

# SHA UPDATE

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## Recognition for Singapore Green Hotels



On 14 August 2013, 26 hotels were presented with the Singapore Green Hotel Award 2013 for their green efforts at an award ceremony held at the Holiday Inn Singapore Atrium. This is the highest number of winners recognised since the award was first presented in 2009.

Winners were selected by a judging panel comprising SHA, BCA, NEA and PUB based on their performance in the key areas of waste minimisation, energy and water efficiency.

The Guest-of-Honour for the event was Mr Heng Chee How, Senior Minister of State, Prime Minister's Office. In his opening speech, Mr Heng applauded hotels for coming up with simple yet effective strategies to engage their stakeholders in green initiatives.

In addition to the presentation of the awards, another highlight of the event was the launch of an official logo for the Singapore Green Hotel Award by SHA. Winners will be able to use the logo on their communication materials for the award validity of two years.



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# Recognition for Singapore Green Hotels

Held alongside the award ceremony was a mini-exhibition featuring green solutions applicable to the hospitality industry and a Green Hotel Seminar.

Themed “Greening Your Hotel for Sustainable Business”, the Seminar saw the presentation of four papers:

- **Broad Overview of Legislation, Funding and Green Mark Certification** by Mr Md Halim Anapi, Executive Manager Green Mark Department (Existing Buildings), Building and Construction Authority (BCA)
- **Business Case of Green Retrofitting for Hotels** by Mr Oon Wee Chin, Vice President & Managing Director Southeast Asia Carrier, UTC Climate, Controls & Security
- **Energy Performance Contracting and Why it Makes “Cents”?** by Mr Lim Fatt Seng, Director, Comfort Management Pte Ltd
- **A CSR Approach Towards the Environment** by Mr Thomas Wong, Manager, Impetus Conceptus Pte Ltd



*“The hotel industry is resource-intensive by nature. By and large, hotels are huge consumers of electricity and water, simply by virtue of their need to operate round-the-clock, 7 days a week. Hence, the adoption of green solutions such as energy-efficient lightings and water-efficient fittings with low flow-rates will help hotels to better manage their consumption, thereby lowering their operating costs.”*

**Mr Heng Chee How, Senior Minister of State Prime Minister’s office, in his opening speech**

*“Guests are becoming more and more conscious of the need to go green. This is highlighted in a recent survey by TripAdvisor that, out of the 1,300 US travelers polled, nearly two-thirds of them have indicated that they would often or always consider the environment when choosing hotels, transportation and meals.”*

**Mr Albert Teo, 1st Vice President of SHA in his welcome comments**



The official logo for Singapore Green Hotel Award

**Congratulations to the following recipients of the Singapore Green Hotel Award 2013 presented by SHA!**

1. Capri by Fraser Changi City, Singapore
2. Concorde Hotel Singapore
3. Conrad Centennial Singapore
4. Crowne Plaza Changi Airport
5. Fairmont Singapore & Swissôtel The Stamford
6. Furama City Centre Singapore
7. Furama RiverFront Singapore
8. Grand Copthorne Waterfront Hotel Singapore
9. Grand Hyatt Singapore
10. Grand Park City Hall
11. Grand Park Orchard
12. Holiday Inn Singapore Atrium
13. Holiday Inn Singapore Orchard City Centre
14. InterContinental Singapore
15. M Hotel Singapore
16. Novotel Singapore Clarke Quay
17. Orchard Hotel Singapore
18. Park Hotel Clarke Quay
19. The Regent Singapore
20. Rendezvous Grand Hotel Singapore
21. The Ritz-Carlton, Millenia Singapore
22. Royal Plaza on Scotts
23. Shangri-La Hotel, Singapore
24. Shangri-La’s Rasa Sentosa Resort & Spa, Singapore
25. Singapore Marriott Hotel
26. Swissôtel Merchant Court, Singapore





# SHA Welcomes New General Managers



**Mr Winston Reinboth**  
General Manager,  
Grand Copthorne Waterfront Hotel

Mr Winston L. Reinboth has been appointed General Manager of Grand Copthorne Waterfront Hotel in Singapore since April 2013.

Prior to his appointment, Mr Winston Reinboth had held numerous senior positions including General Manager and Vice President of Sales & Marketing for luxury hotels groups such as Le Meridien Hotels & Resorts, Hilton International, Sheraton Hotels and Resorts and Marriott International.

Mr Reinboth was also instrumental in the successful opening of hotels in Singapore, Australia, Malaysia, Cambodia, China, Hong Kong and Thailand.



**Mr Shantha De Silva**  
General Manager,  
InterContinental Singapore

InterContinental Singapore announced the appointment of Mr Shantha de Silva as General Manager at the hotel effective August 2013, whilst continuing with his senior leadership role within InterContinental Hotels Group (IHG) as Director of Operations for IHG Singapore, Malaysia, and Philippines.

Mr Shantha De Silva has been with IHG for over 30 years, starting his career in 1982 at the InterContinental Hotel in Colombo, Sri Lanka and has since worked with IHG in Sri Lanka, Cambodia, Bali – Indonesia and Singapore.

He was General Manager at the Holiday Inn Singapore Orchard City Centre in 2005 and subsequently appointed Regional General Manager for IHG Singapore, Malaysia and Batam.



**Mr Brian Werner**  
General Manager,  
ONE°15 Marina Club

Well-known for his work with hotels, resorts, marinas, and country clubs in the United States, Mexico and Central America, Mr. Brian Werner has held senior management positions over the past 30 years with management companies that specialize in the development and operations of resorts, hotels, clubs, golf courses, turf nurseries,

marinas, and gaming destinations in the United States, Mexico, Central America and Asia.

Since joining ONE°15 Marina Club, Mr. Werner has tirelessly worked towards finding smart and innovative ways to improve the Club, both in terms of our offerings to Members and non members alike.



**Mr David Donald**  
General Manager,  
PARKROYAL on Beach Road

PARKROYAL Hotels & Resorts has announced the appointment of Mr David Donald as General Manager of the 343-room PARKROYAL on Beach Road in Singapore.

With over 20 years of hospitality experience spanning Australia and New Zealand, Mr David Donald brings a fresh perspective to PARKROYAL on Beach Road as General Manager, his first role in Asia. No stranger to the PARKROYAL brand, he was previously General Manager of the 196-room PARKROYAL hotel in Parramatta, Australia, a key Meeting, Incentives, Events and Conference (MICE) destination in the Greater Sydney area.

Before joining PARKROYAL Hotels & Resorts, Mr Donald also held operations, rooms and revenue management roles at InterContinental Hotels Group, Starwood Hotels and Resorts and the former Southern Pacific Hotels Corporation.



**Mr Simon Hirst**  
General Manager,  
Raffles Hotel Singapore

Raffles Hotels & Resorts has announced the appointment of Mr Simon Hirst as General Manager of Raffles Singapore. One of the UK's best-known hoteliers, Mr Hirst moved from sister property Raffles Praslin, Seychelles to take up the position in Singapore effective 1 August 2013.

A veteran hotelier, Mr Simon Hirst established his reputation in the hotel industry over 15 years working with hotelier Gordon Campbell Gray. His career began with the Mandarin Oriental Hotel Group, where he held management positions in Hong Kong and San Francisco over 11 years. He then joined Four Seasons Hotels & Resorts in 1988, as Resident Manager of the Four Seasons, Park Lane, London.

He returned to Asia in 1991 as Hotel Manager of Mandarin Oriental, Hong Kong and then re-joined Four Seasons in 1994 as opening General Manager of The Regent Chiang Mai (a Four Seasons hotel).



**Mr Brett Walker**  
Area General Manager,  
Village Hotel Katong & Village Hotel Changi

Mr Brett Walker joins Far East Hospitality as Area General Manager East Cluster in Singapore. In his role, he is responsible for the overall strategy, development and management of the newly opened Village Hotel Katong and the Village Hotel Changi.

Armed with over 19 years of hospitality experience, Mr Walker has contributed to the hospitality industry in Australia, New Zealand and Denmark, playing vital roles in spearheading pre-opening teams and hotel takeovers. Well versed in all aspects of hospitality management, Mr Walker has been a General Manager in a variety of properties offering both apartment style accommodation and hotel services.

In his spare time, he enjoys a good game of golf and spending quality time with his family.

# Your Say : Customers “Then & Now”

Have customers of today changed in terms of their demands and expectations? This issue, SHA Update finds out from some of our hoteliers their thoughts and some of the ways their hotel has adapted to changing customer demands.



## Leveraging Technology to Enhance Service Experience

Technology, globalisation and intense competition in the hospitality industry have revolutionised the way guests behave. It is increasingly challenging for hotel operators as ever-changing trends heighten guests' expectations and demands, not just on quality of service and product, but speed too.

Social media and mobile technology are in the forefront of this revolution. Amara Singapore created a mobile website two years ago, to provide smartphone users the ease of booking online on the go, which has an average visitation rate of 13%.

Riding on the wave of enhancing in-hotel service technology, we are embarking on the implementation of iPad menus in our restaurants to create the “Wow” factor for our customers, integrating the use of technology to enhance the overall dining experience.

Besides traditional marketing tools, the Hotel leverages on social media platforms such as TripAdvisor, Facebook, Twitter and Instagram, to reach out to customers and deepen engagements. Amara Singapore integrates social media into its hotel operations by tracking and resolving complaints on TripAdvisor.

In view of globalisation, innovative marketing is vital to attract demanding well-travelled business travellers. In anticipation of their business needs, additional perks such as complimentary upgrade, limousine service, 24-hour stay, are often offered to build brand loyalty. Also, the Hotel has seen an increase in demand for wireless connectivity. Understanding the needs of this group of travellers, wireless internet access is offered to our corporate clients as a value-add service. This allows them to send emails and access Internet in the lobby, room and our Restaurant.

Maintaining service excellence remains at the core of our business. We continue to pursue operational and service excellence to delight our customers. We strive to exceed customers' expectations and this is part of Amara's brand ethos of always creating an individual experience to each and every one of our customers.

**Mr Colin Teo**

*General Manager, Amara Singapore*



## Meeting and Exceeding the Changing Expectations of Guests

Hotel Guests' demands and expectations have certainly changed over recent years and decades; Some facilities and services that were considered essential by Guests in years gone by are no longer expected by today's Guests (such as a Business Centre with secretarial services, etc.).

Hotels face a whole range of new demands and expectations today... in-room entertainment, iPod/MP3 docking stations, flat screen TVs, and more recently, Wi-Fi connectivity!

A few years ago, a hard-wired broadband internet connection in hotel rooms was enough to meet the expectation and demands of our guests, who needed regular access to the Internet, and to check their emails.

As technology continued to evolve in more recent times, those expectations have rapidly escalated to a demand for Wi-Fi connectivity, and today, this is not only expected in the hotel room, but throughout the hotel; lobby, restaurants, poolside, function rooms, etc.

Initially, guests were willing to pay a premium or fee for Wi-Fi in hotels, however, this has also changed and it is now expected free of charge!

According to research conducted by hotel booking sites in 2011, free Wi-Fi overwhelmingly figured as the most important hotel amenity when travellers are deciding which hotel to book. Concorde Hotel Singapore introduced free Wi-Fi internet access throughout the hotel, included in all published room rates as from 1 March 2012.

This landmark initiative is testament to Concorde Hotel Singapore's commitment to meet and exceed Guests' expectations, and it is also in line with our Mission Statement; “To mirror Guest attitudes to hospitality and create genuine experiences that inspire confidence”.

**Mr Leo Llambi**

*General Manager, Concorde Hotel Singapore*



## Employee Engagement is Key to Service Excellence

With the plethora of hotels & restaurants in Singapore, customers are now empowered with a wider selection of choices; thus may have little tolerance for poor customer service. Customers today appreciate their service experience to be immediate and relevant.

Providing exceptional service that is able to delight or impress guest at every touch point has now become a fundamental to maintaining customer loyalty. In the event that you fail to impress your customers, they may switch service providers in search of better customer care and delivery to meet their expectations.

In tackling this challenge, it is important to maintain a high level of employee engagement. Apart from our current employee recognition programme that includes certificates of appreciation and monetary rewards, we have invested greatly in the area of training.

At Park Hotel Group, we invite guests to “Discover Love” through our intuitive and personalised service delivered with finesse. How we convey our maxim of “where every encounter is a discovery of love” is through a well-thought and painstakingly crafted training programme that every employee is required to attend within his/her first few months on the job.

A well-trained employee who intrinsically embodies the organisation's brand values would be able to execute a unique service delivery that makes for a truly memorable experience. This, in return, will translate into repeat business for the hotel. These initiatives continue to bring out the best in our employees and ensuring that we have a motivated and loyal workforce focused on achieving better business performance. This has always been a priority for us as we believe that a team of engaged employee will strive harder to deliver service standards that deliver on growing expectations of guests.

**Mr Darren Ware**

*General Manager, Grand Park Orchard*





### Differentiating Ourselves through Service Excellence & Exceptional Attention

Customers nowadays are extremely tech-savvy and sophisticated, and with the easy access to countless reviews available online, they would expect instant response and personal attention to detail. Hotels now have to keep up with the fast pace of guests' wants, needs and high expectations in this high

tech environment. Here at Orchard Hotel Singapore, we strive to provide personalised and unique experience for all our guests. Our team members especially the frontliners are trained to anticipate guests' expectations.

Staff are encouraged to take on new areas of responsibility in creating guest experiences. We emphasize on the ultimate guest experience, and our Guest Relations team specialises on creating memorable experiences for our guests from VIP welcome to little touches like finding out guests' preferences through conversations and a monthly GM cocktail party.

Most customers rate a hotel based on experiences, thus it's important to differentiate ourselves with service excellence and

exceptional attention to basic and unique touches such as pillow menu, kits for ladies, businessmen, couples or babies, to cater to guests' individual needs and preferences.

To stay ahead of competition, Orchard Hotel performs regular upgrading works with continuous efforts to enhance guest experience. Our Fitness Centre has just completed a complete refurbishment and guests can look forward to new and improved Gym facilities. Next in line will be our Swimming Pool, which will undergo a facelift to include a Jacuzzi for the comfort and relaxation of our guests.

We are constantly looking at ways to enhance the personal touch at each point of contact and some new initiatives that the hotel have embarked include In-Room Compendium video to provide interactive information on our various F&B outlets, and a dedicated Room Ambassador video where our friendly staff introduce the features of our Rooms and explain the main in-room functions and facilities, to anticipate our guests' needs for information and communication.

Today's hotel guests are demanding intense service and hotels will need to respond to their changing needs.

**Mr Andrew Tan**

*General Manager, Orchard Hotel Singapore*

## General Manager's Networking Session

The 2nd Industry Update and Networking Session for General Managers for the year 2013 took place on 16 September 2013 at Traders Hotel, Singapore.

The session began with an interaction and industry update session by Ms Margaret Heng, Executive Director of SHA. Thereafter, Ms Shrestha Sook Yean, Director, Membership & Industry Services of SHA gave members an overview of Tourism & Hotel performance in Singapore. Members were also given an update on the Hotel Productivity Bench by Mr Robert Hecker, Managing Director, Horwath HTL.

Human Resource Directors were invited for the second half of the session which included a presentation and dialogue session with the Ministry of Manpower.



# SHA Welcomes New Ordinary Members

## Aqueen Balestier Hotel

Located in the vibrant heritage area of Balestier, the conveniently located Aqueen Balestier Hotel provides its guests with easy access to explore historical, cultural, heritage, entertainment, retail and dining options in Singapore. Guests can also interact with locals as they enjoy local culinary delights in the area.

The 45 well-appointed, cosy rooms provide business and leisure guests with a comfortable stay while quality service and warm hospitality ensure guests receive the "Aqueen Experience".

Managed by Crescendas Hospitality Management, Aqueen Balestier Hotel is part of the chain of Aqueen Hotels & Resorts.



## ONE°15 Marina Club

Located in Sentosa Cove, the prime leisure district of Singapore, ONE°15 Marina Club features a beautiful marina of 270 berths with facilities to accommodate megayachts of up to 200 feet.

The well-appointed clubhouse encompasses world-class facilities including fine restaurants and bars, luxurious suite rooms, a modern spa, a well-equipped gymnasium, members' and kids' lounges as well as conference and meeting rooms. ONE°15 Marina Club evokes the glamour and elegance of Monte Carlo and is emerging to be Asia's most desired waterfront leisure destination.



## PARKROYAL on Pickering

PARKROYAL on Pickering, a PARKROYAL Collection hotel, redefines urban hospitality with a stunning hotel-in-a-garden concept that incorporates an array of eco-friendly features throughout the building.

Strategically situated at the gateway of Singapore's Central Business District, Hong Lim Park and bustling Chinatown, the hotel is close to various modes of public transportation.

Designed by renowned local architect WOHA, the award-winning hotel features 367 elegantly furnished guestrooms and suites that offer spectacular views of the city and the hotel's sky-gardens. A soothing colour palette and natural wood, accented with an abundance of daylight, provide a tranquil atmosphere for guests to relax in effortless comfort.

All rooms come with complimentary high-speed Internet access, in-room amenities and a well-stocked Executive Bar. Nespresso coffee machines, rainshowers and bathtubs are also available in selected room categories.





# Resorts World Sentosa Singapore Emerge Victorious at the Athletic Meet 2013

The 32nd SHA Inter-Hotel Athletic Meet took place on 31 August 2013 at the Hougang Stadium. This year saw a total of 21 teams pitting against each other for the championship title.

The exuberant spirit of the participating teams was unbeatable as hotels cheered their team-mates on in their events.

Amidst intense excitement and cheers, Resorts World Sentosa Singapore was finally crowned the Champion Team at the SHA Inter-Hotel Athletic Meet 2013.

The win was made even sweeter for Resorts World Sentosa Singapore as they bagged a total of 4 additional wins, namely the "Best Team" and "Best Individual Performance" awards for both women's and men's categories.



The most highly anticipated event for the day was the 100M GM Race. Cheers erupted and the beating of the drums intensified as the General Managers of the respective hotels raced towards the finishing line. The results of the GM Race were as follows:

Placing	Name	Hotel
Champion*	Pierre-Etienne De Montgrand	Ibis Singapore Bencoolen
Champion*	Peter Webster	Hilton Singapore
1st Runner-up	Phillip Wong	Dorsett Singapore
2nd Runner-up	Danny Wong	Mandarin Orchard Singapore

*\*Both Categories of GM 100M Race (45 YRS and BELOW) and (46 YRS and ABOVE)*

## Winners of 32nd SHA Inter-Hotel Athletic Meet 2013

Champion	Resorts World Sentosa Singapore
1st Runner-up Hotel	Marina Bay Sands Pte Ltd
2nd Runner Hotel	RC Hotels (Pte) Ltd
Best Team (Men)	Resorts World Sentosa Singapore
Best Team (Women)	Resorts World Sentosa Singapore
Best Individual Performance (Men Athlete)	Nicholas Goh, Resorts World Sentosa Singapore 100M (Men)
Best Individual Performance (Women Athlete)	Ice Kho, Resorts World Sentosa Singapore Triple Jump (Women Open)





# Triumphant Victory for Marina Bay Sands at the Soccer Pitch

With the final whistle blown, the final matches for the 31st SHA Inter-Hotel Soccer League 2013 eventually concluded on 27 June 2013 at the Serangoon Stadium.

After more than 4 months of intense competition, the final matches saw league regulars, Conrad Centennial Singapore, Marina Bay Sands Pte Ltd and Resorts World Sentosa and defending champion, Marina Mandarin Singapore, putting up an impressive performance.

The first half of the league saw a faceoff between Conrad Centennial Singapore and Marina Mandarin Singapore for the 3rd and 4th placing. The exciting match between the two teams eventually concluded in favour of Marina Mandarin Singapore.

In the second half of the league, the two IRs – Marina Bay Sands Pte Ltd and Resorts World Sentosa put up an intense fight as they vied for the winning title. After an adrenaline-packed match, Marina Bay Sands Pte Ltd eventually emerged as the ultimate victor and walked away with the title of the Champion Team for the very first time. Good job to all the participating teams for the 2013 league!



The results of the 31st SHA Inter-Hotel Soccer League 2013 were as follows:

Award	Winners
Champion Team	Marina Bay Sands Pte Ltd
1st Runner-up Team	Resorts World Sentosa
2nd Runner-up Team	Marina Mandarin Singapore
3rd Runner-up Team	Conrad Centennial Singapore
1st/2nd Placing "Man of the match"	Mansor Bin Mohd Yusoff (Jersey No.3) Marina Bay Sands Pte Ltd
3rd/4th Placing "Man of the Match"	Venoth A/L Kumarasamy (Jersey No.10) Marina Mandarin Singapore



## Leveraging Technology for Business Excellence and Productivity

The SHA and STB, with the support of IDA, jointly organised a Technology Educational for hotels titled "Leveraging Technology for Business Excellence and Productivity".

The half-day event was attended by close to 90 participants comprising management representatives, heads of departments as well as IT practitioners from hotels in Singapore.

At the event, IDA shared with participants on the Sectoral Productivity Initiative for the Hotel Sector and provided an overview of technology trends in Singapore, as well as how hotels can leverage these trends in their business operations.

Ms Michelle Lim, Assistant Director, Finance, Tourism and Retail Services, Industry Cluster Group, IDA highlighted the following technology trends in her presentation:

- Growth of mobile data usage – companies can leverage mobile technologies to improve operational efficiency
- Growth of location intelligence
- Growth of Near Field Communication (NFC) Eco-system for payment and non-payment services
- Big Data and the need to manage data privacy







The following papers were also shared at the half-day Technology Educational:

- **Evolution of technology in the Asian Pacific Hotel Industry** by Mr Harbans Singh, Managing Director, UbiQ Global Solutions
- **Understanding and applying social media analytics in Hotels** by Mr Edwin Seng, Lecturer, Business Intelligence & Analytics, School of Informatics & IT, Temasek Polytechnic
- **MySentosa, our journey to adopt mobility solution to improve guest experience** by Mr Eu Kwang Chin, Divisional Director, IT, Sentosa Leisure Group
- **Marina Mandarin's "New Way Forward" - Evolving with Less Manning in the F&B Arena** by Ms Patricia Yong, Director of Marketing Communications, Marina Mandarin Singapore.

In addition to the presentations, participants also had the opportunity to view various technologies and solutions applicable to the hotel industry at a mini-exhibition which was held alongside the Educational.

## Personal Data Protection Workshop

To help hotels prepare for compliance of the Personal Data Protection Act, the SHA organised a dedicated half-day workshop for members on 10 September 2013 at the Pan Pacific Orchard Hotel.

Participants were first given an overview of the PPDA from a regulatory perspective by Ms Penny Phua, Assistant Manager, Communications, Outreach & International, Personal Data Protection Commission (PDPC).



# Shatec 30th Anniversary Gala Dinner



Opening speech by Guest-of-Honour, Mr Lim Hng Kiang, Ministry for Trade and Industry

SHATEC celebrated its 30th Anniversary with a gala dinner on 2 July 2013 at the Shangri-La Hotel, Singapore.

The Guest-of-Honour for the event was Mr Lim Hng Kiang, Minister for Trade & Industry.

Congratulating SHATEC on the joyous occasion, Mr Lim said: "The importance of the tourism industry to our economy underscores the need to maintain our competitive edge in providing world-class hospitality services. SHATEC has been a key catalyst in raising the service standards of the industry." The celebration was attended by more than 600 representatives from the hospitality and tourism industry including SHATEC's illustrious alumni.



From left to right: Mdm Kay Kuok, President of SHA, Mr Albert Teo, Chairman, SHATEC, Guest-of-Honour Mr Lim Hng Kiang, Ms Margaret Heng, Chief Executive, SHATEC



An impressive performance by our very own SHATEC students

A delicious menu was specially put together by SHATEC's famous alumni chefs.

The evening saw the unveiling of a new SHATEC logo by Mr Albert Teo, Chairman, SHATEC. The new logo marks the school's development into the next lap and its commitment as a premier hospitality institution.

Thereafter, Mr Teo presented a signed copy of the SHATEC 30th anniversary commemorative book "Developing Hospitality Talent" as a token of appreciation to Guest-of-Honour, Mr Lim Hng Kiang.

Capturing the milestones and achievements of SHATEC throughout its proud history, the book also highlights the school's dedication in providing a practical and holistic education for its students and alumni to succeed in the industry.



Our distinguished alumni chefs who created the evening's menu.

From left to right: Randy Chow, Section Head/Culinary Arts, Temasek Polytechnic, Edmund Toh, Assistant Vice President, Culinary Operations, Food & Beverage, Resorts World Sentosa & President, Singapore Chefs Association, Tony Khoo, Executive Chef, Marina Mandarin Singapore, Pang Kok Keong, Founder/Director, Sugar Daddy Group, Eric Teo, Founder, ET Culinary Arts, Anderson Ho, Executive Sous Chef, Premium Kitchen, SATS



A light-hearted performance by local comedian, Irene Ang



SHATEC'S 30th anniversary commemorative book "Developing Hospitality Talent"



## K-Pop Fever at Recipes



11 July 2013 saw a K-pop fever breaking out at Recipes as SHATEC students partnered popular South Korean girl group SKarf to prepare an exclusive dinner for charity.

Earlier on, the girl group and students visited supermarkets for ingredients and trained together in preparation for the charity dinner



This is the third year of collaboration between SHATEC and Korea's FoodTV to promote the cultures of Singapore and Korea to their viewers.

The charity dinner at Recipes successfully raised more than \$2,000 for Unicef.

## Masterclasses for Hospitality Leaders

Launched for the first time in Asia, the 2013 series of "Master-Classes for Hospitality Leaders" is jointly offered by SHATEC and Driehaus College of Business of DePaul University, USA.

Held at Grand Park City Hall in the last week of August, the programme saw 64 participants from 14 organisations comprising mostly hotels. Participants gained insights on how organisational performance can be improved through service system design innovation, revenue management, adoption of business intelligence and strategic processes.

The programme was supported by the Singapore Workforce Development Agency and the Singapore Hotel Association.



## SPOTLIGHT

This issue, SHA Update invited Mr Dylan Ong & Mr Joshua Khoo, owners of the popular French restaurant, Saveur to share with us their journey to success.



### 1) What is your most memorable experience whilst as a student at SHATEC?

**Dylan:** Memorable experiences included getting to learn all about cooking and that particular the moment of receiving my very own chef's uniform. I enjoyed all the practical lessons at SHATEC, where we learned how to cook using professional cooking equipment. Not forgetting, the relentless patience of our tutors at SHATEC who never failed to answer our questions.

**Joshua:** My most memorable experience was my very first cooking experience at SHATEC. It was the first time we got to experience the professional kitchen and the various cooking equipments. It was also exciting to learn about western ingredients we have never seen before, such as zucchini and western herbs. It was also upon joining SHATEC that I discovered my passion for western cooking.

### 2) Share with us your success story and how SHATEC has played a part in your career development through the years.

**Dylan:** SHATEC was an important stepping stone, without which I would not be exposed to cooking. The school helped me gained momentum in the development of my culinary skills and finding out for myself what the culinary world and what top-notch culinary skills were truly about. The school also played a big part in my success today by giving me the opportunity to work at a hotel. During my internship at Raffles

Hotel, I worked at 4 different outlets and had the opportunity to visit the kitchen operation of all their F&B outlets. In addition to cooking skills, I also learned about kitchen etiquette and discipline.

**Joshua:** SHATEC has opened up a channel for me to enter the hotel industry where I was able to practise my culinary skills in a "real" kitchen environment within a hotel. The basic knowledge and skills I learnt at SHATEC provided me with a good foundation and enabled me to pick things up faster. SHATEC definitely played a part in my success story as the school has given me a good foundation and prepared me mentally by giving me a rough idea on what working in a kitchen will be like. I was fortunate to be able to learn a lot at my first training ground, Raffles Hotel.

### 3) What is your advice to current SHATEC students on how to be successful in the hospitality industry?

**Dylan:** You will need to study hard at SHATEC! First and foremost, focus on being hardworking at where you are right now. When you enter internship, be hardworking, diligent and eager to learn. Secondly, desire strongly to be a first class chef so that you keep on pursuing knowledge and experience. It is eventually hard work that will get you to where you want to be at. Thirdly, always be humble in your pursuit for learning. Last but not the least, remember to be grateful when you finally attain success.

**Joshua:** My advice for students who would like to join the F&B industry is firstly for them to be able to accept F&B working hours and their requirements; they are different from those of an office-hour job. In order to succeed, you will need to accept the reality of your work, gradually build up your knowledge so that you can eventually go to places you really want to be. Don't give up without trying. Even when you have already tried, you should continue to persevere, learn & build your character from the experience.



# InterContinental Singapore Receives Prestigious New Environmental Accolades



Singapore's only Peranakan-inspired luxury hotel, InterContinental Singapore, has recently added prestigious new environmental accolades to its collection.

These new awards, which include the Singapore Green Hotel Award 2013, Water Efficient Building 2013 and EarthCheck Silver Certification 2013, recognise InterContinental Singapore's green practices and efforts towards environmental sustainability, particularly in the areas of water and energy conservation as well as waste management.

The Singapore Green Hotel Award 2013 is presented by the Singapore Hotel Association (SHA) and supported by the Building and Construction Authority (BCA), National Environment Agency (NEA), Singapore's National Water Agency (PUB) and Singapore Tourism Board (STB), acknowledging hotels which adopt

environmentally-friendly practices to conserve Earth's precious resources.

InterContinental Singapore is amongst the first to be recognised by the national water agency, PUB under the enhanced certification of Water Efficient Building 2013 (Silver Category) for exemplary performance in water efficiency.

The high standard of environmental performance practiced by InterContinental Singapore has also been recognized by EarthCheck; the world's leading certifier of travel and tourism organisations, joining industry leaders from more than 65 countries by being awarded EarthCheck Silver Certified status.

Energy conservation measures adopted by InterContinental Singapore include fitting energy saving T5 light bulbs and LED lamps, as well as with motion sensors installed in back of house areas to switch off lighting during off-peak period.

The hotel's recent investment in highly efficient chillers and upgrading of the chiller plant have positively reduced operational costs, whilst generating energy saving of 2,115,000 kWh per year, or a 14.8 percent improvement from the current Energy Efficient Index.

Apart from demonstrating energy efficiency, InterContinental Singapore also actively promotes recycling that includes glass, paper, plastic, oil and cartons. Hotel employees and guests are also encouraged to recycle where possible, with the placement of recycling bins strategically placed within the hotel.

## The Ballrooms open at PARKROYAL on Beach Road



26 August 2013 marked the launch of the Ballrooms at PARKROYAL on Beach Road, Singapore's newest stand-alone meetings, marking the completion of an SGD20 million investment in the property. The new development is located in a dedicated building with direct street access, and connected to the 343-room PARKROYAL on Beach Road via a skywalk.

The Ballrooms at PARKROYAL on Beach Road has been designed as the perfect backdrop to a full range of events – weddings, gala

dinners, exhibitions, meetings, events and conferences. Set over 576 square metres, it can accommodate events of up to 860 guests and has been developed to provide clients with maximum versatility.

"We have a very robust weddings, private and corporate events business at PARKROYAL on Beach Road and this significant investment has been made in order to keep pace with consumer demand for more efficient use of space and the latest technology, said David Donald, General Manager. "The development of The Ballrooms at PARKROYAL on Beach Road adds to Singapore's proposition of being a MICE hub with exceptional infrastructure and a variety of options for hosting conferences, meetings and events on varying scales and requirements."

Located behind PARKROYAL on Beach Road (and occupying the former Furniture Mall site), The Ballroom boasts its own separate entrance off Nicoll Highway. Its driveway and drop-off point leading to an elegant open courtyard, The Ballrooms at PARKROYAL on Beach Road offers guests an exclusive and elevated sense of arrival.

## Royal Plaza on Scotts Gets Creative for Charity

### RP employees dressed up as superheroes to participate in ComChest Heartstrings Walk

Royal Plaza on Scotts' (RP) employees joined Community Chest Heartstrings Walk 2013 for a good cause with their family and friends. In support of this charity initiative organised by Community Chest, RP sponsored all registration fees for employees and their loved ones.

This year, RP volunteers dressed up as superheroes, inspired by the movie, "The Incredibles" to inject more fun and joy during the event. Marcus Tan, Guest Services Assistant Manager shared, "I am happy to be able to do my part for charity with my participation. This is my second year joining the Heartstrings Walk with RP. This year's walk for charity has been especially special for me as I had the opportunity to fulfil my dream of dressing up as my favourite superhero together with my colleagues."

Mr Patrick Fiat, General Manager said, "I am incredibly proud to have a team of fun-loving employees who work hard and play hard. The dress up is our way of having fun as an organisation while doing our part for the less privileged."



*RP Employees dressed up as superheroes*

### Royal Plaza on Scotts revs up for Singapore's sixth motor racing season with a life-sized pasta race car

Royal Plaza on Scotts (RP) celebrated Singapore's sixth night motor racing season with a life-sized pasta car in its lobby, the first ever to be created in the world, and charity outreach initiatives in support of Community Chest. This is RP's fourth life-sized race car. The team has created other life-sized race cars with chocolate, bread and macarons in the previous years.

Measuring over 4.40 metres long, 1.90 metres wide and 1.30 metres tall, the spectacular structure was constructed by a dedicated team of 18 chefs and culinary staff. Led by RP's Culinary Executive Chef, Abraham Tan, the creative team took 1130 hours to complete the world's largest pasta race car.

The visually arresting life-sized pasta car was created with eight different types of pasta such as penne, spirals, spaghetti, elbows, fettuccine, tagliatelle and squid ink pasta, with the sponsorship from Angliss Singapore, distributor of San Remo pasta. It took the RP team untiring efforts and dedication to affix pieces of pasta on the car structure.



*Chefs of Royal Plaza on Scotts with life-sized pasta race car*

**Pasta Pronto** joins in the much anticipated event by teaming up with Community Chest to raise awareness for the charity movement and its beneficiary, Thye Hua Kwan Family Service Centre at Tanjong Pagar (THK FSC).



# Calendar of Conventions & Exhibitions

## Calendar of Conventions & Exhibitions (Oct-Dec 2013)

Date: From	To	Event:
02 Oct	04 Oct	World Architecture Festival
02 Oct	04 Oct	The World Academic Summit 2013
03 Oct	05 Oct	Franchising & Licensing Asia 2013
07 Oct	10 Oct	LTA-UITP Singapore International Transport Congress and Exhibition (SITCE) 2013
08 Oct	11 Oct	Healthcare World Asia
08 Oct	10 Oct	Cruise Shipping Asia Pacific 2013
09 Oct	10 Oct	Project Management Symposium 2013
12 Oct	15 Oct	Singapore Jewellery & Gem Fair 2013
15 Oct	18 Oct	17th East Asia Actuarial Conference2
16 Oct	18 Oct	Air Cargo & Logistics Asia 2013
17 Oct	19 Oct	Oishii Japan 2013
21 Oct	23 Oct	Asia Pacific Tourism Destination Investment Conference
21 Oct	23 Oct	WIT – Web in Travel 2013
21 Oct	23 Oct	Aviation Outlook Asia 2013
21 Oct	21 Oct	Singapore Experience Awards
21 Oct	24 Oct	Digital Healthcare Week 2013
22 Oct	22 Oct	Asia Travel Leaders Summit 2013
22 Oct	22 Oct	Hotel Technology Conference
23 Oct	24 Oct	UIA Associations Round Table in Asia 2013
23 Oct	26 Oct	music learning live! Asia
23 Oct	30 Oct	ITB Asia 2013
27 Oct	30 Oct	26th LAWASIA Conference
29 Oct	30 Oct	Asia Future Energy Forum & Asia Smart Grid 2013
29 Oct	31 Oct	MRO Asia 2013
29 Oct	30 Oct	ApVIA (2013) PVAP Expo
30 Oct	31 Oct	PowerLogistics Asia 2013
30 Oct	31 Oct	Downstream Asia
30 Oct	01 Nov	2nd Annual Gas Asia Summit, Conference & Workshop
30 Oct	02 Nov	World Entrepreneurship Forum 2013
05 Nov	07 Nov	Frontiers in Cancer Science 2013
06 Nov	09 Nov	3rd Biennial EXTA Meeting Singapore 2013
07 Nov	09 Nov	World Congress on Integrated Care 2013
07 Nov	10 Nov	52nd OSEAL Forum (Orient and South East Asia Lions Forum)
11 Nov	13 Nov	2013 IEEE Asian Solid State Circuits Conference
12 Nov	15 Nov	Electronics Recycling Asia (WRF 2013)
17 Nov	19 Nov	IP Business Congress Asia
20 Nov	21 Nov	LEARNTech Asia Conference 2013
03 Dec	06 Dec	Asia TV Forum & Market
03 Dec	06 Dec	ScreenSingapore
04 Dec	07 Dec	ICBME 2013

# THE SHA HOTEL MEMBERS

Amara Sanctuary Resort Sentosa	Hotel 1929	PARKROYAL on Beach Road
Amara Singapore	Hotel 81 (DICKSON)	PARKROYAL on Kitchener Road
Aqueen Hotel - Balestier	Hotel 81 (GEYLANG)	PARKROYAL on Pickering
Ascott Raffles Place Singapore	Hotel 81 (STAR)	Peninsula. Excelsior Hotel
Bay Hotel Singapore	Hotel Fort Canning Singapore	Perak Hotel
Bayview Hotel Singapore	Hotel Grand Central	Quality Hotel Marlow
Beach Hotel	Hotel Grand Chancellor	The Quincy Hotel
Bencoolen Hotel	Hotel Grand Pacific	Raffles Hotel
Broadway Hotel	Hotel Miramar (S) Ltd	Ramada Singapore at Zhongshan Park
Capella Hotel, Singapore	Hotel Re! @ Pearl's Hill	The Regent Singapore
Capri By Fraser Changi City, Singapore	Hotel Royal	RELC International Hotel
Carlton City Hotel	Hotel Royal @ Queens	Rendezvous Grand Hotel Singapore
Carlton Hotel	Hotel Supreme	Resorts World at Sentosa (Beach Villas, Crockfords Tower, Equarius Hotel, 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	Jayleen 1918 Hotel	Royal Plaza on Scotts
Days Hotel Singapore at Zhongshan Park	Klaptops, The Boutique Hotel	Santa Grand Hotel East Coast
Dorsett Singapore	InterContinental Singapore	The Scarlet Hotel
The Duxton Hotel	Link Hotel	The Seacare Hotel
The Elizabeth Hotel	M Hotel Singapore	The Sentosa Resort & Spa – A Beaufort Hotel
Fairmont Singapore	Mandarin Orchard Singapore	Shangri-La Hotel
Fortuna Hotel	Mandarin Oriental, Singapore	Shangri-La's Rasa Sentosa Resort, Singapore
Four Seasons Hotel	Marina Bay Sands	Sheraton Towers Singapore
Fragrance Hotel - Ruby	Marina Mandarin Singapore	Singapore Marriott Hotel
Fragrance Hotel - Sapphire	Moon Hotel	Sloane Court Hotel
The Fullerton Hotel	Movenpick Heritage Hotel Sentosa	South-East Asia Hotel
The Fullerton Bay Hotel Singapore	Naumi Hotel	The St Regis Singapore
Furama City Centre Singapore	Naumi Liora	Studio M Hotel
Furama RiverFront Singapore	New Majestic Hotel	Swissotel Merchant Court, Singapore
The Gallery Hotel	Nostalgia Hotel	Swissotel The Stamford, Singapore
Goodwood Park Hotel	Novotel Singapore Clarke Quay	Traders Hotel
Grand Copthorne Waterfront Hotel Singapore	Oasia Hotel	V Hotel Lavender
Grand Hyatt Singapore	ONE°15 Marina Club	Value Hotel - Thomson
Grand Mercure Roxy Hotel	Orchard Hotel	Village Hotel Albert Court
Grand Park City Hall	Orchard Parade Hotel	Village Hotel Bugis
Grand Park Orchard	Pan Pacific Orchard	Village Hotel Changi
Hangout @ Mount Emily	Pan Pacific Singapore	Village Hotel Katong
Hilton Singapore	Parc Sovereign Hotel	W Singapore Sentosa Cove
Holiday Inn Express Singapore Orchard Road	Park Avenue Changi	Wanderlust Hotel
Holiday Inn Singapore Atrium	Park Avenue Rochester	Wangz Hotel
Holiday Inn Singapore Orchard City Centre	Park Hotel Clarke Quay	York Hotel
	Park Regis Singapore	

# THE SHA ASSOCIATE MEMBERS

The American Club Singapore	Orchid Country Club	Singapore Island Country Club
Auric Pacific Marketing Pte Ltd	Pasta Fresca Da Salvatore Pte Ltd	Singapore Meritus International Hotels Pte Ltd
Batam View Beach Resort	Pinedale Trading Pte Ltd	Singapore Recreation Club
CareerStar International Pte Ltd	The Quayside Group Pte Ltd	Singapore Swimming Club
Cofely Southeast Asia Pte Ltd	Republic of Singapore Yacht Club	Singapore Telecommunications Limited
Docomo Intertouch Pte Ltd	Republic Plaza City Club (S) Pte Ltd	Somerville (Singapore) Pte Ltd
Himawari Pte Ltd	S A Hotel Management Pte Ltd	Starhub Ltd
HPL Hotels & Resorts	The SAF Warrant Officers and Specialists Club	The Tanglin Club
Institute of Technical Education (ITE)	Select Group Ltd	Trane Singapore
Kaplan Higher Education	Sia Huat Pte Ltd	Unilever Singapore Pte Ltd
Keppel Land Hospitality Management Pte Ltd	Simmons (Southeast Asia) Pte Ltd	YHS (Singapore) Pte Ltd
Nanyang Polytechnic	Singapore Exhibition Services Pte Ltd	
NTUC Club		