

# SHA UPDATE

Oct 2011 – Dec 2011  
MICA (P) 050/02/2011



## EDITORIAL TEAM

Chief Editor : Ms Margaret Heng  
Writers : Ms Li Shaoting, Ms Tai Junni & Ms Shrestha Sook Yean  
Published by : Singapore Hotel Association  
Designed and printed by : Colorcom Graphics Pte Ltd

**SHA Update** is the official publication of the Singapore Hotel Association and copies of SHA Update are not for sale. No part of this publication may be reproduced in any form or by any means without the written permission of the publisher. The views and opinions expressed are those of the authors and do not necessarily reflect those of the publisher.

17 Cantonment Road, Singapore 089740 Email : [secretariat@sha.org.sg](mailto:secretariat@sha.org.sg) Website : [www.sha.org.sg](http://www.sha.org.sg)

## Simply our best - The STARS of EXSA!

At this year's Excellent Service Awards (EXSA) – Star Presentation Ceremony, a total of 414 hospitality employees were recognized for going the extra mile for service.

Held on 28 November 2011 at the NTUC Auditorium, the annual event was graced by Mdm Halimah Yacob, Minister of State, Ministry of Community Development, Youth and Sports.

Into its 17th year, EXSA (Hospitality Sector) 2011 marked yet another milestone with a record of 2,431 winners comprising 414 Stars, 728 Golds and 1,289 Silvers from 88 organisations.



SHA NEWS	SHATEC INSTITUTES NEWS	HOTEL CIRCUIT	TOURIST TRACKS
<ul style="list-style-type: none"> <li>Simply our best - The STARS of EXSA! 1-2</li> <li>Your Say - Top Three Wishes for 2012 3</li> <li>SHA Welcomes A New Ordinary Member 4</li> <li>SHA Welcomes New General Managers</li> <li>Hotel Security Conference 2011 5</li> <li>3<sup>rd</sup> General Manager's Networking Session for 2011 6</li> <li>RC Hotels Took Top Spot at the 30<sup>th</sup> SHA Inter-Hotel Athletic Meet 2011</li> <li>The Great Leap in Service Excellence Workshop 7</li> <li>Raising Productivity for the Hotel Industry through Progressive People Practices</li> <li>SHA Registry of Casual Workers</li> </ul>	<ul style="list-style-type: none"> <li>Shatec Institutes' 26<sup>th</sup> Commencement Ceremony 8</li> <li>Striking Gold at Culinaire Malaysia 2011</li> <li>Open House @ Shatec Institutes 9</li> <li>Student Internship Programme</li> </ul>	<ul style="list-style-type: none"> <li>Singapore Experience Awards 2011 10</li> <li>Singapore Prestige Brand Award (SPBA) 2011</li> <li>Quality Hotel Rebrands As Quality Hotel Marlow</li> <li>Congratulations to our SHA Members who have achieved the Forbes Travel Guide Five-Star and Four-Star Award! 11</li> <li>Rendezvous Grand Hotel Singapore Offers A Brand New Look</li> <li>Millennium &amp; Copthorne Launches Children's Concierge Service At Snowmen's Glass 12</li> <li>Stars Of Christmas Charity Drive 13</li> <li>Singapore Tourism Industry Ball 2011 Fusion Rendezvous – East Meets West</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Performance for November 2011 14</li> <li>STB Unveils Differentiated Marketing Campaigns</li> <li>Calendar of Conventions &amp; Exhibitions (Jan – Mar 2012) 15</li> </ul>



Inaugurated at the same ceremony last year, the “SHA Outstanding Star” saw a total of 42 nominees vying for the prestigious award this year. After much anticipation, the 2 SHA Outstanding Star winners were finally announced.

Our heartiest congratulations to:

**SHA Outstanding Star (Hotel category)**

Ms Winnie Chng Poh Kee, Assistant Housekeeper of Hotel Grand Pacific Singapore

**SHA Outstanding Star (Non-hotel category)**

Mr Sivakumaran A/L Ramlinggam, Assistant Manager, F&B of Suntec Singapore International Convention and Exhibition Centre



Mdm Halimah Yacob with SHA Board Members



Mr Sivakumaran A/L Ramlinggam, Assistant Manager, F&B of Suntec Singapore International Convention and Exhibition Centre receiving the SHA Outstanding Star Award



Ms Winnie Chng Poh Kee, Assistant Housekeeper of Hotel Grand Pacific receiving the SHA Outstanding Star Award

Great job to all our other outstanding star nominees too!

- 1 Amara Singapore, Girish Menon Sankaran
- 2 Bayview Hotel Singapore, Tan Soo Hoon Moon
- 3 Chinese Swimming Club, Toh Khai Kok Louis
- 4 Concorde Hotel Singapore, Ross Sita Binte Muhammad Nor
- 5 Conrad Centennial Singapore, Joan Seng Yan Hui
- 6 Costa Sands Resort (Sentosa), Rajeskumar s/o Rajagopal
- 7 Crowne Plaza Changi Airport, Marlon Guipetacio
- 8 Fraser Place Robertson Walk, Singapore, Ng Yock Yip Patricia
- 9 Frasers Hospitality Management Pte Ltd, Jackline Victoria a/p George
- 10 Fraser Suites River Valley, Singapore, Quek Lay Khim
- 11 Furama City Centre Singapore, Ariane Rodriguez Garcia
- 12 Furama RiverFront, Singapore, Abdul Manan Bin Md Atan
- 13 Goodwood Park Hotel Ltd, Idil Bin Harith Reuben
- 14 Grand Copthorne Waterfront Hotel Singapore, Ang Yan Ni
- 15 Grand Park City Hall, Arasu A/L Munian
- 16 Hangout @ Mount Emily, Nur Widarni Binti Isnin
- 17 Holiday Inn Atrium Singapore, Siak Chee Wai Raymond
- 18 Holiday Inn Singapore Orchard City Centre, Toh Wei Loon Ves
- 19 Hotel Miramar (S) Ltd, Lee Lian Hong Roger
- 20 Hotel Royal Limited, Jessie Chan Mei Yee
- 21 Link Hotels International Pte Ltd, Brandon Lim Wenjie
- 22 Mandarin Orchard Singapore, Suhaimi Bin Manaff
- 23 Marina Mandarin Singapore, Chang Lee Lee, Nobel
- 24 NTUC Club, Gigi Low Ee Ling
- 25 Orchard Hotel Singapore, Soh Kim D/O Sreedharan
- 26 Orchard Parade Hotel Singapore, Mohan s/o Veithalingam
- 27 The Pan Pacific Hotel Singapore, Janice Chan Poh Tan
- 28 Park Avenue Suites, Wong Yook Seam, Susan
- 29 Park Hotel Clarke Quay, Tan Seow Chyi, Evelyn
- 30 Peninsula Excelsior Hotel, Teoh Chiew Ngoh, Samantha
- 31 Raffles Hotel Singapore, Kalvinder Singh
- 32 Resorts World at Sentosa Pte Ltd, Kok Chee Wai
- 33 Royal Plaza on Scotts, Lim Mui Huang Wennis
- 34 Shangri-La Hotel, Singapore, Chew Edward
- 35 Singapore Marriott Hotel, Chye Tze Hsiung John
- 36 Singapore Recreation Club, Corrina Foxx Supaya
- 37 Swissôtel The Stamford, Singapore, Loke Kaa Yeng, Mary
- 38 The Ritz-Carlton, Millenia Singapore, Ooi Suan Gaik, Janet
- 39 Tower Club Singapore, Cindy Tan Yen Hoon
- 40 York Hotel Pte Ltd, Ramli Bin Pabong



# Your Say : Top Three Wishes for 2012

As we bid goodbye to 2011, the Singapore Hotel Association would like to thank all members for their strong support in our activities and events.

In welcoming the New Year, Ms Margaret Heng, the Executive Director of SHA, would like to wish everyone a healthy, happy and prosperous 2012!

Below are her 3 wishes for 2012:



## Ms Margaret Heng's wishes:

1. Welcome more visitors from all over the world to converge in Singapore for both leisure and MICE.
2. Continue to work closely with SHA members and stakeholders to identify opportunities and roll out a slew of exciting projects for 2012.
3. Collaborate with SHA members in attracting more local talents to build a career in the hotel industry.

**Ms Margaret Heng**  
Executive Director  
Singapore Hotel Association



## Here are my Top 3 Wishes on hotel industry:

1. I wish we will be more appreciative of our service personnel and say "thank you" and "more thank you" to them.
2. We should be forgiving and more understanding to bring out the best of our employees to enhance the image of the service professional.
3. To reach out and be loving and to give more love to all and enjoy your work.

**Mr Mohd K. Rafin**  
Senior Vice President  
Park Hotel Group



## ibis Singapore Novena's wishes:

1. Firstly we wish to continue to strengthen our services to our guests by giving them great service by way of staff retention for consistency on service delivery and continue to build on repeat corporate and leisure guests.
2. We wish to continue our relationship with the existing business partners and partner with new ones for 2012 in order to gain more and more market share continuously in 2012.
3. We wish to continue to deliver great value proposition to our guests, continue our presence and participation in the local Singapore community events, and in return continue to be a profitable business unit for our owners.

**Ms Shamila Rolfe**  
General Manager  
ibis Singapore Novena



## My top three wishes are:

1. Continued Growth in Rates whilst maintaining the occupancy and thus, achieving a healthier RevPAR.
2. Maintaining warm and efficient service standards with a smile always, 24/7.
3. Enhancing Productivity by developing more "all-rounders" with a passion for hospitality.

**Mr Chow Keng Hai**  
General Manager  
Festive Hotel and Hotel Michael

# SHA Welcomes A New Ordinary Member

## Oasia Hotel Singapore

**F**ar East Hospitality's newest hotel brand, Oasia, launched its flagship property, Oasia Hotel Singapore in October 2011. Located in the charming enclave of Novena and convenient for business and leisure travellers, Oasia Hotel Singapore will provide more than a welcome respite to visitors.

The hotel is designed by award winning Japanese designer, Takashi Sugimoto from Super Potato, in collaboration with Singapore architectural firm, Ong & Ong. Both firms are known for their cutting-edge designs and use of natural elements.

Walking into Oasia Hotel, guests will be enthralled by the lobby with its high ceilings, large wooden seating area and a breath-taking stone wall.

Styled by Super Potato, the 4 Club Suites and 100 Club rooms are designed to provide new levels of unobtrusive comfort and luxury. To truly care for its guests, Oasia Club guests can enjoy pre check-in service, iPods preloaded with different music genres, Nespresso® machine in each room, as well as a choice of room scents.

Its 312 Deluxe Rooms and Superior Rooms, styled by Ong & Ong, boast spacious bathrooms with rain shower, 40" LED interactive IP television, an iPod compatible sound system and high speed Internet access.

The hotel has 2,400 square feet of meeting facilities including three function rooms and a boardroom for seminars, corporate functions and intimate banquets.



## SHA Welcomes New General Managers

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



**Ms Cyndi Ng**  
*General Manager, Amara Sanctuary Resort Sentosa*

Ms Cyndi Ng joins Amara Sanctuary Resort Sentosa, a resort property managed by Amara Hotels & Resorts, as General Manager on 8 November 2011.

Ms Ng has held various senior leadership roles in the hospitality industry including Resident Manager at The Elizabeth, Singapore and Director of Sales & Marketing for The Elizabeth, Singapore & Quincy Hotel. She has an in-depth appreciation of the different functions including sales & marketing and day-to-day hotel operations.

In her most recent role, Ms Ng was Acting General Manager at Far East Organization's Orchard Parade Hotel.



**Mr Christoph Szymanski**  
*Hotel Manager, Mandarin Orchard Singapore*

Mr Christoph Szymanski has been appointed Hotel Manager for Mandarin Orchard Singapore, Meritus Hotels & Resorts' award-winning, flagship hotel on Orchard Road. Mr Szymanski oversee the day to day hotel operations and works hand-in-hand with the hotel teams to bring this premier city hotel, long regarded as the icon of world-class hospitality in Singapore, to greater heights.

Mr Szymanski joins Meritus from his previous capacity as General Manager for Crowne Plaza Hong Kong Causeway Bay where his leadership successfully steered profitability and brand presence for the then newly opened hotel, garnering 3 hospitality awards within just over a year of its 2010 opening.

A German national, Mr Szymanski holds a Diploma in Hotel and Restaurant Management, majoring in Tax and Finance, from Heidelberg Management School in Germany. He had been based in Hong Kong since 1992, working with some of Hong Kong's most prestigious hotels including The Peninsula Group's Kowloon Hotel, The Langham Hong Kong, and The Regent, Hong Kong (now the InterContinental Hong Kong). He was also previously with The Harbour Plaza Hotels and Resorts as Group Food and Beverage Director.

**Mr Jeffrey Ong**  
*General Manager, Oasia Hotel Singapore*

With more than 23 years of experience in the hospitality industry, Mr Jeffrey Ong has worked in his hometown, Singapore, as well as Japan, Hong Kong and China. He brings onboard a wealth of expertise having worked for international hotel groups including the Intercontinental Hotels Group and Raffles International.

Mr Ong joined Far East Organization in 2010, and is instrumental in the pre-opening planning and preparation of the Oasia brand launch.

Opened in October 2011, Oasia Hotel Singapore is the flagship hotel for the Oasia brand and Mr Ong is responsible for setting the benchmark for future Oasia hotels in Singapore and regionally.

Mr Ong is proficient in English, Mandarin and Japanese and was educated at the National University of Singapore.



**Mr Andrew Tan**  
*General Manager, Orchard Hotel Singapore*

Millennium and Copthorne International Limited (MCIL) is pleased to announce Mr Andrew Tan's appointment as General Manager of Orchard Hotel Singapore.

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

Most recently, Mr Tan was the General Manager of Millennium Gloucester and Millennium Bailey's Hotel in London.



# Hotel Security Conference 2011

The Annual Hotel Security Conference which was jointly organised by the Singapore Hotel Association (SHA), the Singapore Police Force (SPF) and the National Crime Prevention Council (NCPC) was held on 6 October 2011 at Concorde Hotel Singapore.

The event was graced by Guest-of-Honour, Mr Masagos Zulkifli, Minister of State for Home Affairs and Foreign Affairs.

Themed “Leveraging Security for Better Tourism Experience”, the following four papers were shared at the conference:

- Paper 1 – “Overview and Analysis of Crime Situation in Hotels in Singapore” by ASP Seah May Chern, Community Involvement Division, Singapore Police Force

- Paper 2 – “Ideological Profile on Radicalization” by Mr Neo Loo Seng, Behavioural Sciences Unit, Ministry of Home Affairs

- Paper 3 – “Security as a Competitive Edge for the Singapore Hotel Industry” by Mr Dominic Chester, Regional Director (Crisis & Security Consulting), Control Risks South East Asia

- Paper 4 – “Occupier’s Liability” by Mr Mathew Kurian, Trainer, Security Industry Institute / Managing Director, Regent Law LLC

In addition, participants had the opportunity to tour a mini-exhibition which showcased the latest security technologies and training solutions for hotel industry.



Mr Masagos Zulkifli delivering the opening address

## Winners of the Hotel Security Excellence Award 2011

- |  |  |
|--|--|
| 1) Amara Singapore   | 16) Mandarin Orchard Singapore           |
| 2) Amara Sanctuary Resort Sentosa                            | 17) Mandarin Oriental, Singapore         |
| 3) Conrad Centennial Singapore                               | 18) Marina Mandarin Singapore            |
| 4) Copthorne King's Hotel Singapore                          | 19) Orchard Hotel                        |
| 5) Crowne Plaza Changi Airport                               | 20) Pan Pacific Singapore                |
| 6) Fairmont Singapore and Swissotel the Stamford             | 21) Park Hotel Clarke Quay               |
| 7) Four Seasons Hotel Singapore                              | 22) Parkroyal on Kitchener Road          |
| 8) The Fullerton Hotel and The Fullerton Bay Hotel Singapore | 23) The Regent Singapore                 |
| 9) The Gallery Hotel   | 24) The Ritz-Carlton, Millenia Singapore |
| 10) Grand Copthorne Waterfront Hotel Singapore               | 25) Royal Plaza on Scotts                |
| 11) Grand Hyatt Singapore                                    | 26) Shangri-La Hotel                     |
| 12) Grand Mercure Roxy Hotel                                 | 27) Sheraton Towers Singapore            |
| 13) Grand Park Orchard                                       | 28) Singapore Marriott Hotel             |
| 14) Hard Rock Hotel Singapore, Resorts World Sentosa         | 29) The St. Regis Singapore              |
| 15) InterContinental Singapore                               | 30) Traders Hotel                        |

## Winners of the Hotel Security Award 2011

- |   |   |
|---|---|
| 1) Albert Court Village Hotel                 | 20) Landmark Village Hotel                      |
| 2) Bayview Hotel Singapore                    | 21) Link Hotel                                  |
| 3) Changi Village Hotel                       | 22) M Hotel Singapore                           |
| 4) Concorde Hotel Singapore                   | 23) Orchard Parade Hotel                        |
| 5) Crockfords Tower, Resorts World Sentosa    | 24) Pan Pacific Orchard                         |
| 6) The Elizabeth Hotel                        | 25) Paramount Hotel                             |
| 7) Festive Hotel, Resorts World Sentosa       | 26) Parkroyal on Beach Road                     |
| 8) Furama City Centre Singapore               | 27) Peninsula Excelsior Hotel                   |
| 9) Furama RiverFront Singapore                | 28) The Quincy Hotel                            |
| 10) Goodwood Park Hotel                       | 29) Raffles Hotel Singapore                     |
| 11) Grand Park City Hall                      | 30) RELC International Hotel                    |
| 12) Hangout @ Mount Emily                     | 31) Rendezvous Hotel                            |
| 13) Hilton Singapore                          | 32) River View Hotel                            |
| 14) Holiday Inn Atrium Singapore              | 33) Hotel Royal Singapore                       |
| 15) Holiday Inn Singapore Orchard City Centre | 34) The Sentosa Resort & Spa                    |
| 16) Hotel Fort Canning Singapore              | 35) Shangri-La's Rasa Sentosa Resort, Singapore |
| 17) Hotel Grand Pacific                       | 36) Swissotel Merchant Court, Singapore         |
| 18) Hotel Michael, Resorts World Sentosa      | 37) York Hotel                                  |
| 19) Hotel Re! @ Pearl's Hill                  |   |

## Winner of Outstanding Honesty Award 2011

Mr Chia Soy Tee, Painter, InterContinental Singapore

Kudos to all the winners!



From left to right – Mr Eric Low, Vice Chairman, National Crime Prevention Council (NCPC), Mr Leo Llambi, General Manager, Concorde Hotel Singapore, Mr Tan Kian Hoon, Chairman, NCPC, SUPT Raymond Chong, Assistant Director, Operations (Community Involvement), Singapore Police Force (SPF), Mr Albert Teo, 1st Vice-President of SHA, Ms Pauline Yee, Executive Director, NCPC Secretariat, Ms Margaret Heng, Executive Director of SHA.



Winner of the Outstanding Honesty Award, Mr Chia Soy Tee from InterContinental Singapore



# 3<sup>rd</sup> General Manager's Networking Session for 2011

The 3<sup>rd</sup> and final Industry Update and Networking Session for General Managers for 2011 was held on 2 December 2011 at the ArtScience Museum.

The session began with networking amongst GMs which was then followed by an industry update by Ms Margaret Heng, ED of SHA. Ms Heng, who officially took on the additional role as CE of Shatec Institutes on 1 December 2011, also provided the GMs with an overview of the school through her presentation on "Shatec - the past, present and future".

There were also 2 invited guest speakers, namely, Mr Lewis Ng, Commercial Director, APAC of TripAdvisor and Feng Shui Master Danny Cheong. Mr Ng provided tips on how hotels can better utilize TripAdvisor while Feng Shui Master shared his words of wisdom for the Year of the Water Dragon.

Some of the key highlights on 2012 by Feng Shui Master Danny Cheong:

- There will be mild recovery in the West, Eastern Europe and Middle East
- The education sector will do well while all other sectors will register average performance
- Balancing Element : Gold
- Balancing Colour : Yellow
- Ornaments : Phoenix or hen figurines

The session concluded with a guided tour of "Titanic: The Artifact Exhibition" at the ArtScience Museum.



## RC Hotels Took Top Spot at the 30<sup>th</sup> SHA Inter-Hotel Athletic Meet 2011

The 30<sup>th</sup> SHA Inter-Hotel Athletic Meet 2011 (Finals) was held on 17 September 2011 at the Serangoon Stadium. A total of 21 teams contested for the championship title.

Fuelled by last year's sweet victory, RC Hotels (Pte) Ltd powered through the events to emerge as the champion team for the second year running. Besides being the overall Champion Hotel, RC Hotels (Pte) Ltd also bagged both the "Best Team" awards for the women and men categories.

### Winners for 30<sup>th</sup> SHA Inter-Hotel Athletic Meet 2011:

Champion Hotel	RC Hotels (Pte) Ltd
1st Runner-Up Hotel	Raffles Hotel Singapore
2nd Runner-Up Hotel	Resorts World Sentosa Singapore
Best Team (Men)	RC Hotels (Pte) Ltd
Best Team (Women)	RC Hotels (Pte) Ltd
Best Individual Performance (Male Athlete)	Christoph Glaessel, The Fullerton Hotel Singapore
Best Individual Performance (Female Athlete)	Karen Lee, Resorts World Sentosa Singapore

One of the highlights of the Meet is the 100m GM Race. This year a total of 10 General Managers registered for the event, which was divided into two categories:

- 45 years old & below
- 46 years old & above

The results of the GM race were as follows:

GM 100m Race (45 years & below)		
Placing	Name	Hotel
1 <sup>st</sup>	Darren Ware	Grand Park Orchard
2 <sup>nd</sup>	Dominique A. Alberio	Grand Mercure Roxy Hotel
3 <sup>rd</sup>	Puneet Dhawan	ibis Singapore on Bencoolen

GM 100M Race (46 years & above)		
Placing	Name	Hotel
1 <sup>st</sup>	Michael Cottan	Shangri-La Hotel Singapore
2 <sup>nd</sup>	John Sartain	Mandarin Orchard Singapore
3 <sup>rd</sup>	Steven Long	Sheraton Towers Singapore Hotel



# The Great Leap in Service Excellence Workshop

The SHA and SPRING Singapore jointly organized a Design Thinking and Online Customer Intelligence workshop, titled “The Great Leap in Service Excellence for Hospitality Sector” on Thursday, 24 November 2011 from 2pm to 5pm at the former SPRING Building.



*Presentation by Ms Karen Koh of SPRING Singapore*

The programme for the workshop was as follows:

“Design Thinking - An Approach Leading Towards Service Excellence In The Hospitality Sector” by Marcus Lui, Principal, Brand Strategist, Continuum

“Online Customer Intelligence – The Role of New Normal Social Media Platforms” by Kelvin Tng, Senior Client Relations Executive, Brandtology

Customer Centric Initiative Scheme (CCI) by Ms Karen Koh, Senior Manager (Business and Service Excellence Division), SPRING Singapore

The presenters offered valuable insights on how being customer-focused can result in a significant improvement in service level. The workshop was well attended by 39 participants from 20 hotels.

## Raising Productivity for the Hotel Industry through Progressive People Practices

The SHA, Ministry of Manpower (MOM) and the Singapore Tourism Board (STB) jointly held a workshop on Raising Productivity for the Hotel Industry through Progressive People Practices on 14 October 2011 at the STB Auditorium.

Participants were given an overview on how progressive human capital practices can lead to higher productivity. In addition, Mr Andy Hue, Senior Assistant Director, National Human-Capital

Office from MOM shared on some of the available initiatives for human capital development.

Invited guest presenter, Ms Mandeep Maitra, Head, Strategy and Development Asia, Hot Spots Institute highlighted to participants on how the Hot Spots Programme and information garnered from research on the Future of Work can help boost team performance through coaching, innovating and adapting to the changing nature of the workplace.

## SHA Registry of Casual Workers

The SHA continues to work closely with Institutes of Higher Learning (IHLs) and self-help groups to actively engage jobseekers. A briefing session on the Registry was held at Shatec Institutes on 18 October 2011.

More recently, SHA took up a booth at a Recruitment Drive organised by the South East Community Development Council (CDC) on 10 November 2011.

The SHA would also like to convey its appreciation to the CDCs for their kind assistance in disseminating flyers on the Registry to jobseekers.

Moving forward, SHA will continue to spotlight the portal (HotelPartTimeJob.com.sg) to jobseekers at the bimonthly Industry Preview Sessions that are organised by the Employment and Employability Institute (e2i).



*Ushering jobseekers to the SHA booth (Recruitment Drive at South East CDC)*



# Shatec Institutes' 26<sup>th</sup> Commencement Ceremony

**3**0 November 2011 marked a very special occasion for more than 550 Shatec students as they celebrated their graduation at Shatec Institutes' 26<sup>th</sup> Commencement Ceremony. Held at Raffles City Convention Hall, the event was graced by Guest-of-Honour, Mr Winston Toh, Deputy Chief Executive of the Singapore Workforce Development Agency.

Industry partners, Shatec alumni as well as associates were present at the event to witness the students' achievements and to partake in the students' joy as they begin another new chapter of their lives.



*Young and Budding Chefs of Shatec Institutes Celebrate Graduation*

*Our Beaming Management Graduates of 2011!*



Mr Ignatius Chan, founder and owner of Iggy's Restaurant (ranked 27<sup>th</sup> in The S. Pellegrino World's 50 Best Restaurants) was one of the Shatec alumni who attended the event. Sharing from his industry experience, Mr Chan delivered an inspiring speech to the new graduates and offered useful tips on how to build a successful career in the hospitality industry.

## Striking Gold at Culinaire Malaysia 2011

**3** students and a host mentor from Shatec Institutes took part in the 2011 Culinaire Malaysia which was held from 20 to 23 September 2011 at the Kuala Lumpur Convention Centre.

The four-day event which was held alongside Food & Hotel Malaysia saw 1,318 chefs and students from Asia coming together to pit their culinary skills against one another.

Amidst strong competition, 3 Shatec students did the school proud as they bagged top awards with their skillful culinary performance. Matthew Leong clinched the Gold award under the individual category for his apprentice four-course set menu, while Daniel Chin's interpretation of plate dishes snagged him the Silver award. Meanwhile, June Tay's apprentice chicken/salmon main course was recognised with a Bronze award in the Open Category.

Moving beyond the classroom, such competitions give students first-hand experience of industry standards and present them with opportunities to hone their skills.

"I learnt to stay focused, to work as a team and persevere through challenges. My mentors here put a lot of effort into training me for this competition. I'm very glad I didn't disappoint them."

**Matthew Leong, Gold Award winner**



# Open House @ Shatec Institutes



*Budding chefs at work*



*Housekeeping department in Shatec Institutes*



*Mohd Tarmizi (DHM710B) conducting a flambe demonstration*

As part of its efforts to allow prospective students to have a better understanding of Shatec Institutes, Open House sessions are held on a regular basis, with the most recent being on 19 November 2011.

At the recent Open House, participants were given a glimpse into the world of hospitality through a sharing session by Shatec alumni who have carved out a successful career in the industry.

Participants were introduced to a wide range of hospitality and culinary courses offered by Shatec Institutes. They were also given a guided tour of the campus which showcased the school's training facilities. The tour concluded with a buffet spread which was specially prepared by Shatec's very own culinary students.

In addition, the participants were impressed by the various demonstrations put up by the current students which included cocktail mixing and bed-making. Last but not least, the participants were also introduced to the intricacies of true butler service.



*Mr Derrick Ang, Executive Chef, Furama Riverfront Hotel was one of the speakers*

## Student Internship Programme

Going beyond textbooks and practice sessions, students had a first-hand experience of working in the hotel industry through their internship programme.

More than 200 Shatec students recently went through a new internship placement exercise. In this particular exercise, the Student Services & Administration department invited industry representatives to speak to the students on career pathways at their hotels. After the industry presentations, hotel representatives met up with students for on-site interviews.

The on-campus internship placement drive was well-received by both participating hotels and students alike.

Hotels which were present included Carlton Hotel, Conrad Centennial Singapore, Mandarin Orchard Singapore, Shangri-La Singapore, The Fullerton Hotel Singapore and The St. Regis Singapore.

"The selection exercise was very well-organised. It was a smooth process from registration to selection. It was a bit nerve-wrecking for everyone during the interview but I was so happy when I was accepted!" shared Tommy Siswanto Huang from DTM1009.

*Gearing up for the first step to success*



*Students choosing their preferred internship establishment*



# Singapore Experience Awards 2011

The best of Singapore's tourism sector were recognised at the Singapore Experience Awards which was held on 17 October 2011. Held at the iconic Marina Bay Sands, the gala presentation ceremony was graced by Guest-of-Honour President Tony Tan Keng Yam.

The annual Singapore Experience Awards is the most prestigious awards platform in Singapore's tourism industry. The evening celebration saw accolades given out to exemplary organisations and individuals for their remarkable contributions to the industry as well as for their dedication, passion and commitment to delivering unique and compelling experiences.

The pinnacle of these awards, the Lifetime Achievement for Outstanding Contribution to Tourism, was accorded to Dato' Dr. Jannie Chan, Executive Vice Chairman of The Hour Glass Limited and President of the Singapore Retailers Association,

for her relentless efforts in championing the retail industry in Singapore and successfully raising its professionalism and standards.

The St. Regis Singapore was presented the Best Hotel Experience Award. Service champions, Manjeet Kaur from Resorts World Sentosa and Romualdo Bacani Corpuz from Swissotel The Stamford were recognised with the Customer Service award for the Food & Beverage and Hotel Categories respectively.

The Tourism Entrepreneur of the Year award went to Mr Loh Lik Peng, Director of Unlisted Collection and 2nd Vice-President of SHA, for his innovative and creative contributions to the transformation of Singapore's boutique hotel scene.

A special recognition (Breakthrough Contribution to Tourism) award was presented to both Integrated Resorts (IRs) – Marina Bay Sands and Resorts World Sentosa for being major catalysts of Singapore's tourism development.

## Singapore Prestige Brand Award (SPBA) 2011

The 10th Singapore Prestige Brand Award was held on 08 December 2011 at Raffles City Convention Centre. Mr Tharman Shanmugaratnam, Singapore's Deputy Prime Minister and Minister for Finance and Manpower was the Guest-of-Honour for the event.

The award ceremony, jointly organised by the Association of Small and Medium Enterprises and Lianhe Zaobao, recognizes and rewards esteemed Singapore brands that are well developed and managed through various branding initiatives. The award not only benchmark the brand equity of SMEs against their competitors, but also serves as an effective platform for local companies which aspires to establish sterling brand awareness in Singapore for global growth opportunities.

There are altogether five main award categories under SPBA namely SPBA-Promising Brands, SPBA-Established Brands, SPBA-Heritage Brands, SPBA-Regional Brands and SPBA-Special Merit.

We are pleased to share that the following SHA Members have been awarded the prestigious award:

Award Category	Winner
Heritage Brand and Most Popular Heritage Brand Award	Meritus Hotels and Resorts
Established Brand	Neo Garden Catering

## Quality Hotel Rebrands As Quality Hotel Marlow

Marlow Hotels & Resorts has renewed its franchise Agreement with Choice Australasia for their property in Singapore.

Choice Hotels Australasia is a part of Choice Hotels International, one of the largest and most successful accommodation Franchisors in the world.

Henceforth, Quality Hotel Singapore will be known as Quality Hotel Marlow.

From Left: →  
Trent Fraser, GM Franchise Services and Development,  
Choice Hotel Australasia; Harry Leong, GM and Owner  
Representative, Quality Hotel Marlow; David Bayes,  
Chief Executive Officer, Choice Hotels Australasia





# Congratulations to our SHA Members who have achieved the Forbes Travel Guide Five-Star and Four-Star Award!

Forbes Travel Guide announced its list of 2012 winners for Five-Star and Four-Star rating on 16 November 2011. Amongst the winners were eight Asian hotels and spas which were presented with the award for the first time.

Forbes Travel Guide's ratings, the most comprehensive in the industry, are based on objective evaluations of more than 550 attributes at each rated hotel and over 150 attributes for each rated spa.

Congratulations to our Singapore winners for achieving the 2012 Forbes Travel Guide Five-Star and Four-Star Award!

Hotels		Spas	
Forbes Travel Guide Five-Star rating	Mandarin Oriental, Singapore*	Forbes Travel Guide Five-Star rating	Auriga Spa at Capella Singapore The Spa at Mandarin Oriental, Singapore*
Forbes Travel Guide Four-Star rating	Capella Singapore Fairmont Singapore Four Seasons Hotel Singapore The Fullerton Bay Hotel, Singapore	Forbes Travel Guide Four-Star rating	The Spa at Four Seasons Hotel Singapore Remède Spa, The St. Regis Singapore

\* New additions for 2012

Mandarin Oriental is the first hotel in Singapore to achieve the Forbes Five-Star rating since the official launch of the ratings systems in Singapore in April 2011. It is also the only new Forbes Five-Star rated hotel in Asia. The Spa at Mandarin Oriental also joins the Auriga Spa at Capella Singapore in achieving the Forbes Five-Star Spa rating.

The Forbes Travel Guide process of rating constitutes:

- Facility Inspection – evaluation of cleanliness, physical condition & location, accounting up to 25% of the overall property score.
- Service Evaluation – focuses on guest experience and the consistency in service, accounting up to 75% of the overall property score.

## Rendezvous Grand Hotel Singapore Offers A Brand New Look

Rendezvous Hotel Singapore, under its subsidiary Rendezvous Hospitality Group (RHG), which owns, operates and manages its stable of hotels in the Asia Pacific region under the Rendezvous and Marque brands, has undergone S\$25 million in refurbishment to emerge as a brand new player in the hospitality industry.

Rendezvous Hotel Singapore will be renamed Rendezvous Grand Hotel Singapore (RGHS) as part of Rendezvous Hospitality Group's multi-dollar rebranding effort.

Under a new structure, Rendezvous Hotels and The Marque Hotels will evolve as one Rendezvous brand that is synonymous with superior value accommodation, offering discerning business and leisure travelers a unique hospitality experience.

The introduction of different tiers within the Rendezvous brand allows the group to target three distinct segments:

- Rendezvous Grand Hotels - the premier hotel offering superior accommodation for the upscale discerning travelers
- Rendezvous Hotels - targeting upper-midscale mindful travelers
- Rendezvous Studios - compact hotels targeting midscale value-conscious travelers

The first hotel in the group to be renamed under the new model, Rendezvous Grand Hotel Singapore was launched in December 2011. The Hotel and adjoining retail podium Rendezvous Gallery will complete its S\$25m upgrade program by the end of 2011.



Rendezvous Grand Hotel Singapore

# Millennium & Copthorne Launches Children's Concierge Service At Snowmen's Glass

**M**illennium & Copthorne International Limited (MCIL) is extending a gift of service to young travelers with Singapore's first children's hotel concierge service. Named 'Ask Alfred', the service is specially tailored to the needs of young guests.

In the spirit of giving, MCIL held a special Christmas party on 9 December 2011 at Orchard Hotel. The joyous occasion marked the launch of 'Ask Alfred' service and beneficiaries of this service from Touch Community were invited to celebrate with them. A group donation of \$35,000 was also presented to Touch Community Services.

Ask Alfred goes the extra mile in adding that personal touch for young guests and incorporates a charity element as a way to empower the young to help those less fortunate in the community. It is a new add-on service that guests can select when they book a room at any of MCIL's Singapore hotels. The children's concierge service includes specially tailored features for child



Ask Alfred (From right: MCIL's SVP Lim Boon Kwee ;Grand Copthorne Waterfront Hotel's Colin Wang; M Hotel's Benedict Ng; Studio M's Esther Wai; Copthorne King's Hotel's Jeane Lim and Orchard Hotel's Andrew Tan).

travellers, including children's amenities and goodies such as jelly beans and ice cream when they arrive at the hotel. They will also receive a limited edition plush

teddy bear from the famous London toy store Hamley's. Parents will also receive a special parents' guide that includes useful travel tips and information on child-friendly activities and attractions in Singapore. Other in-room kids' amenities include children's bathrobe and room slippers, organic shampoo, children's toothbrush.

Young guests will be able to pledge a portion of the proceeds from Ask Alfred to Touch Community Services of their choice.

Mr Lim Boon Kwee, Senior Vice President for MCIL, said, "Children's services at many hotels today are simply scaled down versions of existing services for adult guests. Ask Alfred is our way of going the extra mile to add a personal touch for our young guests by providing amenities and services that are truly focused on them."

Touch Community Services reaches out to needy individuals of all ages and races, providing support through a network of 17 community services, 11 centres and 12 children's clubs around Singapore.

Mr Lim Boon Kwee (right), SVP of MCIL presenting the cheque to Mr Daniel Goh of Touch Community Services





# Stars Of Christmas Charity Drive

In the true spirit of the season, Meritus Hotels & Resorts and Mandarin Orchard Singapore, in collaboration with parent company Overseas Union Enterprise (SGX-ST: "OUE"), on 5 December 2011 launched the 'Stars of Christmas' programme, an annual Corporate Social Responsibility (CSR) initiative aimed at raising funds and soliciting Christmas presents to benefit children's aid societies.

This year, beneficiaries of the 'Stars of Christmas' programme included children from Club Rainbow and the Children's Cancer Foundation of Singapore.

The programme kicked off with the ceremonial hanging of Christmas stars at Mandarin Orchard Singapore, led by OUE Chief Executive Officer Mr Thio Gim Hock and Mandarin Orchard Hotel Manager Christoph Szymanski. Children from both aid societies got to express their Christmas wishes by illustrating them on the back of gold and silver stars, before hanging them on the beautifully adorned Christmas tree in the hotel lobby. Each star bore the name, age and gender of individual beneficiaries.

Guests were then invited to pick the stars and take part in fulfilling the children's Christmas wishes by buying them the presents requested on the stars and placing them below the Christmas tree.

Michael Sengol, CEO of Meritus Hotels & Resorts →  
Official Hanging of Stars Ceremony



## Singapore Tourism Industry Ball 2011 Fusion Rendezvous – East Meets West

Jointly organised by the Pacific Asia Travel Association (PATA) Singapore Chapter, National Association of Travel Agents Singapore (NATAS), Singapore Hotel Association (SHA), Skai Singapore and the Association of Singapore Attractions, with the support of the Singapore Tourism Board (STB), the biennial Singapore Tourism Industry Ball was held on 3 December 2011 at Shangri-La Hotel, Singapore.

True to its theme for the evening - Fusion Rendezvous - East Meets West, guests were treated to a variety of delightful entertainment acts from all over the world. Sue Son, an electric violinist from Britain's Got Talent astounded the audience with her opening performance. Other acts included a hilarious and entertaining ventriloquist act by Joel and Friends from Los Angeles.

In addition, the crowd was tickled by the Singapore Broadway Beng Show performance by Sebastian Tan, who was also the emcee for the evening.

Another highlight of the event was the presentation of the 2nd PATA Productivity Competition – Our Productivity Story 2011 Awards. This year, the competition was divided into three categories, namely hotels, travel agents and other services. Participating companies were required to submit an essay describing their productivity story and 2 selected entries from each category were made into a motivating short video for public voting. Mandarin Orchard Singapore clinched the top spot for the hotel category and walked away with a cash prize of \$8,000. The second prize of \$4,000 went to Fairmont Hotel.



↑ Mr Michael Sengol, CEO of Meritus Hotels and Resorts, second from left, receiving the prize for clinching the top spot in the PATA Productivity Story 2011 Award for the hotel category.



↑ Mr Brian Tan, Director of Quality, Fairmont Singapore & Swissotel The Stamford, second from right receiving the 2nd Prize for the hotel category.

# Tourism Performance for November 2011

The tourism industry continued to shine in November 2011, with visitor arrivals exceeding 1.02 million, registering a 6.3% increase over the corresponding month in 2010.

Other performance indicators such as average occupancy rate and average room rate also demonstrated encouraging growth.

## Snapshot of the tourism performance for November 2011

Key Statistics	Performance		% change
	Nov 2011	Nov 2010	
Visitor Arrivals	1,024,553	963,858	+ 6.3 %
Average Occupancy Rate (AOR)	90%	88%	+ 2% pt
Average Room Rate (ARR)	\$257.20	\$227.10	+13.3%
Revenue Per Available Room (RevPAR)	\$231.90	\$199.60	+16.2%
Total Room Revenue	\$222.1 million	\$192.4 million	+15.4%

(Source: Preliminary figures from Singapore Tourism Board.)

## STB Unveils Differentiated Marketing Campaigns

Based on understanding of consumer needs which differ by markets, customized marketing plans will be rolled out in phases, starting with the top five visitor-generating markets.

The Singapore Tourism Board (STB) recently launched its series of differentiated marketing campaigns, starting with the **New Discoveries** campaign in Beijing, China. This has been tailored to suit the needs of consumers in China. In the coming months, customised marketing plans will be rolled out in phases across other key markets, including Australia, India, Indonesia and Malaysia.

The new approach, which is focused on addressing consumer needs, marks a departure from the destination marketing strategy that STB used to employ across different markets. The consumer marketing approach has resulted in more targeted and integrated marketing campaigns that will comprise PR, above and below-the-line advertising and digital marketing.

"In the past year, we have deepened the understanding of consumers in the various regions. This has allowed us to develop strategies that are customised to the needs of individual markets. By understanding consumer needs, we can create and deliver better quality experiences to visitors. This is a

natural evolution of the YourSingapore destination brand that emphasises the personalisation of experiences. We believe that this visitor-centricity will increase the appeal and relevance of Singapore, and help build a stronger brand in the long term." said Ms Sophia Ng, Executive Director, Brand and Marketing of the Singapore Tourism Board.

Earlier this year, STB embarked on various in-market engagements with consumers and trade which have provided an increased understanding of the consumers from these initial launch markets. This, coupled with STB's market knowledge gleaned from years of operating overseas, enabled the team to develop customised marketing plans. With these insights, STB will also work with industry partners, both locally and in the markets, to develop and package more meaningful destination experiences.

The **New Discoveries** launch event was held at Beijing's edgy 798 art district with home-grown celebrity Stefanie Sun playing her part as Singapore's Tourism Ambassador for Greater China by sharing her favourite spots in Singapore. In the coming months, the campaign will also feature local Chinese advocates at various PR and communication touch points, including social media platforms such as Sina Weibo, Douban and Renren to reach the Chinese audience.





## Calendar of Conventions & Exhibitions (Jan – Mar 2012)

(Source: STB Calendar of Events)

Date: From	To	Event:
04 Jan	06 Jan	Cultural Diversity in Music Education Conference
10 Jan	11 Jan	Supply Chain and Logistics Summit Asia 2012
11 Jan	15 Jan	9th Asia Pacific Medical Education (APMEC)
12 Jan	13 Jan	Global MBA Leadership Conference & Exposition
30 Jan	31 Jan	Border Security Asia Pacific
03 Feb	05 Feb	Course in Advanced Endocrinology
08 Feb	10 Feb	Global Space and Technology Convention
14 Feb	19 Feb	Singapore Airshow 2012
21 Feb	24 Feb	The 10th Annual Coal Markets
29 Feb	02 Mar	Demo Asia 2012
07 Mar	09 Mar	2nd Asia Pacific Research Ethics Conference 2012
09 Mar	12 Mar	Int'l Furniture Fair Singapore 2012
19 Mar	21 Mar	Brand Couture 2012
20 Mar	22 Mar	5th Mobile Commerce Summit Asia 2012
20 Mar	24 Mar	15th World Conference on Tobacco or Health 2012
28 Mar	30 Mar	Singapore Int'l LED/OLED Technology Show 2012 (LEDTEC ASIA 2012)

# 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  
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

Parc Sovereign Hotel  
Park Hotel Clarke Quay  
Park Regis Singapore  
Parkroyal on Beach Road  
Parkroyal on Kitchener Road  
Peninsula. Excelsior Hotel  
Perak Hotel  
Quality Hotel Marlow  
The Quincy Hotel  
Raffles Hotel  
The Regent Singapore  
RELC International Hotel  
Rendezvous Grand Hotel Singapore  
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 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)  
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  
Kaplan Higher Education  
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  
The Quayside Group 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

(as at 31 December 2011)