

SHA UPDATE

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Celebrating 50 Years of SHA

2011 is a milestone year for the Singapore Hotel Association (SHA) as it marks 50 years of industry engagement. A colourful gala dinner and a commemorative book captured the moment for SHA as it turned 50 years.



Launch of "The Heritage of Hospitality" by DPM Teo.

1) The Changing Hotel Landscape

The SHA commemorative book, titled "The Heritage of Hospitality – A History of the Singapore Hotel Industry" was officially launched by Guest-of-Honor, Deputy Prime Minister, Teo Chee Hean at the SHA 50th Anniversary Gala Dinner Celebration on 9 June 2011.

Supported by the National Heritage Board's Heritage Industry Incentive Programme (Hi2P), this is a first of its kind book that traces the development of the hotel industry from the early days of Sir Stamford Raffles to its present day.

The book was well received by the industry and it will be available for sale at major bookstores in Singapore, such as Times, Kinokuniya and Prologue at \$55 + GST.

2) An Evening to Remember

A gala dinner was held at Shangri-La Hotel to celebrate 50 years of SHA. Some 700 guests from the hotel and tourism industry attended the black-tie event which was graced by Deputy Prime Minister, Teo Chee Hean.

The evening's programme kicked off with an upbeat opening performance by the Singapore Police Force Band. Guests were also entertained by Irene Ang's engaging and hilarious performance on "The hotel industry – now and then". The evening ended with a spectacular finale act by the world-renowned Korean performance group, Cookin' Nanta.

Many who attended the dinner were also bowled over by the unique backdrop which showcased the daily scenes in a hotel. This was done using the silhouette effect with live performers behind the screen.

The net proceeds of \$50,000 from the gala dinner sales and sponsorships were donated to Shatec Institutes to be used as scholarships for deserving students.

SHA would like to thank all the guests who attended the SHA's 50th Anniversary Gala Dinner Celebration on 9 June 2011. We hope you had an enjoyable evening.



From left to right: Mr Alfred Lien, SHA Ex-President, Mr Albert Teo, 2nd Vice President of SHA, Guest-of-Honor DPM Teo Chee Hean, Mdm Kay Kuok, President of SHA, Ms Margaret Heng, Executive Director of SHA and Mr Lim Sin Hoa, SHA Ex-President

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Extracts of the speeches presented at the dinner showed that the hotel industry in Singapore and SHA have indeed evolved over the 50 years:

“Today, Singaporeans and visitors can choose from over 250 hotels with an inventory of more than 47,000 rooms. The hotel scene is also constantly re-inventing itself to keep up with the times and the rapidly changing consumer trends. Unique design elements, creative concepts, and a wide range of amenities and facilities are employed to achieve differentiation and provide value for the consumer dollar. The hotel industry has grown in strength, with the Singapore Hotel Association (SHA) as a key facilitator representing the industry. ”

Deputy Prime Minister, Teo Chee Hean in his opening address, 9 June 2011.



Deputy Prime Minister Teo Chee Hean delivering his opening address

“Today, SHA has become more than just a trade association representing the needs and issues of the hotel industry. The Association provides many different platforms for the industry to get together to share ideas and best practices, be updated on trends and to network. It is also an advocate of training and development. It is considered one of the more successful trade Associations in Singapore and its success can be attributed mainly to four key factors – a correct structure, a supportive membership, a committed Board and a strong Secretariat. A big thank-you to all members, my fellow board members (past and present) and the secretariat staff!”

Madam Kay Kuok, President of SHA in her welcome comments, 9 June 2011.



A toast to the occasion.



Mrs Teo Chee Hean conducting the lucky draw.



Mdm Kuok presenting a bouquet of flowers to Mrs Teo.



Opening Performance by SPF Band.



Irene Ang's entertaining performance.



A spectacular performance by Cookin' Nanta.

3) Publicity on the Singapore Hotel Industry

In conjunction with SHA's 50th Anniversary Celebration, a supplement on the hotel industry in Singapore was published in The Straits Times, Life! Section and TTG Asia on 9 and 10 June 2011 respectively.

SHA would like to thank all members for their strong support of our 50th anniversary celebration as well as the following organisations for their generous sponsorship:

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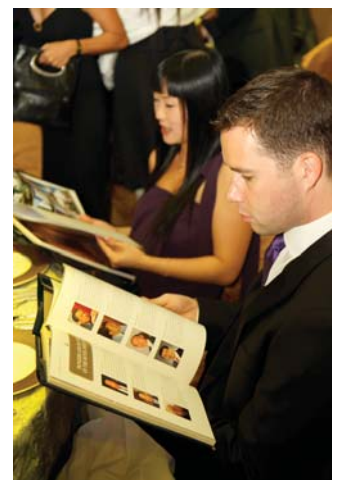
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Swissotel The Bosphorus, Istanbul
UIE Industrial Equipment Pte Ltd



Enjoying the new read.



In addition, SHA would like to thank the following members of the SHA's 50th Anniversary Celebration organising committee for their time and contribution:

Chairman:

Mr Patrick Fiat
Royal Plaza on Scotts

Members:

Mr Eric Brand
Amara Singapore
Mr Heinrich Grafe
Conrad Centennial Singapore
Mr John Sartain
Mandarin Orchard Singapore
Mr Paul Jones
Mandarin Oriental Singapore
Mr Michael Cottan
Shangri-La Hotel
Mr Steven Long
Sheraton Towers Singapore
Mr Aiden McAuley
Swissotel The Stamford



Your Say

How different is the hotel of today from a hotel in the 1960s?

In this issue of SHA Update, industry veterans share their views on how hotels have changed over the years in terms of service and offerings and what they think the next generation of future hotels would be like!

“Creating Exclusive Guest Experiences”



Today’s travelers are looking to maximise their time with an extensive array of entertainment, shopping and dining options under one roof. They are looking for quality experiences that allow them to enrich their holidays – not just with mementos and souvenirs, but with lasting memories. In addition, guests want exclusivity. They want to feel special and be taken care of from the minute they step foot into a hotel. Therefore, hotels today have to

provide prompt, consistent and quality service that extends beyond guests’ expectations.

Hotels of the future will see more processes being automated to reduce the need for manpower. There would also be a greater emphasis on creating repeat customers by understanding guests’ preferences to better anticipate their needs. Mobile applications will be more widely adopted, allowing more guests to check in from a distance.

However, no matter how modern a traveler is, the human touch and warmth provided by hotel professionals can never be replaced by technology. At Marina Bay Sands, if a guest requires a wake-up call in the early morning, we ensure that our concierge-on-duty calls the guest personally to find out if they need airport transport or in-room breakfast to start the day.

Mr Agustin Cortes

Senior Vice President of Hotel Operations
Marina Bay Sands Pte Ltd



“A Changing Landscape”

Designs of rooms in hotels are quite different now as compared to the past. We have more frequent travelers jet-setting around the world. As a result, designs of hotel rooms are increasingly tailored to travelers’ needs, such as having luxurious bathrooms and comfortable beds for a good night’s sleep.

As for food and beverage, restaurants in hotels used to be a means to an end—to feed hotel guests who need to eat. But dining has made a comeback in hotels, as more hoteliers realise the importance of positioning their restaurants on par if not better than independent outlets to attract not only hotel guests but also members of the public. The Joël Robuchon Restaurant and L’Atelier de Joël Robuchon at Resorts World Sentosa are good examples. With a strong Robuchon brand name, the restaurants are full almost every night.

In the near future, we will probably see more hotels in skyscrapers, like The Ritz-Carlton in Hong Kong or the Burj Al Arab in Dubai.

Mr Roger Lienhard

Senior Vice President of Food & Beverage and Rooms
Resorts World Sentosa

“Service from the Heart”

Whilst the hardware and facilities certainly got better, along the way the hotel of today lost much of the human touch and the passion for first class service that the hotel of the 60’s took so much pride in!

Today’s hoteliers need a wakeup call - we need to get back to the way it was when quality service was delivered with impeccable professionalism!

When all that mattered to the customer was attentive, personal, yet unobtrusive service, and everything else was a given. Every touch point back in the ‘60s was absolute class because we knew and appreciated that we were in the people business, and that our business was serving from the heart and making a difference in the experience of the customer. We need to bring back such credo.

The new generation of hotels will certainly have the advantage of virtual and automated service applications perfected over time, and all that is good and convenient for the customer. But more than ever, tomorrow’s hotelier should never lose sight of what will always remain to be the heart of this business – PEOPLE. It is still ultimately about delighting the guest and delivering a personal hospitality experience like no other.



Mr Michael Sengol

Chief Executive Officer
Meritus Hotels & Resorts

“Changing Consumer Demands”

Hotels in the 1960s were generally functional and focused on reliability. Offering clean rooms and beds, standard room amenities and services for travelers, hotels of the 60s were transitory accommodation in nature.

In the past 50 years, we have seen vast advancements in internet technology and air travel, which have greatly impacted travel. The travel industry has had to adapt to consumers who became well traveled and savvy, developing niche travel segments catering to individual preferences. We now see a wider range of hotel categories, from luxury five star accommodations to boutique hotels, design-led hotels to budget accommodation.

St. Regis’ legacy spans over a 100 years but its philosophy of handcrafted experiences and bespoke service has remained constant. The St. Regis Singapore is committed to providing luxury hospitality to the modern connoisseur who demands the highest level of personalization.

Technological advances have brought about significant change in customer behavior, through widespread use of applications and mobile devices that allow customisation to suit their interests. This makes the provision of bespoke service by hotels increasingly important in engaging today’s generation, who expect their stay to reflect the same level of personalisation they experience in their daily lives.



Mr Ananda Arawwawela

Managing Director
St. Regis Singapore

SHA Welcomes New Members

Ordinary Members

Marina Bay Sands

Marina Bay Sands, the biggest hotel in Singapore, lies strategically within the Central Business District along the Marina Bay Waterfront. Boasting 2,561 rooms and suites in three 55-storey towers, the rooms offer guests with the breathtaking views of the South China Sea and the Singapore skyline. Sitting on top of the three cascading towers is The Sands Skypark which allows guests to take a dip into the 150-meter infinity swimming pool, the world's largest outdoor pool at that height.

The luxury hotel also features a lotus-inspired Museum, retail stores showcasing internationally renowned luxury brands, celebrity chef restaurants and an extensive array of Meeting, Incentives, Conventions and Exhibitions (MICE) facilities for business travelers.



Moon @ 23 Dickson



Moon@23 Dickson is a sleek new boutique hotel which stands among the nostalgic buildings at the heart of Little India. Five-Storey high, the hotel comprises 83 rooms each fitted out with 16 different wallpapers and furnishing permutations which creates a variety of moods and ambiances that shape the guest experience.

The first among the boutique hotels to offer Internet Protocol Television (IPTV), guests at Moon can expect to watch television programmes and movies on this fully integrated platform. In the coming months, guests will also be able to order their food and beverages via the room service functions incorporated into the IPTV menu.

Associate Members

Cofely Southeast Asia Pte Ltd

Cofely Southeast Asia, a subsidiary of GDF SUEZ Energy Services, is an accredited Energy Services Company in Singapore. It offers a vast range of innovative solutions and services including Energy Management, Total Facility Management, Public Lighting Management and Project Management.

Neo Group Pte Ltd

Neo Group manages and owns three catering companies and other food and beverage retail outlets in Singapore. The Group's forte lies in offering quality catering fare and efficient operations. A pioneer in the catering industry, it was the first to offer buffet express service and catering a mini buffet for ten persons.

SHA Welcomes New General Managers

On behalf of the hotel industry, the Singapore Hotel Association welcomes the following new General Managers:

Mr Brian Stampe

General Manager, Changi Village Hotel

Mr Brian Stampe joined Far East Organization on 01 March 2004 as Senior Sales Manager of Elizabeth Hotel. He was then promoted to Assistant Director of Sales of Albert Court Village Hotel in 2006.

Known for his enthusiasm and capabilities, Mr Brian played a major role in setting up Quincy Hotel. In 2008, Mr Brian was appointed as Manager, Service & Residences and thereafter as General Manager of Changi Village Hotel in 2010.



Mr Colin Wang

General Manager, Grand Copthorne Waterfront Hotel Singapore

Mr Colin Wang has been appointed the General Manager of Grand Copthorne Waterfront Hotel Singapore since January 2011.

Mr Wang brings with him close to 16 years of experience in the hospitality industry, of which 15 years has been with the Millennium & Copthorne Group, working in Singapore, Abu Dhabi, Dubai and London. Prior to joining Grand Copthorne Waterfront Hotel Singapore, he was stationed in London with the Millennium Gloucester Hotel London, United Kingdom.



Mr Dominique Albero

General Manager, Grand Mercure Roxy Hotel

Mr Dominique A. Albero has been appointed the General Manager of Grand Mercure Roxy Hotel.

He brings with him close to 25 years of experience in the hospitality industry, of which 15 years has been with the Accor Hospitality Group working in France, Indonesia, Myanmar and Thailand.

In his most recent role, Mr Albero was the General Manager of the Novotel Jakarta Mangga Dua Square Indonesia.



Ms Kanchan Kanwar

General Manager, Holiday Inn Singapore Orchard City Centre

Ms Kanchan Kanwar was appointed as General Manager of Holiday Inn Singapore Orchard City Centre in April 2011. Prior to this appointment, Ms Kanwar was with InterContinental Singapore as a Hotel Manager.

An industry veteran of 15 years, Ms Kanwar held several key operational positions in luxury hotels and resorts within Shangri-la, Hyatt and Oberoi International Groups in China, Middle-East, Malaysia and India.



Ms Supriya Ghosh

General Manager, Hotel Fort Canning

Ms Supriya Ghosh was appointed as General Manager of Hotel Fort Canning in January 2011.

Ms Ghosh brings with her 20 years of senior management experience in the hospitality industry, specialising in Sales and Marketing and a track record in hotels both domestically and abroad.

During her 15-year career with the Shangri-La Group of Hotels, she took on different roles in the sales and marketing division which eventually earned her the position of Director of Sales and Marketing in Shangri-la's Hotel in various cities such as Surabaya, Jakarta and Guangzhou, China.



Ms Shamila Rolfe

General Manager, ibis Singapore Novena

Ms Shamila Rolfe is the General Manager of the new ibis Singapore Novena.

A hospitality industry veteran with over 25 years of experience, Ms Rolfe began her hotel career in 1986 in Canada where she built up in-depth expertise working with different brands and different star rated hotels. She first joined the Accor Group when she moved to New Zealand in 1999.

During her 11 years with the group, Ms Rolfe has worked in different hotel brands such as ibis, Novotel, Mercure and All Seasons in New Zealand.



Mr Agustin Cortes

Senior Vice President of Hotel Operations, Marina Bay Sands Pte Ltd

Mr Agustin Cortes is Senior Vice President of Hotel Operations at Marina Bay Sands Pte Ltd.

An esteemed veteran of the hospitality and tourism industry, Mr Cortes brings with him over 20 years of experience in operations and management of 4-5-star resorts and hotels in Mexico and the Caribbean.

Prior to his role at Marina Bay Sands, Mr. Cortes was Director of Hotel Operations for Hard Rock Hotel & Casino in Punta Cana, Dominican Republic (formerly known as Moon Palace Casino Golf & Spa Resort).



Mr Billy Ong

Managing Director, Moon@23Dickson

At a young age of 30, Mr Billy Ong, the Managing Director of Moon@23Dickson set up this sleek boutique hotel at the heart of Little India in 2010.

Prior to starting Moon Hotel, Mr Ong was handling regional sales and marketing in the pharmaceutical industry for 7 years.



Mr Henry Maillet

General Manager, The Scarlet and The Saff

Mr Henry Maillet joins The Scarlet and The Saff as General Manager.

He last held the role of Executive Assistant Manager at five-star resort, Twin Palms Phuket.

Mr Maillet brings with him a wealth of experience in hospitality management over an illustrious career in the hotel and F&B industry spanning 17 years.



Mr Kevin Bossino has recently moved to helm Novotel Singapore Clarke Quay as General Manager and Regional General Manager, Singapore for Accor Singapore with effect from 15 April 2011. Prior to this promotion, Mr Bossino was with Grand Mercure Roxy Hotel Singapore as General Manager in early 2005.

Correction: The column "SHA Welcomes New Members" in our Jan-Mar issue erroneously had a picture of Ms Supriya Ghosh under the introduction of Ms Shamila Rolfe. We regret any inconvenience caused. The correct feature is included in this issue.

Profiles of new General Managers received after press time will be featured in the next issue.

SHA Annual General Meeting 2011

The SHA Annual General Meeting (AGM) took place on 27 June 2011 at the Marina Bay Sands Singapore. This year is also election year for the SHA Board.

Madam Kay Kuok, Chairman of Shangri-La has been re-elected as President of SHA. The SHA Board Members for the new term (2011-2013) are as follows:

President

Madam Kay Kuok, Shangri-La Hotel

1st Vice-President

Mr Albert Teo, Amara Singapore

2nd Vice-President

Mr Loh Lik Peng, Hotel 1929

Honourary Treasurer

Mr Allen Law, Grand Park City Hall

Asst Honourary Treasurer

Mr Andrew Yap, Peninsula Excelsior Hotel

Hon Secretary

Ms Kwee Wei-Lin, Capella Singapore

Asst Hon Secretary

Mr Chia Boon Kuah, The Elizabeth Hotel

The AGM was also attended by 56 SHA hotel and 4 associate members.



Board Members:

Mr Richard Li

Carlton Hotel Singapore

Mr Chia Kwok Ping

InterContinental Singapore

Mr Michael Sengol

Mandarin Orchard Singapore

Mr George Tanasijevich

Marina Bay Sands

Mr Kwek Leng Beng

Grand Copthorne Waterfront Hotel

Mr Scott Swank

Pan Pacific Singapore

Mrs Tan-Wee Wei Ling

Parkroyal On Beach Road

Mr Tan Hee Teck

Resorts World Sentosa

Mr Ho Kian Guan

River View Hotel

Mr Thoo Kah Fah

Singapore Marriott Hotel

Mr Henry Ngo

Sheraton Towers Singapore

Mr Aiden McAuley

Fairmont Singapore and Swissotel

The Stamford Singapore

Ms Elizabeth Khoo

York Hotel

29th SHA Inter-Hotel Bowling Tournament 2011



50 teams from 33 hotels participated in the 29th SHA Inter-Hotel Bowling Tournament 2011.

The team finals were held on 10 May 2011, where the top 25 teams from the Preliminary Round vied for the SHA Challenge Trophy while the next 25 teams vied for the SHA Challenge Shield.

Congratulations to the team from Grand Copthorne Waterfront Hotel Singapore for clinching the Champion title for the SHA Challenge Trophy!

The results of the Tournament were as follows:

SHA Challenge Trophy

| | |
|--------------------------------|--|
| Champion | Grand Copthorne Waterfront Hotel Singapore |
| 1 st Runner-Up Team | Marina Bay Sands (Team 1) |
| 2 nd Runner-Up Team | Mandarin Oriental, Singapore (Team 1) |

Men's Masters

| | |
|----------|---|
| Champion | Alfonso Dytian Grand Hyatt Singapore |
|----------|---|

SHA Challenge Shield

| | |
|--------------------------------|--------------------------------|
| Champion | InterContinental Singapore |
| 1 st Runner-Up Team | Resorts World Sentosa (Team 2) |
| 2 nd Runner-Up Team | Pan Pacific Orchard (Team 1) |

Ladies' Masters

| | |
|----------|--|
| Champion | Nanud Maria Balera Mandarin Oriental, Singapore |
|----------|--|

The Masters' Event which comprised 60 male and 15 female bowlers was held on 23 May 2011 at Superbowl SAFRA Mount Faber. Guest-of-Honour, Mr Colin Wang, General Manager of Grand Copthorne Waterfront Hotel gave away the prizes to the winners of the tournament at the end of the event.

In addition to trophies, dining / accommodation vouchers and cash prizes sponsored by member hotels and SHA respectively were presented to the winners.

SHA Human Resource Workshop

A SHA Human Resource Workshop was held on 4 April 2011 from 2.30pm to 5.00pm at Furama RiverFront Singapore. At the workshop, participants were briefed on the SHA Casual Labour Registry and how they can benefit from the Registry.

The following two presentations were also shared at the workshop:

- "Drive Productivity, Work Smarter" by Mr Thorsten Barth, Director – Advisory People & Change, PricewaterhouseCoopers LLP.
- "Changes in Foreign Worker Levy" by Mr Lim Choon Leng, Assistant Director (Policy), Work Pass Division, Ministry of Manpower

The workshop, which was well attended by 36 Human Resource Directors and Managers from 33 hotels, ended with an informal discussion on human capital indicator measurements and manpower issues.

SHA Workshop on Best Practices in F&B

SHA organised a workshop on Best Practices in F&B on Wednesday, 20 April 2011 from 2.30pm to 5.30pm at Novotel Singapore Clarke Quay. This is the second in the series of workshops organized by SHA under Hotel Transformation 2010. The objective of this series of workshops is to create platforms for hotels to know more about best practices and other related matters on productivity.

The following papers that were shared at the workshop focused primarily on productivity in the F&B department:

- “The SHA Casual Labour Registry” by Ms Serene Ong, Assistant Manager and Ms Charmaine Thiang, Executive, SHA
- “Maximize Your Revenue by Having the Right Mix of Table Sizes” by Dr Sheryl E. Kimes, STB Distinguished Professor in Asian Hospitality Management, Cornell – Nanyang Institute of Hospitality Management
- “Using technology to build your hotel as a destination” by Mr Mike Breewood, Chief Marketing Officer, Restaurantdiary
- “Select Group’s Learning Journey in Kitchen Automation” by Mr Lai Chin Kwang, Director (Institutional Catering and Special Projects), Select Group Limited
- “I want to speak to the Manager! - Linking customers thru technology...” by Ms Susan Hiu, HR & Training Manager, Fish & Co

A total of 40 F&B Directors and Managers from 30 hotels attended the workshop.

Representatives from the Singapore Tourism Board (STB), Employment and Employability Institute (e2i) and Food, Drinks and Allied Workers’ Union (FDAWU) were also present at the workshop.

SHA WSH Seminar cum bizSAFE Level 1 Workshop

The SHA, with the support of the Workplace Safety & Health Council (WSHC), organised the Workplace Safety and Health Seminar cum bizSAFE Level 1 Workshop on 25 May 2011 at RELC International Hotel.

Participants of the seminar were given an overview of the Incident Statistics of Hotels and Restaurants by Ms June Xiao, Manager (Research, Benchmarking & Analysis) of WSHC. They were also briefed on the case studies and common infringements found during inspections by Mr Tan Fang Qun, Assistant Director (Ops Planning) of the Ministry of Manpower. In addition, WSHC put together some interactive WSH exhibits

to allow participants to learn about work incidents through creative case scenarios.

The seminar was followed by the bizSAFE Level 1 workshop, conducted by Bond International Consultants Pte Ltd. bizSAFE is a programme which helps to strengthen the company’s WSH capability. Companies which have successfully completed the five different levels will be accorded business privileges and advantages offered by bizSAFE partners. Level 1 of the programme was attended by top management of some of the hotels, which is a testament of their commitment towards WSH in their workplace.

Updates on the SHA Casual Labour Registry

www.HotelPartTimeJob.com.sg – Moving Forward

The SHA Casual Labour Registry was officially launched by Mr Teo Ser Luck, Minister of State, Ministry of Trade and Industry at the 29th FDAWU/NTUC/SHA Productivity Seminar cum “Employee of the Year” & “Productivity Idea” Award Presentation Ceremony on 25th July 2011.

At the point of launch, 45 hotels have registered for the one-year pilot phase, which focuses on the F&B service casual labour positions, namely: Banquet Service Staff and Waiter / Waitress.

The Registry has started processing job orders.

As at end June 2011, the database had a pool of close to 200 casual job seekers. Adult candidates were referred to e2i for training in courses such as WSQ Interact with Guest and Banquet Serving Skills.

The following is a flowchart on the steps involved for a hotel after it has submitted its job-order:

14 days before the job event date, Post job order on www.HotelPartTimeJob.com.sg

Upon receiving “Candidates Referral” email notification from hoteljobs@sha.org.sg, Select suitable candidates within **7 working days** of SHA’s referral date

After the job event has ended, Login to
(1) Key in actual number of hours the candidates have worked
(2) Rate candidates

Note: Registered Hotel Users may refer to the Hotel User Guide available online at https://hotelparttimejob.com.sg/sites/default/files/user-manuals/SHA_Hotel_User_Manual.pdf for assistance on the use of the portal. SHA Member Hotels, who are keen in participating in this pilot phase but have not yet registered, can contact SHA at secretariat@sha.org.sg.

Opening of Recipes



Recipes, a bistro by Shatec, held its official opening on 30 May 2011. The exclusive event was graced by more than 50 guests from the Shatec Institutes' Examination Board, Academic Board and industry professionals. Amongst the highlights of the restaurant is the bi-monthly Chefs Table which will feature guest chefs' innovative culinary creations. The first session was helmed by Chef Eric Teo, President of Singapore Chefs' Association on 14 June 2011. In addition, Shatec Institutes has also lined up a series of gourmet nights which will see food-wine pairing sessions to enhance diners' experience.

Busy executives on the go can beat the breakfast or lunch crowd by ordering from an array of mouthwatering sandwiches, with their favourite choice of homemade bread. Couples and families can enjoy great conversation with their loved ones over sumptuous cuisine as they busk in the warm lights and comfortable atmosphere. Be it the executive who's looking for a new lunch hangout or a foodie interested in honest good food, they can look forward to be charmed by the excellent cuisine, warm hospitality and cosy ambience of Recipes.

"We have every confidence in our students to rise to the challenge that awaits them at Recipes to provide good food and good service. This restaurant is a venue to profile our talents to future employers."

Mr Anthony Yip
Chief Executive





Shatec Institutes Internship Fair

1 13 hosts who are embarking on their internship met their prospective employers at the inaugural Internship Fair at Shatec Institutes on 27 May 2011. The participating hotels were Amara Singapore & Amara Sanctuary, Conrad Singapore, Goodwood Park, Singapore Marriott Hotel, Grand Copthorne Waterfront Hotel Singapore. Hosts underwent interviews and briefings to gain an insight of the industry and the job opportunities available. HR Directors and Managers of the hotels also shared with the Shatec management and mentors better working processes to expedite the internship placement.

The Asian Gastronomic Awards of Excellence 2011

The World Gourmet Summit (WGS) 2011 which took place from 25 April to 8 May 2011 is an annual celebration of gastronomic excellence showcasing the craftsmanship of celebrity chefs and internationally acclaimed vintners.

The Asian Gastronomic Awards of Excellence were given out at the WGS 2011 to recognize culinary experts who are dedicated towards perfecting their techniques, adhering to stringent standards and imparting their skills to nurture budding talents. 9 scholarships were

also presented to enthusiastic and young individuals who will have the opportunity to attend bond-free courses and apprenticeships at overseas distinguished establishments.

Shatec is proud to announce that the following hosts and mentor have been recognized at this event:

- Chef Peter Lum : WSQ Most Supportive Mentor Pastry Chef
- Vincent Tan, DPB710 : Valrhona Patisserie Scholarship
- Ng Yin Kai : Johanninger Wine Scholarship
- Chen Yong Ming : Quinta de Ventozelo Wine Scholarship



Mr Lum, Winner of WSQ Most Supportive Mentor Pastry Chef.



Vincent Tan Winner of Valrhona Patisserie Scholarship.



Ng Yin Kai, Winner of Johanninger Wine Scholarship.



Chen Yong Ming, Winner of Quinta de Ventozelo Wine Scholarship.

Young Chefs Game 2011

This year, the Norwegian Seafood Export Council (NSEC) teams up with Unilever Food Solutions once again for the second Young Chefs Game 2011. Before the competition, a series of educational workshops were conducted for students at Shatec Institutes' campus and various schools.

Speakers for these educational workshops included Executive Chef, Mr Yen Koh, Mr Eric Chua from Unilever Food Solutions and Ms Mika Tomiyama, Regional Manager South East Asia of the NSEC.

The following five students of Shatec Institutes will be taking part in the upcoming competition in October 2011:

- Benson Lim Ming Sheng, DCS 710A
- Luqman Hakim Bin Hamzah, DCS 710A
- Lynnette Tay, DCS 1009
- Oscar Kusumawijaya, DCS 1009
- Indra Permadi Hardiawan DCS 1009

City Gas' 150th Anniversary

Shatec Institutes partnered with City Gas to produce 10 cooking lessons as part of a series of cooking demonstration classes which City Gas has lined up in commemoration of their 150th Anniversary.

The classes will be held at Recipes, a bistro by Shatec, over 10 Saturdays from 27 August to 29 October 2011. Chefs Matthew

Yim, Adrian Fun, Jason Koh, Samson Lin and William Toh will be teaching participants to whip up exquisitely crafted recipes.

Part of the proceeds from the purchase of seats at the classes will be contributed to the Young Chefs Game 2011 or Competition Funds of Shatec Institutes.

Calendar of Training Courses for Industry

The Shatec course calendar for hotels for the period Jul – Sep 2011 is as follows:

| Course | Total Duration | Workshop Date | Fees (SHA member / Non-SHA member) |
|--|----------------|--|--|
| Food and Beverage Operations and Management | | | |
| WSQ Follow Food and Beverage Hygiene and Safety Policies and Procedures – English Workshop Time : 9 am to 6 pm Practical Assessment – date and time to be advised later | 8.5 hrs | 25 Jul 15 Aug, 29 Aug | S\$135/ S\$150 SDF Training Assistance: \$59.50 Absentee Payroll Funding |
| WSQ Follow Food and Beverage Hygiene and Safety Policies and Procedures – Mandarin workshop Time : 9 am to 6 pm Practical Assessment – date and time to be advised later | 8.5 hrs | 21 Jul 11 Aug, 25 Aug | S\$135/ S\$150 SDF Training Assistance: \$59.50 Absentee Payroll Funding |
| WSET Level 2 Intermediate Certificate in Wines & Spirits Time : 9 am to 6 pm (theory) 10 am to 11 am (assessment) | 17 hrs | 27 to 28 Sep, 4 Oct -assessment 1 to 2 Nov 9 Nov - assessment | S\$800 / S\$880 SDF Training Assistance: \$119 Absentee Payroll Funding |
| Basic Conversational English for Food and Beverage Staff Time : 3 pm to 6 pm | 30 hrs | 11 Jul (Mondays, Wednesdays and Fridays) | S\$430 / S\$480 |
| Lodging and Service Skills Development | | | |
| NEW - Finance for Non-Finance Executives Workshop Time : 2 pm to 6 pm (theory) ; 2 pm to 4 pm (assessment) | 18 hrs | 16 to 22 Aug | S\$260 / S\$290 SDF Training Assistance: S\$36 |
| NEW - Room Revenue Management Workshop Time : 9 am to 4 pm (theory) ; 9 am to 11 am (assessment) | 14 hrs | 11 to 13 Jul | S\$400 / S\$450 |
| Basic Conversational English for Housekeeping Staff Time : 3 pm to 6 pm | 30 hrs | 10 to 31 Aug (Mondays, Wednesdays and Fridays) | S\$430 / S\$480 |
| NEW - English for Hospitality Service Professionals | 27 hrs | Available for group booking only | S\$450 / S\$500 |
| WSQ Modular Workshops | | | |
| NEW - WSQ Provide Catering Services Time : 2 pm to 6 pm Practical Assessment – date and time to be advised later | 31.5 hrs | 18 Jul to 22 Aug (Mondays & Wednesdays) | S\$580 / S\$650 SDF Training Assistance: \$220.50 Absentee Payroll Funding |
| WSQ Prepare for Service Time : 9 am to 6 pm Assessment – time to be advised later | 17.5 hrs | 13 & 19 Jul 20 Jul – assessment | S\$360 / S\$400 SDF Training Assistance: \$122.50 Absentee Payroll Funding |
| WSQ Maintain F & B Service Environment | 17.5 hrs | 26 & 27 Jul 2 Aug – assessment | S\$360 / S\$400 SDF Training Assistance: \$122.50 Absentee Payroll Funding |
| WSQ Maintain Safe & Secure Working Environment Time: 9am to 6pm Assessment – time to be advised later | 17.5 hrs | 3 & 10 Aug 16 Aug – assessment | S\$270 / S\$300 SDF Training Assistance: \$122.50 Absentee Payroll Funding |
| WSQ Provide Buffet Service | 33.5 hrs | 17, 23, 24 & 31 Aug 6 Sep – assessment | S\$480 / S\$540 SDF Training Assistance: \$234.50 Absentee Payroll Funding |
| WSQ Performing Hosting Duties | 17.5 hrs | 7 & 13 Sep 14 Sep – assessment | S\$360 / S\$400 SDF Training Assistance: \$122.50 Absentee Payroll Funding |
| WSQ Interact with and Serve Food and Beverage | 40 hrs | 27, 28 Sep | S\$680 / S\$760 SDF Training Assistance:\$280 Absentee Payroll Funding |
| Lifestyle Workshop | | | |
| Simply Desserts – Introduction to Pastry and Baking | 40 hrs | 18 Jun to 16 Jul (Saturdays) | S\$925 / \$1025 |
| NEW - The Perfect Host Series - Social Graces & Western Dining Etiquette Workshop | 4 hrs | 3 Sep | S\$108 / \$118 |
| NEW - The Perfect Host Series - Food and Wine Pairing Workshop | 3 hrs | 25 Jul | S\$118 / S\$128 |
| NEW - The Perfect Host Series – Mixology made Easy | 2.5 hrs | 6 Aug | S\$108 / S\$118 |
| NEW - The Perfect Host Series – English Tea Party | 4 hrs | 17 Sep | S\$108 / S\$118 |

Orchard Hotel receives the Singapore Service Class Certification

In April 2011, the Orchard Hotel was conferred the Singapore Service Class Certification (S-Class) for demonstrating business excellence in service standards and their commitment towards raising service performance within the organization.

Organised by SPRING Singapore, the S-Class Certification gives recognition to organizations which display outstanding customer centric approach focused in the area of business management. Orchard Hotel successfully completed the Customer Centric Initiative (CCI) Project which earned them the certification. As part of this project, the hotel designed the Guest Experience Management Plus (GEM+) Training Programme to train all their staff to serve guests beyond their duties and to increase their confidence in handling different types of guests.

Speaking at the award ceremony, Mr Ruprecht Schmitz, General Manager of Orchard Hotel said, "We are proud to achieve the "S-Class" accreditation especially in an environment that includes two giant integrated resorts! The team has worked very hard throughout last year to meet and exceed the criteria set to enable Orchard Hotel to receive the accreditation. We aim to sustain our "S-Class" accreditation and remain dedicated in our efforts to build upon our success."



Rasa Sentosa Resort, Singapore re-brands as Shangri-La's Rasa Sentosa Resort, Singapore

Rasa Sentosa Resort, Singapore has been re-branded as Shangri-La's Rasa Sentosa Resort, Singapore after a complete S\$80 million makeover. The resort re-opened on 18

January 2011 after a 10-month facelift – the resort's most extensive to date. The only resort in Singapore with a beachfront location, Shangri-La's Rasa Sentosa Resort, Singapore offers services and facilities catering to leisure and business travelers.



Rooms feature views of the hill, garden, pool or sea, with a balcony in each room for guests to enjoy the lush natural surroundings. The resort features entertainment options and one of which is the Cool Zone, spanning 100 square metres over two-storeys, the largest children's club provided by a hotel in Singapore. Free for in-house guests for children aged five to 12, Cool Zone offers children's meals and three activity centres (Toots Club, Craft Zone and Game Zone) that are fully supervised by an experienced recreational team.

Corporate guests can look forward to holding meetings in newly refurbished function rooms. The resort is one of the few hotels in Singapore that can offer organizers such a mix of meeting, incentive, conference and exhibition (MICE) services.

Royal Plaza on Scotts takes its “Next Step Forward” with Community Chest



Mr Eric Ang, VP of Community Chest, Cheyenne Phua, SHARE beneficiary and Mr Patrick Fiat, General Manager of RP

Royal Plaza on Scotts (RP) takes its “Next Step Forward” with Community Chest. This event, which was held on 20 April 2011 sought to inspire current and potential donors to increase monthly contributions to SHARE, Community Chest’s workplace giving programme, where employees can donate a fixed amount on a monthly basis to help the less fortunate.

One of the highlights of the event was a unique experiential section that allowed visitors to temporarily “lose” certain physical abilities and to experience the lives of the visually-impaired, the wheelchair-bound and the arthritic – some of the beneficiaries of SHARE.

One of RP’s staff, Nishan Aziz, Senior Restaurant Manager of Carousel, generously donated his one-month salary out of his bonus payout to the Community Chest. Mr Aziz says, “I have been inspired by the culture here at Royal Plaza on Scotts which encourages us to give back to the community.” After having experienced the world of the less privileged at the experiential booths, Mr Aziz has also doubled his current SHARE donation to \$20 per month for a good cause. Mr Fiat led by example by increasing his contribution to more than twice the original amount, from \$58 to \$159.

Mr Patrick Fiat, General Manager of RP and a member of the SHARE sub-committee said, “I am happy that the spirit of sharing thrives in RP’s culture and I am optimistic that more will emulate Nishan’s charitable example. I wish many will realise that small acts of kindness make a big difference to the people whom we are helping through the SHARE programme.”

Car Wash raises fund for the Less Fortunate of Marine Parade

On 20 May 2011, the Grand Mercure Roxy Hotel organised a car wash as part of the community engagement programme titled “Children are our Hope for the Future 2011”, to raise funds for the less fortunate families living in the hotel’s vicinity, Marine Parade.

The staff of the hotel were actively involved in washing and shining the cars of donors. They were joined by Mr Seah Kian Peng, Member of Parliament for Marine Parade GRC and the Board of Directors Roxy Pacific Holdings, who helped wash the car of the most generous donor who contributed \$2,000. The car wash ended at 6.00pm, raising a total of \$12,000 which was distributed to the low-income families via several channels.

“Every little bit counts and for Grand Mercure Roxy Hotel to be involved in such a meaningful and significant initiative is certainly a very humbling and worthwhile experience. We know that through Children are our Hope for the Future 2011, we will be touching the lives of more than 50 less fortunate families living around us, and helping them to make a difference,” said Mr. Dominique A. Albergo, General Manager of Grand Mercure Roxy Hotel.



Movenpick Heritage Hotel Sentosa



Movenpick Hotels & Resorts has announced the soft launch of Movenpick Heritage Hotel Sentosa, its first property in Singapore. The five-star hotel is ideally situated in the heart of Sentosa, providing guests with easy access to major leisure attractions such as Universal Studio.

The property’s facilities are spread out over two distinct wings, with the contemporary wing launched at the initial stage. This modern section features 105 Deluxe Rooms and 19 Onsen Suites, three Executive Suites and two Penthouse Suites set to open in the second half of 2011. The Heritage Wing which is scheduled to open towards the end of 2011 will complement the existing facilities with an addition of 61 spacious rooms and suites.

Double-digit Growth for Tourist Arrivals

The tourism industry in Singapore continued to enjoy buoyant growth in the first five months of 2011. The latest tourism statistics from Singapore Tourism Board for May 2011 showed a strong performance, with visitor arrivals of 1,047,100 in May 2011 registering 11% growth. For the period January to May, the total visitor arrivals received was 5,267,574 a growth of 15% over the corresponding period in 2010.

The following is a snapshot of the key hotel indicators for the period January to May for 2010 and 2011:

| Month | AOR (%) | | ARR (\$) | | RevPAR (\$) | |
|----------|---------|------|----------|--------|-------------|--------|
| | 2010 | 2011 | 2010 | 2011 | 2010 | 2011 |
| January | 81 | 82 | 189.00 | 224.60 | 152.80 | 185.20 |
| February | 80 | 84 | 200.00 | 220.80 | 160.60 | 185.70 |
| March | 89 | 87 | 205.60 | 233.40 | 182.00 | 202.70 |
| April | 86 | 85 | 212.90 | 229.50 | 183.10 | 196.00 |
| May | 87 | 85 | 213.60 | 234.40 | 185.30 | 199.90 |
| Average | 84.6 | 84.6 | 204.20 | 228.50 | 172.80 | 193.90 |

Key Hotel Indicators for the period of Jan to May 2011

For the period January to May 2011, March was the best month for hotels in terms of average occupancy rates and average revenue per available room while the highest average room rate was registered in May.

Tourism Receipts (TR) for Q1 2011 was estimated at \$4.98 billion, registering a positive year-on-year growth of 35.7%. TR components comprise Shopping, Accommodation, Food & Beverage, Sightseeing and Entertainment and Other TR Components. Among the TR components, Sightseeing and Entertainment (including Gaming) posted the highest growth of 321%. The STB's projected growth in tourism receipts for 2011 is estimated at 17 to 28% over last year's S\$18.8billion.

Calendar of Conventions & Exhibitions (Jul – Sep 2011)

(Source: STB Calendar of Events)

| Date: From | To | Event: |
|---------------|--------|---|
| 01 Jul | 03 Jul | Asia AutoSalon 2011 |
| 11 Jul | 15 Jul | World Leadership Conference 2011 – Asia Pacific towards Rio+20 |
| 13 Jul | 17 Jul | Private Healthcare World Asia 2011 |
| 13 Jul | 15 Jul | Palme Asia 2011 |
| 17 Jul | 19 Jul | International Master Course on Aging Skin (IMCAS) Asia 2011 |
| 27 Jul | 29 Jul | 13th Asia Pacific Life Insurance Congress |
| 17 Aug | 19 Aug | Singapore Gifts and Stationery Show |
| 16 Sep | 18 Sep | Inaugural Meeting of the Federation of Asian Perfusion Societies |
| 17 Sep | 18 Sep | 1st Singapore Quintessence Grand Prix: Race to Perfection |
| 19 Sep | 21 Sep | New Asian Imaginations: (Re) Searching the Arts in Southeast Asia |
| 20 Sep | 21 Sep | The Hi-Tech & Electronics Supply Chain Summit |

THE SHA HOTEL MEMBERS

Albert Court Village Hotel
Amara Singapore
Amara Sanctuary Resort Sentosa
Ascott Raffles Place Singapore
Bayview Hotel Singapore
Beach Hotel
Bencoolen Hotel
Berjaya Hotel
Best Western Jayleen 1918
Broadway Hotel
Capella Hotel, Singapore
Carlton Hotel
Changi Village Hotel – A Far East Hotel
Concorde Hotel Singapore
Conrad Centennial Singapore
Copthorne King's Hotel Singapore
Crowne Plaza Changi Airport
The Elizabeth Hotel
Fairmont Singapore
Fortuna Hotel
Four Seasons Hotel
Fragrance Hotel - Ruby
Fragrance Hotel - Sapphire
The Fullerton Hotel
The Fullerton Bay Hotel Singapore
Furama City Centre Singapore
Furama RiverFront Singapore
The Gallery Hotel
Goodwood Park Hotel
Grand Copthorne Waterfront Hotel Singapore
Grand Hyatt Singapore
Grand Mercure Roxy Hotel
Grand Park City Hall
Grand Park Orchard
Hangout @ Mount Emily
Hilton Singapore
Holiday Inn Atrium Singapore
Holiday Inn Singapore Orchard City Centre

Hotel 1929
Hotel 81 (DICKSON)
Hotel 81 (GEYLANG)
Hotel 81 (STAR)
Hotel Fort Canning Singapore
Hotel Grand Central
Hotel Grand Chancellor
Hotel Grand Pacific
Hotel Miramar (S) Ltd
Hotel Re! @ Pearl's Hill
Hotel Royal
Hotel Royal @ Queens
Hotel Supreme
ibis Singapore on Bencoolen
ibis Singapore Novena
Innotel Hotel
Klaptops, The Boutique Hotel
InterContinental Singapore
Landmark Village Hotel
Link Hotel
Lion City Hotel
M Hotel Singapore
Mandarin Orchard Singapore
Mandarin Oriental, Singapore
Marina Bay Sands
Marina Mandarin Singapore
Moon Hotel
Movenpick Heritage Hotel Sentosa
Naumi Hotel
New Majestic Hotel
Nostalgia Hotel
Novotel Singapore Clarke Quay
Oasia Hotel
Orchard Hotel
Orchard Parade Hotel
Pan Pacific Orchard
Pan Pacific Singapore
Paramount Hotel
Park Hotel Clarke Quay

Park Regis Singapore
Parkroyal on Beach Road
Parkroyal on Kitchener Road
Peninsula. Excelsior Hotel
Perak Hotel
Quality Hotel Singapore
The Quincy Hotel
Raffles Hotel
The Regent Singapore
RELC International Hotel
Rendezvous Hotel
Resorts World at Sentosa (Crockfords Tower, Festive Hotel, Hard Rock Hotel, Hotel Michael)
The Ritz-Carlton, Millenia Singapore
River View Hotel
Robertson Quay Hotel
Royal Plaza on Scotts
The Saff
The Scarlet Hotel
The Sentosa Resort & Spa – A Beaufort Hotel
Shangri-La Hotel
Shangri-La's Rasa Sentosa Resort, Singapore
Sheraton Towers Singapore
Singapore Marriott Hotel
Sloane Court Hotel
South-East Asia Hotel
The St Regis Singapore
Studio M Hotel
Swissotel Merchant Court, Singapore
Swissotel The Stamford, Singapore
Traders Hotel
Value Hotel - Thomson
Wanderlust Hotel
Wangz Hotel
York Hotel

THE SHA ASSOCIATE MEMBERS

The American Club Singapore
Auric Pacific Marketing Pte Ltd
Batam View Beach Resort
CareerStar International Pte Ltd
Cofely Southeast Asia Pte Ltd
Costa Sands Resort (Downtown East)
Diners Club (S) Pte Ltd
Docomo Intertouch Pte Ltd
GRID Communications Pte Ltd
HPL Hotels & Resorts
Institute of Technical Education (ITE)
International Executive Education Center Pte Ltd
Jack's Place Holdings Pte Ltd
Kriston Food & Beverage Pte Ltd
Nanyang Polytechnic

Neo Group Pte Ltd
One°15 Marina Club
Orchid Country Club
Pasta Fresca Da Salvatore Pte Ltd
Pernod Ricard Singapore Pte Ltd
Pinedale Trading Pte Ltd
Republic of Singapore Yacht Club
Republic Plaza City Club (S) Pte Ltd
S A Hotel Management Pte Ltd
Sedona Hotels International
Serangoon Gardens Country Club
Sia Huat Pte Ltd
SIHS Pte Ltd
Simmons (Southeast Asia) Pte Ltd
Singapore Exhibition Services
Singapore Food Industries (Pte) Ltd

Singapore Island Country Club
Singapore Meritus International Hotels Pte Ltd
Singapore Recreation Club
Singapore Swimming Club
Singapore Telecommunications Limited
Somerville (Singapore) Pte Ltd
Starhub Ltd
The Tanglin Club
Tourism Management Institute of Singapore
Trane Singapore
Unilever Singapore Pte Ltd
United Engineers Developments Pte Ltd
YHS (Singapore) Pte Ltd
Zouk Management Pte Ltd

(as at 30 June 2011)