel Kuala Lumpur
Sembunyi Spa – Cyberview Lodge Resort & Spa
Serenity Spa, Shah Alam
Spa Indrani, Starhill, Kuala Lumpur
Spa Village, Pangkor Laut Resort, Perak
Spa Village, Tanjung Jara Resort, Terengganu
St Gregory Spa – PARKROYAL Penang Resort
Tatami Spa – Berjaya Hills, Pahang
Teratai Spa @ Meritus Pelangi Beach Resort & Spa, Langkawi
Teratak Spa, Penang
Thalia Spa @ Eastin Hotel Petaling Jaya, The Andaman Spa – Andaman Datai Bay, Langkawi, Kedah
The Sompoton Spa @ Hotel Istana Kuala Lumpur
The Spa – Mandarin Oriental Kuala Lumpur

SPAS (SINGAPORE)

Amrita Spa at Swissotel The Stamford
Armsa Spa, Singapore
Aviva Spa at Aranda Country Club
Aiyuthaya – The Royal Thai Spa @ Gallery Hotel Singapore

Banyan Tree Spa
Earth Sanctuary Day Spa
Essence Vale Aroma Spa
Estheva Spa
Helio Asia Spa
Lagunita Spa
Mayoory Ayurvedic Spa, Singapore
Rustic Nirvana Singapore
Spa Botanic at Sentosa Resort & Spa
Spaboutique
Spa Valley
Spa Villas – Resorts World at Sentosa
St Gregory Spa at Marina Mandarin
The Asian Spa at Fullerton Hotel
The Aspara Spa at Goodwood Park Hotel
The Oriental Spa at Mandarin Oriental Singapore
The Spa @ Aranda, Singapore
The Tamarind Spa
Wayan Retreat Balinese Spa, Singapore

RESTAURANTS (MALAYSIA)

Zatenine
Al-Amar Lebanese Cuisine Kuala Lumpur
Bagan Bar & Restaurant, Penang
Bianco Kuala Lumpur
Bijan Bar & Restaurant Kuala Lumpur
Bijou Kuala Lumpur
Chin's Stylish Chinese Cuisine, Penang
Crystal Jade Restaurant @ The Gardens
Dragon-I Restaurant Kuala Lumpur
Ecoba Bar & Restaurant Petaling Jaya
El Meson Spanish Restaurant Kuala Lumpur
Enak Kuala Lumpur
Eu Yan Sang's Zun Kitchenette
FUKUYA Authentic Japanese Cuisine
Ibunda, Malay Fine Dining, Kuala Lumpur
il Lido Italian Dining + Lounge Bar, Kuala Lumpur
Indulgence Restaurant & Living, Ipoh, Perak
Kechara Oasis New Age Vegetarian Cuisine, Petaling Jaya
KURA, Petaling Jaya
La Risata Kuala Lumpur
MOVIDA Kitchen + Bar + Club Lounge
Noble House Restaurant Kuala Lumpur
Oriental Pavilion Restaurant Petaling Jaya
Pah Loh Chiu Chow Restaurant
Passage Thru' India Kuala Lumpur
Shook! Restaurant
SOHO Free House, Penang
SOULed Out Kuala Lumpur
Tamarind Hill Kuala Lumpur
That Little Wine Bar, Penang
The Ming Room Restaurant Kuala Lumpur
The Ship Kuala Lumpur
Vanity Mansion Kuala Lumpur
Vansh Kuala Lumpur
Vintory Cellars, Petaling Jaya
Xenri Japanese Restaurant @ Wisma Elken
YUZU Japanese Restaurant @ The Gardens

RESTAURANTS (SINGAPORE)

Cafe Siem Reap
Capella (Starworth Group)
Club Chinois
Coriander Leaf
Crystal Jade Golden Palace (Paragon)
Friends at Jelita
Garibaldi
Go India
il Lido
Indochine Restaurant Club Street
Indochine Waterfront
Ivory
Le Papillion
Lei Gardens (CHIJMES)
Les Amis
Majestic Restaurant & Bar

Michelangelo's Restaurant Singapore
Nogawa
Original Sin
OSO Ristorante
Paddy Fields
Paradise Dynasty
Paradise Inn
Paradise Pavillion
Rang Mahal
Restaurant Madame Butterfly
Saint Julien
Saint Pierre
Savanh Bistro + Lounge
Senso
Si Chuan Dou Hua Restaurant
Siem Reap II
Taste Paradise
Tawandang Microbrewery @ Dempsey
The Butter Factory
The Cliff
The Forbidden City
The Song of India
Tung Lok Restaurant, Singapore
Vansh

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
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

HOSPITALITY SCHOOLS (SINGAPORE)

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

GOLF CLUBS & 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

TRAVEL AGENTS (MALAYSIA)

Eden Tours
Energy Holidays
Malaysian Harmony Tour & Travel Sdn Bhd
Parlo Tours Sdn Bhd
PNL Travel Sdn Bhd

TRAVEL AGENTS (SINGAPORE)

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

AIRLINE OFFICES IN MALAYSIA

Air France
Air India
Air Mauritius
Air New Zealand
All Nippon Airways Co Ltd
Berjaya Air

British Airways – Qantas/British Airways Malaysia

Cathay Pacific Airways
China Airlines – CAL
Emirates
Firefly
KLM Royal Dutch Airlines
Lufthansa Malaysia
Malaysia Airlines - MAS - Malaysia Airline System Berhad
Myanmar Airways International – MAI
Philippine Airlines
Royal Brunei Airlines
Singapore Airlines – SIA
Thai International Airways
Vietnam Airlines

AIRLINE OFFICES IN SINGAPORE

Air France
Air India
Air Mauritius Ltd
All Nippon Airways Co. Ltd
Asiana Airlines
Bangkok Airways Co. Ltd
British Airways PLC
Cathay Pacific Airways Ltd
Continental Airlines
Emirates
Gulf Air Co
Indian Airlines Ltd
Japan Air Lines Co. Ltd
KLM Royal Dutch Airlines
Korean Air Lines
Kuwait Airways Corporation
Myanmar Airways International Co. Ltd
Nippon Cargo Airlines Co. Ltd
PT Garuda Indonesia
Pakistan International Airlines
Royal Brunei Airlines
Royal Jordanian
SAS Singapore
Saudi Arabian Airlines
Sempati Air
Singapore Airlines Ltd
South African Airways
Sri Lankan Airlines Ltd
Swissair
Vietnam Airlines

AIRPORT/AIRLINE LOUNGES

Cathay Pacific Lounge, KLIA
Dynasty Lounge, KLIA
Golden Lounge Domestic KLIA
Golden Lounge Kota Kinabalu, Malaysia
Golden Lounge Kuching, Malaysia
Golden Lounge London, UK
Golden Lounge Melbourne, Australia
Golden Lounge Penang, Malaysia
Golden Lounge Perth, Australia
Golden Lounge Regional, KLIA
Golden Lounge Satellite KLIA
Golden Lounge Singapore
Golden Lounge Sydney, Australia
Kris Flyer Gold Lounge, Singapore Changi Airport

Plaza Premium Lounge, LCCT
Silver Kris Lounge, KLIA
Silver Kris Lounge, Singapore Changi Airport

ONBOARD

First Class and Business Class Flights on Malaysia Airlines (MAS)



Roti 1 Malaysia Makes Its Debut

The trial run of Roti 1 Malaysia was an unquestionable success with a good mix of young people, corporate individuals and the involvement of hotels. Dressed in their 1Malaysia-inspired vests, committee members gathered at the Berjaya Times Square Hotel Kuala Lumpur on 22 August 2011 to receive their group rosters. Two groups set out to collect bread on that day from 14 hotels across the Klang Valley, thereafter designated volunteers from the youth associations delivered the bread to several homes.

*Below: Pastries contributed by hotels
Top row (from left to right):
R1M Committee members at one of the
participating hotels; Youth volunteers
helping at the trial run
Bottom row (from left to right): Bread
collection at Wisma Genting; Chefs proudly
arranging pastries to be distributed*



Participating hotels in the Klang Valley include Berjaya Times Square, Cyberview Lodge Resort & Spa, Dorsett Regency, Genting Hotels & Resorts, Grand Dorsett Subang, Grand Millennium, G Tower, Holiday Inn Glenmarie, Parkroyal, Putrajaya Marriott, Renaissance, Sunway Resort Hotel, Swiss-Garden and The Ritz-Carlton.. Within that short time frame, large containers of bread were filled to the brim by the generous participating hotels, some of whom specially baked extra bread for this occasion.

"R1M isn't about raising millions; it's about getting the community involved," said Y.Bhg. Dato' Anne Eu, HAPA Board of Director and creator of the Roti 1 Malaysia project. With a charitable history, one similar to HAPA Founder and Chairman, Jennifer Ong, Dato' Anne has formed a close-knit team to oversee the preparation and execution of the project.

After a successful trial run that saw new bonds generated between the hospitality industry and Roti 1 Malaysia committee members, the day ended in a celebratory dinner hosted by Sunway Resort Hotel. As this charity project takes flight, much of the efforts that commanded a successful trial run can only be attributed to the folks who contributed their time, resources and vehicles to this worthy cause. They include Berjaya Hotels & Resorts, Boston, Buddha's Light International Association (BLIA), Diamond Water, Eu Yan Sang Sdn Bhd, Genting Berhad, Hospitality Asia Platinum Awards (HAPA) and National Association of Women Entrepreneurs of Malaysia (NAWEM).



Caring For The Community



Roti 1Malaysia was first conceptualized by HAPA's philanthropic member of the Board of Directors, Y. Bhg Dato' Anne Eu, who always has a heart for charity and giving back to society. Insistent to get the ball rolling, Y. Bhg Dato' Anne presented the idea to YB Senator Heng Seai Kie, Deputy Minister of Women, Family & Community Development who immediately devoted her support towards this worthy project.

During her HAPA judging travels to the different hotels and resorts across the region, it dawned upon Dato 'Anne that the daily unsold or unused pastries and bread from these establishments could be given to charity instead of having them disposed. The charming philanthropist thought to herself: these are premium pastries and bread from five star hotels – many from orphanages and old folks' homes never had the privilege to taste food from five star hotels, so why don't we give them this opportunity while at the same time help to curb the disposal of excess bread?

Equally animated about this project, YB Senator Heng Seai Kie shares that this is the first time in Malaysian history the ministry is working hand-in-hand with the hospitality industry on a charity operation. Senator Heng's main aim with Roti 1Malaysia is to promote a caring society involving the youth, corporate individuals and the hospitality industry. The objective is to get the youth involved to collect the bread from the hotels and then deliver the collected bread to the various charity homes with logistics support from the corporate sector. The genteel minister shares, "It is so important for us to nurture the younger and future generation and inculcate a sense of responsibility in them." Echoing Senator Heng's sentiments, Y. Bhg Dato' Anne explains, "This whole initiative is not about raising money; it is more of a community project. To raise money is common, but getting the involvement of the various communities is what we aim to do. To give everyone involved a sense of responsibility and help to develop a caring society amongst us".

Drawing from the inspiration of 1Malaysia, Senator Heng, together with Y. Bhg Dato' Anne agreed that the project's name should embody the vision and future of Malaysia. "The leadership of our Prime Minister calls for unity and this is why we decided to name our project after our PM's vision of 1Malaysia. Roti 1Malaysia is a symbol of unity between the corporate, the hospitality industry, the youth associations and individual volunteers," Senator Heng explicates.

At this present time, Roti 1Malaysia is a private project funded by the different groups of people involved. "I foresee R1M growing from strength to strength. When that happens, I suggest for the project to be registered as a charity NGO so that they can receive appropriate funding to operate in the long term," advises the senator.

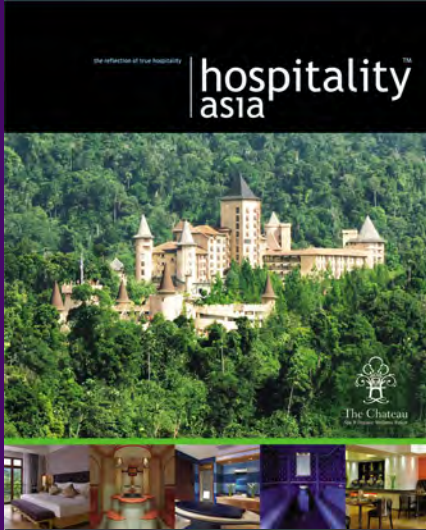
After a successful soft launch and bread collection trial-run on 22 August, both the senator and Y. Bhg Dato' Anne are pleased with the outcome. The respected community leader says, "We would like to express our sincere appreciation towards those who have already contributed to R1M, you know who you are. But for those hotels who have not committed yet, we welcome you because the door is still open for anyone who wishes to jump on this bandwagon to care for the underprivileged of the local community."

Hospitality Asia caught up with YB Senator Heng Seai Kie, Deputy Minister of Women, Family & Community Development and Y. Bhg Dato' Anne Eu, HAPA Board of Director, for an insight to the conception of Roti 1Malaysia – the first ever charity project between the hospitality industry, the Ministry and youth volunteers.



Y. Bhg Dato' Anne Eu with YB Senator Heng Seai Kie

The Region's Most Entertaining Hospitality, Travel, Golf, Spa and F&B Magazine



YES! I would like to subscribe to Hospitality Asia.
Please send me the following issues commencing:

- DEC-FEB MAC-MAY JUN-AUG SEP-NOV

SUBSCRIPTION RATES (EXCLUDING POSTAGE)

	4 Issues	8 Issues
<input type="checkbox"/> Malaysia	<input type="checkbox"/> RM 60	<input type="checkbox"/> RM 104
<input type="checkbox"/> Singapore & Brunei	<input type="checkbox"/> S\$ 28	<input type="checkbox"/> S\$ 48
<input type="checkbox"/> Asia Pacific (except Hawaii)	<input type="checkbox"/> USD 24	<input type="checkbox"/> USD 40
<input type="checkbox"/> Europe & Middle East	<input type="checkbox"/> USD 24	<input type="checkbox"/> USD 40
<input type="checkbox"/> Other Countries	<input type="checkbox"/> USD 24	<input type="checkbox"/> USD 40

POSTAGE RATES / HANDLING FEES (COMPULSORY)

	4 Issues	8 Issues
<input type="checkbox"/> Malaysia	<input type="checkbox"/> RM 12	<input type="checkbox"/> RM 24
<input type="checkbox"/> Singapore & Brunei	<input type="checkbox"/> S\$ 24	<input type="checkbox"/> S\$ 48
<input type="checkbox"/> Asia Pacific (except Hawaii)	<input type="checkbox"/> USD 28	<input type="checkbox"/> USD 56
<input type="checkbox"/> Europe & Middle East	<input type="checkbox"/> USD 36	<input type="checkbox"/> USD 72
<input type="checkbox"/> Other Countries	<input type="checkbox"/> USD 48	<input type="checkbox"/> USD 96

SUBSCRIPTION APPLICATION

Name : _____ Gender : _____

Occupation : _____

Company : _____

Mailing Address : _____

City : _____ State : _____

Postcode : _____ Country : _____

Tel : _____ Fax : _____

Email : _____

What other magazines are you currently subscribing to?

Please specify _____

Where did you get this magazine from?

- Exhibitions Major Restaurants
 Embassies Hotels/Resorts/Clubs/Spas
 F&B Outlets/Nightspots Hospitality-related Associations
 Others, please specify _____

TERMS & CONDITIONS

- All paid subscriptions are non-refundable. Proof of postal is not proof of receipt.
- The Publisher does not bear responsibility for lost copies in the event of any changes in mailing address.
- Minimum subscription term is 4 issues.

Singapore: Please make cheque payment in favour of **WAP SINGAPORE**

Address: 10 Anson Road, #10-06 International Plaza, Singapore 079903. Contact: +65 9067 4090

Malaysia: Please make cheque payment in favour of **WORLD ASIA PUBLISHING (M) SDN BHD**

Address: 3 Jalan 14/28, Section 14, 46100 Petaling Jaya, Selangor, Malaysia. Contact: +60 3 7954 1911

Other Countries: Please make payment via Telegraphic Transfer in favour of **WORLD ASIA PUBLISHING (M) SDN BHD**. For bank details, kindly contact +60 3 7954 1911 or email wap@wapublishing.asia

W A P 3 Jalan 14/28, Section 14, 46100 Petaling Jaya, Selangor Darul Ehsan, Malaysia.
 Tel: +60 3 7954 1911 Fax: +60 3 7954 3911 E-mail: wap@wapublishing.asia
 www.wapublishing.asia www.HospitalityAsiaOnline.asia