

SHA UPDATE

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Going Green pays off for 10 Singapore Hotels

10 Singapore hotels were presented with the prestigious ASEAN Green Hotel Recognition Award at the ASEAN Tourism Forum held on 11 January 2012 at Manado City, Indonesia.

Into its second year running, the award recognizes environmentally-friendly hotels which have taken significant strides in adopting green practices. Winning hotels were deemed to have performed exceptionally well in the areas of solid waste management, energy efficiency, water efficiency, air quality management as well as toxic and chemical substance disposal.

Separately, another 71 ASEAN hotels from the other ASEAN Member Countries namely Brunei Darussalam, Cambodia, Laos, Malaysia, Myanmar, Philippines, Thailand and Vietnam also received the award for their outstanding green efforts.

The ASEAN Green Hotel Standard, as part of the ASEAN Tourism Standards, was established in 2007 with a total of 11 criteria and 25 requirements. Against the backdrop of climatic concerns and global warming issues, ASEAN hotels were encouraged to drive the green campaign to protect the environment and to enhance the attractiveness of ASEAN as an ecotourism destination.

A toast to our following SHA hotel members, in alphabetical order, for upholding the green spirit:

- 1 Furama City Centre Singapore
- 2 Furama RiverFront, Singapore
- 3 Grand Copthorne Waterfront Hotel Singapore
- 4 Grand Hyatt Singapore
- 5 Holiday Inn Atrium Singapore
- 6 Holiday Inn Singapore Orchard City Centre
- 7 M Hotel Singapore
- 8 Mandarin Orchard Singapore
- 9 The Regent Singapore
- 10 Shangri-La Hotel, Singapore



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Your Say : Building an Age-friendly

With an increasingly greying population, a lot of emphasis has been placed on healthy ageing and lifelong employability at the workplace.

For this issue, members were asked on what their hotel has done in facilitating an age-friendly environment for the mature workers.

Copthorne King's Hotel has a total work force of about 200 employees. 47% of our work force is 50 years old and above. This group of mature employees is with different departments of the Hotel namely Housekeeping, Front Office, Engineering, Security and Food and Beverage Operations.

Our attempts in creating an age-friendly environment are as follows:

- 1) Staff dialogue sessions are held regularly to raise awareness among all staff to better understand the needs of a diversified age group of employees.
- 2) Provision of comprehensive insurance coverage up till 70 years old.
- 3) Presentation of long service awards to senior employees during annual dinners in appreciation of their commitment.
- 4) Arrangements of light duties or functions for mature workers such as answering of phone calls in the Housekeeping Department and taking reservations in Food and Beverage outlets.
- 5) Implementation of a Buddy system for mature workers. Some of our staff are assigned to assist the older technician workers in maintenance jobs that can be strenuous for this group of older workers.



Ms Jeane Lim

General Manager, Copthorne King's Hotel Singapore

Crowne Plaza Changi Airport has always been committed to creating an age-friendly and highly conducive work environment for our mature workers.

- 1) One initiative is the installation of the Ezi-Maid Bed Lifting System in all guest rooms since the hotel opened in 2008. The steel framed system, allows room attendants to raise the beds to waist-height by using a remote control. This helps in reducing workplace injuries.
- 2) While the Re-employment Act may have just taken effect on January 1, 2012, we are an early adopter of the Act and have been providing re-employment to employees reaching the age of 62 since 2009.



Mr Steven Chan

General Manager, Crowne Plaza Changi Airport

As responsible employers, we recognize the contributions of our mature staff to the hotel. On top of adopting the Re-employment Act, we do not reduce their salaries by 10% when they reach the age of 60. Their employment terms and conditions remain unchanged even as they reach the age of 62. We make adjustments to the jobs to suit the needs of the mature workers and also, extend re-employment opportunities to the older workers.

- 3) We have embraced WDA recommendations and established good re-employment practices such as providing Pre-Retirement Planning and Re-Employment Consultation for our staff.

When our employees reach the age of 60, we prepare them for their golden years and introduce the idea of re-employment through Pre-Retirement Planning. We advise them on their employability and assess their training needs.

Re-Employment consultation is then provided six months before our employees reach the age of 62. We determine their re-employment eligibility and communicate remuneration and re-deployment options. We also take a look at available job options within the hotel which best fits their needs and expectations.

For employees who are ineligible for re-employment, we provide employment assistance to the employee with a one-off Employment Assistance Payment (EAP).

Goodwood Park Hotel is fully committed to providing an age-friendly environment for our mature workers.

Some of our initiatives are as follows:

- 1) We have fully installed 311 units of Ezi-Maid in June 2011. This is a bed lifting system that lightens the workflow and facilitates retention and re-employment of older workers.
- 2) In February 2011, 61 of our mature workers (age 50 years and above) attended the "READY" Programme. This is a programme specially designed to help mature workers to understand the benefits of remaining in employment.
- 3) Implementation of improved re-employment terms and benefits to facilitate retention and re-employment of mature workers. We also offer part-time employment opportunities to our mature workers if they are unable to commit to a full-time work schedule.
- 4) For our senior technicians in Maintenance, we allow them to work during the day shift instead of a 24 hour shift.
- 5) Mature workers are also exempted from doing strenuous work or carrying heavy items.

Our hotel values the contributions from our mature workers. Improving the work environment to cater to the specific needs of these older staff will always be one of our top priorities.



Ms Linda Wee

General Manager, Goodwood Park Hotel

Environment for your Mature Workers

At PARKROYAL on Beach Road, we aim to not only create a memorable hotel experience for our guests, but also to create an excellent and rewarding work environment for our employees.

Currently we have 16 workers aged between 62 and 70 years old working with us. All of them have worked for more than 30 years with the hotel.

- 1) We work very closely with the government and unions on the hiring of mature workers and re-employment of retirees. We were awarded with some funds under the Advantage Scheme in the period of 2008 to 2009. Together with the unions, we adopted the tripartite recommendation of preparing retirees well in advance before their retirement age of 62 and re-employing them up to the age of 65 or longer.
- 2) We adopted new technology such as the motorized trolley Pro-Host, to assist mature workers working in the Housekeeping department in the collection of soiled linens and towels. We have also started a "buddy system" where younger interns are assigned to assist older workers in Housekeeping chores.
- 3) We have in place a reward program that gives recognition to employees who have dedicated their loyalty to the hotel for 50 years.
- 4) We embarked on several Workplace Health programs that earned the hotel the Singapore Health Awards in both 2008 and 2010. These programs which included healthy food intake, medical check-up, fitness program and recreational activities help to keep the senior employees healthy.
- 5) We also practice the use of simple and uncomplicated language with our mature workers to facilitate effective communication.



Mr Mark Losi

General Manager, Parkroyal on Beach Road

SHA Welcomes New Members

Ordinary Member

Park Avenue Rochester



Park Avenue Hotels and Suites, the hospitality arm of United Engineers Developments, launched the first four-star hotel in the west of Singapore in January 2012. Located by one of Singapore's most desirable precincts, Rochester Park, Park Avenue Rochester showcases contemporary 271 business hotel rooms and serviced suites targeted at discerning expatriates working in the business hub of one-north. Aside from being surrounded by the wonders of nature near the lush greenery of Rochester Park, one is also spoilt for choice when it comes to dining and night life with a great selection of restaurants, pubs and gourmet marts just round the corner.

Park Avenue Rochester, boasting itself as part of an integrated development, is designed by the renowned architect Paul Noritaka Tange. Set in Singapore's next generation, knowledge and research enclave, and complemented with tranquil and serene surroundings, Park Avenue Rochester stays true to its simple quest since 1998, to offer both comfortable living spaces and efficient work environments - all within close range to rejuvenating play spaces.

Associate Member

The Quayside Group

The Quayside Dining group was established by husband-and-wife duo Pauline and Bill Graham, who took over and re-launched two restaurants in Clarke Quay in October 2002. Approaching the venture with great perseverance and energy, the organisation has blossomed impressively under the Grahams' direction.

Today, Quayside Dining owns two Peony-Jade Chinese restaurants, one at Clarke Quay and another at Keppel Club. In addition, it owns The Pump Room, a microbrewery cum bistro and bar, at Clarke Quay and Great World City, as well as seafood stalwart Quayside Restaurant. New additions to the group include The Butcher's Dog, a modern day butchery and the Pepper Steakhouse & Bistro both located at the Great World City.

SHA Welcomes New General Managers

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



Mr Raymond Ang

General Manager, Mövenpick Heritage Hotel Sentosa

Mövenpick Heritage Hotel Sentosa is pleased to announce the appointment of Raymond Ang as General Manager.

Raymond is a seasoned hotelier who has worked in several key destinations within Asia, including Singapore, Macau, Malaysia, Hong Kong, China and Taiwan; his knowledge of the region will undoubtedly be of great benefit to the hotel, the first property in Singapore for the group.

His most recent roles prior to joining Mövenpick was as Chief Operating Officer of Guangzhou New TV Tower in China. He also previously held General Manager roles for Meritus Hotels in Singapore.



Mr Manfred Weber

General Manager, Shangri-La Hotel, Singapore

Mr. Michael Cottan, executive vice president of Shangri-La Hotels and Resorts, has appointed Mr Manfred Weber as the new general manager of Shangri-La Hotel, Singapore with effect from 19 December 2011.

With 20 years of hospitality experience, Mr. Weber is well poised to helm one of Singapore's most iconic hotels. Prior to joining Shangri-La Hotel, Singapore, Mr. Weber spent 11 years in Shanghai and Beijing when China's hospitality industry was on the cusp of unprecedented growth. His wealth of experience with luxury hotel companies, like the Ritz Carlton and Peninsula, was the result of postings in Germany, Saudi Arabia and most recently, China.

Mr. Weber, who is an Austrian national, started his career in the culinary arts. His hospitality journey began as an apprentice chef in 1987 before he assumed food and beverage management roles from 1993. Mr. Weber is a graduate of the Catering and Hospitality Management College in Bad Gleichenberg, Austria.



Ms Angeline Tan

General Manager, Park Hotel Clarke Quay

Park Hotel Group takes pride in announcing the promotion of Ms Angeline Tan from Hotel Manager to General Manager of Park Hotel Clarke Quay as of 01 January 2012. Ms Tan will continue to oversee and sustain successful business and profitable operations at the hotel, and work closely with the respective General Managers of sister hotels on key strategies, operational excellence and groupwide initiatives.

Prior to her role as Hotel Manager for Park Hotel Clarke Quay, Ms Tan assumed the position of Executive Assistant Manager of sister hotel Grand Park City Hall, in which she oversaw the refurbishment of the hotel's facilities including the lobby, F&B outlets, Crystal Club Lounge, the Grand Ballroom and Spa Park Asia.

Congratulations to Mr Allen Law!



Mr Allen Law

Chief Executive Officer, Park Hotel Group

We are pleased to share with all members that Mr Allen Law, Honorary Treasurer of the SHA Board has been appointed as Chief Executive Officer of Park Hotel Group with effect from 3 February 2012.

As CEO of the Group, Mr Law continues to oversee the performance of Park Hotel Group and its eight hotels across the Asia-Pacific. He will also further develop Park Hotel Group's presence in the hospitality industry worldwide by enhancing the Hotel Management businesses, while actively seeking acquisitions and development opportunities.

Our heartiest congratulations to Mr Law!

SHA Casual Labour of Registry goes all out on Outreach Efforts

As of 2 March 2012, the SHA Registry of Casual Workers showed a total of 930 jobseekers consisting mainly of Singaporeans and Permanent Residents with the following breakdown:

- 40% students
- 29% non-working adults from 18 to 71 years of age
- 21% working adults who take on casual hotel jobs

In the first quarter of 2012, the SHA stepped up on our outreach efforts to job seekers through the following platforms:

Date	Venue	Outreach Platforms to Jobseekers
04 Feb 12	Hwi Yoh CC	Central Singapore CDC Monthly Recruitment Drive
15 Feb 12	Employment and Employability Institute (e2i)	Hotel Job Fair
22 Feb 12	Training Vision Institute	Career Talk
29 Feb 12	Home TeamNS Clubhouse	Home Team Career Fair for National Servicemen
10 Mar 12	Employment and Employability Institute (e2i)	Hotel Job Fair for Service Industries
16 Mar 12	Blk 34 Toa Payoh Lor 5	Central Singapore CDC Void Deck Mini - Recruitment Drive



30th Inter-Hotel Soccer League Kicks-off!



It is the time of the year to sweat it out again! The 30th Inter-Hotel Soccer League kicked off on 27th February 2012 at St. Wilfred Field with a total of 19 participating teams.

The following are the participating teams for this year:

- | | |
|--|--|
| 1) Capella Singapore | 11) ONE ^o 15 Marina Club |
| 2) Carlton Hotel Singapore | 12) Raffles Hotel Singapore |
| 3) Conrad Centennial Singapore | 13) RC Hotels (Pte) Ltd |
| 4) Crowne Plaza Changi Airport | 14) Resorts World Sentosa Singapore |
| 5) Grand Hyatt Singapore | 15) Shangri-La Hotel, Singapore |
| 6) Holiday Inn Singapore Orchard City Centre | 16) Shangri-La's Rasa Sentosa Resort Singapore |
| 7) Marina Bay Sands Pte Ltd | 17) Sheraton Towers Singapore |
| 8) Marina Mandarin Singapore | 18) The Regent Singapore |
| 9) Mandarin Orchard Singapore | 19) The St. Regis Singapore |
| 10) Mandarin Oriental Singapore | |

A Learning Journey on Hotel Best Practices



The Singapore Hotel Association (SHA) and the Employment and Employability Institute (e2i) jointly organised a half-day productivity workshop on 9 March 2012 at the Raffles City Convention Centre.

Titled "A Learning Journey on Hotel Best Practices", the productivity workshop provided a platform for hotels to share on some of the initiatives which they have implemented to help employees to work more effectively and efficiently.

At the workshop, participants were once again reminded of the various grants which hotels could tap on for their productivity projects.

Sources of grants include the Employment and Employability Institute (e2i), Singapore Tourism Board (STB) and SPRING Singapore.

The following papers were shared at the workshop:

- Making Good "Cents" out of Quality and Productivity
By Mr Brian Tan, Director of Quality, Fairmont Singapore and Swissotel the Stamford
- Adding Value Through Multi-Skilling
By Mr Naresh Kapoor, Director of Human Resources, Singapore Marriott Hotel
- Replicating the Sydney Housekeeping Experience in Singapore
By Ms Katya Herting, Director of Housekeeping, Swissotel the Stamford
- Update on SHA Registry of Casual Workers
By Ms Serene Ong, Assistant Manager, Singapore Hotel Association
- Aesthetic vs Functionality in hotel design-Impact on operation efficiency
By Mr Chow Keng Hai, General Manager, Festive Hotel and Hotel Michael
- Be Aware, Train and Take Action
By Mr Low Hock Meng, Executive Director, Singapore Productivity Association

The workshop received positive feedback and was well attended by 67 participants from 34 hotels. Attendees comprised general managers, human resource practitioners and heads of departments.



World Association of Chefs Societies (WACS) unveils Two Young Chef Ambassadors

The World Association of Chefs Societies (WACS) is proud to appoint two new young chef ambassadors – Jon Garratt from Canada and Jasper Jek from Singapore. As WACS young chef ambassadors, they will represent the continental area of WACS on behalf of the Young Chefs Development team, acting as a conduit among young chefs, WACS associated members and educational bodies.

“A WACS Young Chef Ambassador plays a central role in the young chefs clubs in their continental area by reaching out to the association country presidents and establishing a relationship with young chefs from within the WACS associations,” says Andy Cuthbert, head of the WACS Junior Development Team. “Jon and Jasper were selected because of their involvement and good work with the young chef associations in their regions.”

Since the formation of Singapore Junior Chefs Club in 2004, Jasper Jek has worked extensively with the club’s vision of nurturing future talents, holding various positions in its Executive Committee before helming the club as President from 2006 to 2011. Under his presidency, the club spearheaded many activities and was also named “Best Training Provider” in WA Oceania Fest Competition in Perth, Australia and “Award of Excellence” by Unilever Food Solutions.

Jasper also started the Singapore Junior Culinary Team to train young chefs for major overseas and international competitions under the tutelage of seasoned veterans from the Singapore Chefs’ Association. Today, other than working as chef de partie in Joël Robuchon Restaurant at Resorts World Sentosa in Singapore, Jasper also serves in the sub-committee of the Singapore Chefs’ Association.

Jasper has represented Singapore in numerous WACS events, including the WACS Asia-Pacific Forum in Kuala Lumpur in 2007, WACS Asia Pacific Africa Forum in Singapore in 2008, WACS Congress in Dubai in 2008 and the WACS Asia Forum in Daejeon in 2010.

Jasper is an alumnus of Shatec Institutes.



Industry Talk

In the month of February 2012, two industry talks were carried out by Resorts World Sentosa and Singapore Marriott Hotel.

The industry talk by RWS which took place on 3 February started with an introduction of the resort’s attractions, entertainments and opportunities available to Shatec students. Two of the presenters, Edmund Toh and Laura Chew who were former

hosts of Shatec, shared their success stories and experiences with the students.

On 9 February, representatives from Singapore Marriott Hotel shared with students on the internship and career opportunities offered by the hotel. Students also took the chance to find out more about their career progression with the hotel after their internship.

Shatec Institutes celebrates Lunar New Year with Lo Hei!

On 3 February, board members and staff of Shatec Institutes tossed and toasted to a prosperous Lunar New Year at Recipes – the school's training restaurant. They were treated to a special menu created by Leslie Yeo and Lim Yong Siang from the Diploma in Culinary Skills programme. Both Leslie and Yong Siang will be representing the school in the upcoming Food & Hotel Asia 2012.

Mr Albert Teo, Chairman of Shatec Institutes Board thanked members for their contributions to the school, and urged all members to build Shatec into a preferred educational institution for aspiring professionals who are looking to venture into the hospitality industry.



Executive Chef of Shatec Institutes, Matthew Yim adding auspicious 'Yu Sheng'

Jakarta Education Fair 2012

As part of the school's effort to reach out to one of our main international markets, consultants from Shatec Institutes participated in the education fairs held from 6 to 9 February 2012 in Jakarta. The objective was to share with potential students, educational opportunities available at the institution.



Finalization of MOU with Trisakti Institute of Tourism

En route to the education fair, the consultants also visited Trisakti College. Shatec Institutes have forged collaborations with this college and the purpose of the visit was to strengthen relations and keep them updated on the student application process and the programmes offered.

← *Consultation on first day of Education Fair at Tangerang, Jakarta*

SPOTLIGHT

Shatec Alumni in the Spotlight

Starting from this issue, we are proud to present a new column, featuring the success stories of Shatec alumni who have made a mark in the hospitality industry. In this issue, Mr Kellvin Ong, General Manager, of Rendezvous Grand Hotel Singapore, was invited to share with us his journey to success.

How has Shatec played a part in your career development throughout the years?

After having served the Republic of Singapore Navy for six years, I wanted to venture into another sector. Although I did not know much about the hospitality industry, I decided to give it a try and since then, I have not looked back. I began my hospitality career as a front office receptionist with Grand Hyatt Singapore. It was whilst working at the Grand Hyatt Singapore that I had a yearning to upgrade myself.

As Shatec is a well-known hospitality school in the region, I decided to enroll myself in one of their programmes. I was very thankful that my then employer, Grand Hyatt Singapore, was very supportive of my decision – they actually sponsored my education!

Attending school at Shatec was indeed an eye-opener for me. Through the lessons, I gained a better understanding of my duties at work. The practical sessions which we underwent equipped me with the relevant skill sets for the hotel line. At the same time, theories were also easier to comprehend when I applied them to my work.

Shatec has therefore prepared me well for the hospitality industry by providing me with the necessary skills and knowledge to help me get to where I am today.

Can you share with us your success story?

Well, I worked my way up starting as a receptionist. As I had a keen interest in sales and marketing, I eventually moved to a sales executive position before being promoted to a sales manager.

Throughout my career, I have had the opportunity to work in different hotels such as Westin, InterContinental, Carlton, Marina Mandarin, Hyatt and Mandarin Oriental. I have learned a lot from each of the property and as such have garnered valuable experience through the years.

I have been very blessed in my career and I am truly grateful to all my superiors who have encouraged and motivated me to achieve and accomplish many things. I have learned that to be successful, one must be willing to face challenges boldly and work resourcefully by turning issues into opportunities.



Do you have any advice to current Shatec students on how to be successful in the hospitality industry?

Roll up your sleeves and get your hands dirty!

Do not hesitate to start from the bottom and work your way up.

If you have the passion, your hard work will definitely pay off.

← Mr Kellvin Ong, General Manager, Rendezvous Grand Hotel Singapore

Education and Training Course Calendar 2012

Course Title	Course Duration	Workshop Date	Fees (SHA member / Non-SHA member)
Food and Beverage Operations and Management			
Food and Beverage Revenue Management (New) Time : 2pm to 6pm	16 hrs		S\$360/ S\$400
Managing Kitchen Operations (New) Time : 9 am to 4 pm; 9 am to 11 am (Assessment)	30 hrs	14 to 18 May (Assessment on 21 May)	S\$800/ \$880 SDF Training Assistance: S\$60
Managing Costs in Food and Beverage Operations (New) Time : 2.30pm to 5.30pm	21 hrs	21 to 29 June (Assessment on 29 June)	S\$800/ \$880 SDF Training Assistance: S\$42
Service Recovery Workshop Time : 2 pm to 6 pm	8 hrs	4 & 5 Apr, 6 & 7 Jun	S\$210 / S\$240 SDF Training Assistance: S\$16
The Art of Service Time : 2pm to 6pm	8 hrs	9 & 10 May	S\$210.00 / S\$240.00
Basic Conversational English for Housekeeping Staff Time : 1 pm to 6 pm	27 hrs	28 Mar to 4 Apr (Assessment on 4 Apr)	S\$430 / S\$480 SDF Training Assistance: S\$54
Basic Conversational English for Food and Beverage Staff Time : 1 pm to 6 pm	27 hrs		S\$430 / S\$480 SDF Training Assistance: S\$54
WSET Level 2 Intermediate Certificate in Wines & Spirits Time : 9 am to 6 pm (theory); 11 am to 12 pm (assessment)	16 hrs	27 & 28 Mar (Assessment on 4 Apr); 15 & 16 May (Assessment on 23 May)	S\$800/ \$880 SDF Training Assistance: S\$111.44 Absentee Payroll Funding
WSET Level 3 Advanced Certificate in Wines & Spirits Time : 9 am to 5 pm (theory); 10 am to 12.15 pm (assessment)	27 hrs		S\$1,750 / S\$1,950 SDF Training Assistance: S\$189.56 Absentee Payroll Funding
WSQ Interact with and Serve Food & Beverage Guests Time : 2.30pm to 5.30pm (Theory); 9am - 5pm (assessment)	26 hrs	23 to 30 April 1 & 2 May (Assessment on 14 & 15 May)	S\$680.00 / S\$760.00 SDF Training Assistance: S\$182 Absentee Payroll Funding
WSQ Follow Food and Beverage Safety and Hygiene Policies and Procedures – English Workshop Time : 9 am to 6 pm; Practical Assessment – time to be advised later	7 hrs	10 Apr & 24 Apr, 8 May & 22 May, 5 Jun & 19 Jun	S\$135 / S\$150 SDF Training Assistance: S\$59.50 Absentee Payroll Funding
WSQ Follow Food and Beverage Safety and Hygiene Policies and Procedures – Mandarin Workshop Time : 9 am to 6 pm; Practical Assessment – time to be advised later	7 hrs	12 Apr & 26 Apr, 10 May & 24 May, 7 Jun & 21 Jun	S\$135 / S\$150 SDF Training Assistance: S\$36 Absentee Payroll Funding
Essentials for Finance Hospitality Professionals Time : 9am to 1 pm (theory); 9am to 11am (assessment)	18 hrs	13, 14, 20 & 21 Jun (Assessment on 27 Jun)	S\$260 / S\$290 SDF Training Assistance: \$18
Up-selling and Suggestive Selling Techniques for Food and Beverage Staff Time : 2.30pm to 5.30pm	9 hrs	28 to 30 May	S\$270 / S\$300 SDF Training Assistance: \$280 Absentee Payroll Funding
Up-selling and Suggestive Selling Techniques for Front Office Staff Time : 2.30 pm to 5.30 pm	9 hrs	13 to 15 Jun	S\$330 / S\$370 SDF Training Assistance: \$84 Absentee Payroll Funding
Room Revenue Management Workshop Time : 2.30pm to 5.30pm	12 hrs		S\$400 / S\$450
* Higher Certificate in Culinary Skills Time : 9am to 5pm	252 hrs	3 Apr to 14 Aug	S\$3,500.00 SDF Training Assistance: \$1,764 Absentee Payroll Funding
Food and Wine Pairing at Recipes Time : To be advised	3 hrs		S\$118 / S\$128 SDF Training Assistance: \$112 Absentee Payroll Funding
Business and Western Dining Etiquette Workshop Time : 1pm to 5pm	4 hrs	7 Apr	S\$100 / S\$110 SDF Training Assistance: \$112 Absentee Payroll Funding
Pastry and Baking Workshop Time : 9 am to 1 pm	4 hrs		S\$98 / S\$98
Event Management Workshop Time : 2 to 6pm	16 hrs	21 to 24 May	S\$360 / S\$400 SDF Training Assistance: \$224 Absentee Payroll Funding
WSQ Provide Catering Services Time : 2 to 6pm (Theory); 9am to 6pm (Assessment)	40 hrs	4 to 15 June (Assessment on 21 & 22 June)	S\$580 / S\$650 SDF Training Assistance: \$220.50 Absentee Payroll Funding
WSQ Prepare for Service (Mise-en-place) Time : 2pm to 6pm (Theory); 9am to 6pm (Assessment)	16 hrs	7 to 10 May (Assessment on 16 & 17 May)	S\$360 / S\$400 SDF Training Assistance: \$122.50 Absentee Payroll Funding
WSQ Maintain F & B Service Environment Time : 2pm to 6pm (Theory); 9am to 6 pm (Assessment)	16 hrs	21 to 24 May (Assessment on 30 & 31 May)	S\$360 / S\$400 SDF Training Assistance: \$122.50 Absentee Payroll Funding
WSQ Performing Hosting Duties Time : 1 to 5pm (Theory); 9am to 6pm (Assessment)	16 hrs	4, 5, 7 & 11 June (Assessment on 12 June)	S\$360 / S\$400 SDF Training Assistance: \$122.50 Absentee Payroll Funding
WSQ Provide Wine Service Time : 9am to 6pm (Theory); 9am to 6pm (Assessment)	40 hrs	29, 30 May 5, 6, 12 June (Assessment on 13 June)	S\$680 / S\$760 SDF Training Assistance: \$280 Absentee Payroll Funding
WSQ Prepare and Serve Alcoholic Beverages Time : 9am to 6pm (Theory); 9am to 6pm (Assessment)	32 hrs	24, 25 April 2, 8 May (Assessment on 9 May)	S\$500 / S\$540 SDF Training Assistance: \$224 Absentee Payroll Funding
WSQ Process Payment Time : 9am to 6pm (Theory); 9am to 6pm (Assessment)	8 hrs	27 April (Assessment on 2 May)	S\$270 / S\$300 SDF Training Assistance: \$112 Absentee Payroll Funding

Meritus Hotels & Resorts Tops 2012 Travelers' Choice Hotel Awards by TripAdvisor

Meritus Hotels & Resorts, Singapore's pioneering luxury hospitality group, adds to its growing list of industry accolades as it makes top ranking on the 2012 Travelers' Choice Awards by TripAdvisor in the following categories:

Award Categories	Hotels
Top 20 Luxury Hotels in Singapore	Marina Mandarin Singapore
Top 25 Relaxation & Spa Hotels in Malaysia	Meritus Pelangi Beach Resort & Spa, Langkawi

"We are grateful to be recognised by our guests and TripAdvisor, and proud to be alongside this year's illustrious list of winning hotels and resorts," said Michael Sengol, Chief Executive Office of Meritus Hotels & Resorts. "This is indeed an inspiring affirmation of our brand's impact on the international travel community. We thank our many guests for their continuous feedback and support, and our hotel teams for their stellar delivery of our signature service experience that made this award possible."

Also recently conferred the distinction of Singapore's Most Popular Heritage Brand, Meritus Hotels & Resorts is synonymous with Asian hospitality and heritage, delivering on its brand promise of Asian Grace, Warmth, and Care for the last four decades.

Celebrating its 10th anniversary, the annual TripAdvisor Travelers' Choice Awards honours the world's best hotels and resorts, earning their distinctions from those who know them best - real travellers. Unlike any other hotel honours, TripAdvisor Travelers' Choice winners are based on millions of valuable reviews and opinions from travelers around the world.

Guests and employees of Royal Plaza on Scotts share the festive spirit of Lunar New Year



Royal Plaza on Scotts ushered in prosperity and good fortune through its doors on 31 January 2012 with lion dance and dragon dance performances at the hotel lobby.

This is an annual celebration that the hotel has held for the past years to welcome a flourishing Lunar New Year. Guests and employees of different nationalities came together to celebrate the occasion by participating in the 'Picking the Green' (Cai Qing) ceremony where they reached out to catch tangerines and sweets as showers of blessings for a good year ahead. The tangerines symbolise luck while the sweets represent harmony for the entire year.

Patrick Fiat, General Manager, Royal Plaza on Scotts share the festive spirit of Lunar New Year.

InterContinental Singapore's Diane Lim is the first runner-up in AICR David Campbell Trophy International Receptionist of the Year

Diane Lim, a promising young employee from InterContinental Singapore represented Singapore in the AICR David Campbell Trophy International Receptionist of the Year competition held on 22 January 2012 in Prague, Czech Republic. She competed against candidates from Estonia, Austria, France, Czech Republic, Spain, Italy, New Zealand, Switzerland, Germany, United Kingdom, Indonesia and Dubai and came in as first runner-up, losing by a tiny margin to Olga Velceva from Dubai.

Held each year by the "Amicale Internationale des Sous Directeurs et Chefs de Réception des Grand Hôtels (AICR)" or "The International Association of Deputy Managers and Front Office Managers of Luxury Hotels", the annual competition was launched in 1995 with the main objective of being a training tool for the younger generation. Each candidate is required to undertake an in-depth interview with a panel of five judges, as well as a challenging role play with a scenario that will test each candidate's knowledge, skills and personality.

From Left: Alphonso Conceicao, AICR International President; Diane Lim from InterContinental Singapore; Adeline Teoh, ARDE President.



"This is a fantastic achievement and we are all incredibly proud of Diane for her hard work, dedication and passionate commitment in delivering exceptional service excellence," says General Manager of InterContinental Singapore, Ms. Tash Tobias.

Diane is a passionate and hardworking individual who strives for excellence in her work. She feels that to be an outstanding receptionist, one has to be not only courteous but also be tactful when interacting with guests, in addition to being keenly observant in their needs and requirements. She says, "I am very thankful for this tremendous opportunity presented by the ARDE (Association of Rooms Division Executives Singapore), and the team at InterContinental Singapore for their huge support. I look forward to future challenges and opportunities that come my way."

Goodwood Park Hotel ushers in the Year of the Dragon with Charity Organisations

Goodwood Park Hotel celebrated the Year of the Dragon with three charity organizations, namely St Joseph's Home & Hospice, Chen Su Lan Methodist Children's Home and residents from the one-room rented flats at the Tiong Bahru Estate.

"It is more blessed to give than receive", a maxim that the management and staff of Goodwood Park Hotel adhere to in balancing our drive for excellence and success with a heartfelt desire to share our fortunes with those who have less. Since the eighties, the Hotel has visited and invited charity organizations to celebrate the Lunar New Year with the management and staff.

On 30 January 2012, hotel staff paid a visit to St Joseph's Home and Hospice with lunch buffet specially prepared for the aged. Hotel staff assisted the elderly and their care givers with the buffet spread and our Financial Controller, Mr Darren Yeong went around the Home distributing mandarin oranges and "ang paws" (red packets) to the residents.

The following day, 160 residents from the one-room rented flat at the Tiong Bahru Estate (namely Chin Swee, Jalan Bukit Merah and Jalan Membina) were welcomed to the Windsor Ballroom at Goodwood Park Hotel. They were treated to a sumptuous 8-course lunch which included the traditional yu sheng. Ms Linda Wee, our General Manager celebrated the prosperous occasion by giving out mandarin oranges and "angpows" (red packets) to the residents.



Finally, on 3 February 2012, we headed to Chen Su Lan Methodist Children's Home to spend the lunar new year with the children. A high tea was prepared for the children and mandarin oranges and red packets were distributed to them.

The Hotel also donated essential items such as rice, oil, sugar, milk powder, oatmeal cereal, Milo and shower foam to all the three organizations. General Manager, Ms Linda Wee shares, "We certainly look forward to visiting our adopted charities and having them at the Hotel. It's heartwarming to see them happy and joyful. The spontaneous smiles when they see us are really priceless."

Mandarin Orchard Singapore Launches IPTV System with “Second Screen” solution from Starhub

Mandarin Orchard Singapore and StarHub announced on 7 February 2012, the launch of an advanced in-room Internet Protocol Television (IPTV) system connecting guests at all of the hotel's 1,051 rooms to a host of conveniences, such as express check-out, concierge and dining services, access to movies-on-demand and 24 StarHub TV channels, etc. – all at the touch of a button.

In addition to the system's ease-of-use through a comprehensive electronic programme guide, StarHub also installed a “second screen” solution enabling resident guests to remotely access in-room services from hotel-issued iPad devices. Adding to the guest experience through “anytime, on-the-go” IPTV access from anywhere within hotel premises, the specially designed mobile device solution is connected full-time to the hotel's internal Wi-Fi network.

Using the iPad application, guests can navigate through IPTV via an on-screen remote control, view messages, select StarHub TV channels and movies-on-demand, as well as check real-time flight information. In the next phase of development, guests will also be able to browse current promotions at the hotel and The Mandarin Gallery, control the room ambience, and enjoy the facility of ordering in-room dining service, amongst other conveniences.

Mandarin Orchard is the first hotel in Singapore to offer such an integrated IPTV solution.

A guest of Mandarin Orchard Singapore using the iPad



Commented Christoph Szymanski, Hotel Manager of Mandarin Orchard Singapore, “True to the iconic status of this hotel and the Meritus brand, we are proud to mark yet again another milestone that sets a new benchmark for the hospitality industry in Singapore.”

“We are thrilled with the outcome of our strategic collaboration with StarHub on this project. The implementation of our integrated IPTV solution not only adds considerable value to the experience of our guests, it also increases the productivity levels of our staff – according us more resources to focus on other areas crucial to our ability to consistently deliver product and service excellence.”

Rendezvous Grand Hotel Singapore plays a part in Corporate Social Responsibility

Following a recent extensive S\$25 million renovation of the hotel, as part of corporate social responsibility, Rendezvous Grand Hotel Singapore donated items that can be recycled for use to a charitable organisation called “Linen for Little Lankans”.

“Linen for Little Lankans” is a non-profit organisation established in November 2010 by Britt Wilks-Lingam. As bed linens and

towels are one of the biggest needs of Sri Lanka's orphanages, Britt started this project by collecting used and unwanted linens and towels from individuals, hotels and spas. These items were then transported to be used in the homes and hospitals in Sri Lanka.

Mr Kellvin Ong, general manager for Rendezvous Grand Hotel Singapore, said, “With the renovation, all the bed sheets, linens

and duvet covers are being changed to offer a brand new look, with so many used items left, we decided to work with Linen for Little Lankans so as to benefit those who require help instead of selling it to the garang guni man”.

A total of 530 bed linens, 105 duvet covers, 192 duvets, 144 ironing board, and 94 irons were contributed to the project. These items amounted to more than S\$22,000.

With more upcoming corporate socially responsible projects, Rendezvous Grand Hotel Singapore looks forward to making an even greater impact on people's life in 2012!



Park Hotel Group reinforces Brand Philosophy with New AD Campaign for 2012

Park Hotel Group launched a new series of brand advertisements for 2012. This follows a successful advertisement campaign which focused on its 50th Anniversary celebration in 2011.

The refreshed brand advertisements emphasise on Park Hotel Group's unwavering guest-centric focus. Told in a witty and confident voice, the messages of the advertisements exemplify moments of discovery of the Group's portfolio of eight award-winning hotels. They also embody the strategic and central locations of the hotels, as well as the Group's signature attentive service.

Consistent with Park Hotel Group's promise to guests where every encounter is a discovery of love, the advertisement series has cleverly weaved in the brand slogan "Discover Love" in the copy. This also underscores the Group's commitment to bring joy and love to all guests, through service delivered from the heart.

The Group has boldly used its corporate colours – the distinctive Grand Gold bar set against a Regal Black background – in the advertisements. Gold represents prestige, heritage and best in class, while the timeless black is contemporary and dynamic, all of which are distinguishing attributes of Park Hotel Group.

They say you need connections to do business in Asia-Pacific. We say one name is all you'll need.

The Park Hotel Group has award-winning hotels across Asia-Pacific to ensure you always experience the same luxury and service anywhere your business takes you. Before you know it, you're discovered love.

We don't yet have a teleportation service, although being centrally located comes pretty close.

Centrally located, with your every convenience in mind at the Park. Before you know it, you're discovered love.

No sir, you're not going crazy. A man does magically appear when you think you want something.

Attentive and intuitive, but never intrusive, that's what we call service at the Park. Before you know it, you're discovered love.

parkhotelgroup.com
 (Singapore) Grand Park Eastgate, Grand Park City East, Park Grand Ocean Bay
 (China) Grand Park Eastgate, Grand Park City East, Park Grand Ocean Bay
 (Malaysia) Grand Park Eastgate, Grand Park City East, Park Grand Ocean Bay
 (Thailand) Grand Park Eastgate, Grand Park City East, Park Grand Ocean Bay

Discover Love **PARK HOTEL GROUP**

SMS Room Bookings at Hotel Re!

Hotel Re! is proud to be the first hotel in Singapore to accept SMS room bookings! Launched on 1st February 2012, this service aims to assist enquiries faster and provide a more convenient way for reservation confirmations. Hotel Re! believes in engaging proactive ways to constantly enhance our products and services to better serve guests.

Since the launch, the hotel has seen a significant increase in corporate clients using the service on weekdays after working hours and during weekends too. Text messages will be sent to the booking number (+65 9111 7137) and upon receiving the sms booking, our reservations team will return a call to the sender to confirm the necessary accommodation arrangements and to take down any particular special requests or requirements.



Hotel Re! is the first Hotel in Singapore to accept SMS room bookings!

**SMS to
+65 9111 7137**



Singapore Hotels going Mobile

IDA initiated a call-for-collaboration on mobility solution in June 2011, which was supported by Singapore Tourism Board (STB), SPRING Singapore, and Employability and Employment Institute (e2i).

From the 46 proposals received, 33 hotels responded with interest to embark on mobility solutions in various areas that will enhance customer service, improve internal operations, and increase work productivity.

Most of the hotels were interested in improving their F&B restaurant operations, by adopting wireless menu ordering solutions that would allow service staff to take orders with tablets and handheld devices. Other solutions that were of interest to hotels include:

- Point-of-sales (POS)
- Property management systems (PMS)
- Mobile concierge solutions
- Room IPTV system.

Such solutions aim to streamline the hotel operations, thereby providing the hotel guests with a pleasant experience.

In addition to the mobility solutions for Call-for-Collaboration (CFC), IDA has been supporting the adoption of IT in the hospitality sector through initiatives such as Digital Concierge

and Next-Generation e-Payment programmes all of which complements the hoteliers' mobile capabilities. Hoteliers can therefore leverage the mobile application building blocks developed under the Digital Concierge programme to extend or enhance their mobile presence and guest engagement. The Digital Concierge programme, on the other hand can allow hoteliers to engage their guests via Mobile Websites, thereby providing them with an integrated mobile experience such as remote payment, taxi booking and reservation of dining outlets.

By participating in the Next-Generation e-Payment programme and Points-of-sales (e.g. restaurants, bars, spas), hotels will be able to accept contactless payments using the latest Near Field Communication (NFC) technology. IDA can provide support to hoteliers in their adoption of next generation e-payment solutions.

For more information about the various programmes, please contact IDA via the email addresses below.

Mobility CFC : mobility_cfc@ida.gov.sg

Digital Concierge : ida_dc@ida.gov.sg

Contactless POS : eric_goh@ida.gov.sg

"I will if you will" Earth Hour 2012



On 31 March at 8.30 pm, the skyline of Singapore was blanketed with darkness as the city celebrated the annual Earth Hour. Themed 'I will if you will', the event aimed to encourage corporations and individuals to take the lead in doing their part for the environment and influence the others to do the same.

This year, a number of SHA member hotels pledged their support for the movement by switching off non-essential lights and turning up the air-con temperature. In line with the theme, hotels also carried out dining promotions to reward their guests for taking part in this environmental cause. Recipes that were prepared using natural ingredients and energy-efficient cooking were also presented to guests.

2011 in numbers

- **13.2 million** visitors
- **S\$22.2 billion** in tourism receipts achieved
- **86%** Average Occupancy Rate
- **S\$212** Revenue Per Available Room reached a record high
- **S\$245** Robust Performance in Average Room Rate

STB's Forecast for 2012

- **13.5 to 14.5 million** visitor arrivals
- **S\$23 to S\$24 billion** in tourism receipts

Calendar of Conventions & Exhibitions (Apr – Jun 2012)

Date: From	To	Event:
06 Apr	08 Apr	PAN Indian Institutes of Technology APAC 2012 Asia Resort Expo 2012
13 Apr	15 Apr	Asia Dive Expo 2012
17 Apr	20 Apr	Food & Hotel Asia 2012 Wine & Spirits Asia 2012
22 Apr	27 Apr	Singapore Maritime Week 2012
23 Apr	26 Apr	Floating Production Storage and Offloading 2012 4th Annual Offshore Support Vessels
23 Apr	27 Apr	Marine Simulator 2012
25 Apr	27 Apr	Digital Advertising World Asia 2012 The Internet Show Asia 2012 Cards and Payments Asia 2012 Content Management World Asia 2012 Cloud Computing World Asia 2012
27 Apr	29 Apr	Singapore Yacht Show 2012
02 May	04 May	SEMICON Singapore 2012
18 May	20 May	World Nut & Dried Food Congress
10 Jun	13 Jun	ICCA Singapore 2012
19 Jun	22 Jun	BroadcastAsia 2012
26 Jun	28 Jun	IFAI Expo Asia 2012

(Source: Singapore Tourism Board)

THE SHA HOTEL MEMBERS

Albert Court Village Hotel	Holiday Inn Singapore Orchard City Centre	Park Avenue Rochester
Amara Singapore	Hotel 1929	Park Hotel Clarke Quay
Amara Sanctuary Resort Sentosa	Hotel 81 (DICKSON)	Park Regis Singapore
Ascott Raffles Place Singapore	Hotel 81 (GEYLANG)	Parkroyal on Beach Road
Bay Hotel Singapore	Hotel 81 (STAR)	Parkroyal on Kitchener Road
Bayview Hotel Singapore	Hotel Fort Canning Singapore	Peninsula. Excelsior Hotel
Beach Hotel	Hotel Grand Central	Perak Hotel
Bencoolen Hotel	Hotel Grand Chancellor	Quality Hotel Marlow
Berjaya Hotel	Hotel Grand Pacific	The Quincy Hotel
Best Western Jayleen 1918	Hotel Miramar (S) Ltd	Raffles Hotel
Broadway Hotel	Hotel Re! @ Pearl's Hill	The Regent Singapore
Capella Hotel, Singapore	Hotel Royal	RELC International Hotel
Carlton Hotel	Hotel Royal @ Queens	Rendezvous Grand Hotel Singapore
Changi Village Hotel – A Far East Hotel	Hotel Supreme	Resorts World at Sentosa (Crockfords Tower, Festive Hotel, Hard Rock Hotel, Hotel Michael)
Concorde Hotel Singapore	ibis Singapore on Bencoolen	The Ritz-Carlton, Millenia Singapore
Conrad Centennial Singapore	ibis Singapore Novena	Riverview Hotel
Copthorne King's Hotel Singapore	Innotel Hotel	Robertson Quay Hotel
Crowne Plaza Changi Airport	Klaptops, The Boutique Hotel	Royal Plaza on Scotts
The Elizabeth Hotel	InterContinental Singapore	The Scarlet Hotel
Fairmont Singapore	Landmark Village Hotel	The Sentosa Resort & Spa – A Beaufort Hotel
Fortuna Hotel	Link Hotel	Shangri-La Hotel
Four Seasons Hotel	M Hotel Singapore	Shangri-La's Rasa Sentosa Resort, Singapore
Fragrance Hotel - Ruby	Mandarin Orchard Singapore	Sheraton Towers Singapore
Fragrance Hotel - Sapphire	Mandarin Oriental, Singapore	Singapore Marriott Hotel
The Fullerton Hotel	Marina Bay Sands	Sloane Court Hotel
The Fullerton Bay Hotel Singapore	Marina Mandarin Singapore	South-East Asia Hotel
Furama City Centre Singapore	Moon Hotel	The St Regis Singapore
Furama RiverFront Singapore	Movenpick Heritage Hotel Sentosa	Studio M Hotel
The Gallery Hotel	Naumi Hotel	Swissotel Merchant Court, Singapore
Goodwood Park Hotel	New Majestic Hotel	Swissotel The Stamford, Singapore
Grand Copthorne Waterfront Hotel Singapore	Nostalgia Hotel	Traders Hotel
Grand Hyatt Singapore	Novotel Singapore Clarke Quay	Value Hotel - Thomson
Grand Mercure Roxy Hotel	Oasia Hotel	W Singapore Sentosa Cove
Grand Park City Hall	Orchard Hotel	Wanderlust Hotel
Grand Park Orchard	Orchard Parade Hotel	Wangz Hotel
Hangout @ Mount Emily	Pan Pacific Orchard	York Hotel
Hilton Singapore	Pan Pacific Singapore	
Holiday Inn Atrium Singapore	Paramount Hotel	
	Parc Sovereign Hotel	

THE SHA ASSOCIATE MEMBERS

The American Club Singapore	Neo Group Pte Ltd	Singapore Food Industries (Pte) Ltd
Auric Pacific Marketing Pte Ltd	One°15 Marina Club	Singapore Island Country Club
Batam View Beach Resort	Orchid Country Club	Singapore Meritus International Hotels Pte Ltd
CareerStar International Pte Ltd	Pasta Fresca Da Salvatore Pte Ltd	
Cofely Southeast Asia Pte Ltd	Pernod Ricard Singapore Pte Ltd	Singapore Recreation Club
Costa Sands Resort (Downtown East)	Pinedale Trading Pte Ltd	Singapore Swimming Club
Docomo Intertouch Pte Ltd	The Quayside Group Pte Ltd	Singapore Telecommunications Limited
GRID Communications Pte Ltd	Republic of Singapore Yacht Club	Somerville (Singapore) Pte Ltd
HPL Hotels & Resorts	Republic Plaza City Club (S) Pte Ltd	Starhub Ltd
Institute of Technical Education (ITE)	S A Hotel Management Pte Ltd	The Tanglin Club
International Executive Education Center Pte Ltd	Sedona Hotels International	Tourism Management Institute of Singapore
Jack's Place Holdings Pte Ltd	Serangoon Gardens Country Club	Trane Singapore
Kaplan Higher Education	Sia Huat Pte Ltd	Unilever Singapore Pte Ltd
Kriston Food & Beverage Pte Ltd	SIHS Pte Ltd	YHS (Singapore) Pte Ltd
Nanyang Polytechnic	Simmons (Southeast Asia) Pte Ltd	
	Singapore Exhibition Services	

(as at 31 March 2012)