

PRESS RELEASE

For Immediate Release

EXPLORING NEW HOSPITALITY CAPABILITIES TO ADVANCE HUMAN CAPITAL, RESHAPE BUSINESSES AND TRANSFORM GUEST EXPERIENCES

Leaders, innovators and value creators of the hospitality and tourism industry shared their insights at SHATEC Hospitality Conference 2019

Singapore, 4 December 2019 – In line with its continual effort to support the Hotel Industry Transformation Map (ITM), first launched in 2016, the local training arm of the Singapore Hotel Association presented the SHATEC Hospitality Conference (SHC) for the second year running at Mandarin Orchard Singapore on 4th December 2019.

Themed “*Shifting Paradigms in the Hospitality Scene*”, the conference explored topics on capability development, competitive branding, data applications in the F&B industry and a focus on human capital to lead and operate new initiatives in a transforming hotel landscape.

“This is an exciting time for the hotel industry as disruptions and innovative solutions offer new opportunities for us to relook at our business operations in an increasingly digital environment, explained **Ms Margaret Heng, Executive Director of SHA and Chief Executive of SHATEC**. “This conference has therefore brought together some of the most notable industry leaders to share their insights of latest trends and effective strategies in an evolving hospitality scene.”

Keynote speaker Mr Frank Trampert, Managing Director & Chief Commercial Officer, EMEA & APAC, Sabre Hospitality Solutions shared, “The hospitality scene in Singapore continues to evolve at tremendous speed. The SHATEC conference comes at a perfect time, allowing key stakeholders to learn about key trends and to witness, first-hand, the digital transformation of the industry. Today’s event

encourages hoteliers to better understand where the industry is today, where it is headed, and provides access to unique expertise. Sabre is honoured to have been given the opportunity to lead the keynote address, and to share our vision with Singapore's hotelier community."

Attendee Mr Adrian Ow, Director of Sales & Marketing at Peninsula Excelsior Hotel commented on the need to adopt smart technological solutions at his property. "We are in the process of incorporating some of these tech-enabled conveniences, such as self-service check-in to alleviate manpower issues, cleaning robots and online booking platforms to cater to local experiences. The Job Redesign hotel transformation initiative led by Singapore Tourism Board and Singapore Hotel Association is a key enabler in this. Yet, we cannot negate the face-to-face component of guest interactions and providing excellent customer service."

The event also showcased hotel technological solutions by trade partners such as the Hotel Guest Impact Resolution system by **X3NIA**, a cloud-based software which can be integrated with a hotel's Property Management System (PMS) and dedicated iPhone and Android Apps. The software provides an easy alternative to collect and track guest experiences such as feedback out of restaurants or on room cleanliness.

The annual SHC is a strategic platform bringing together hospitality experts in ownership, management, operational, commercial, financial and technological roles. The Conference features sessions focusing on the current issues and trends within the Singapore hospitality scene as well as great networking opportunities.

Please refer to [Annex A](#) for the full list of participating speakers and panellists.

Please refer to [Annex B](#) for the full list of participating trade partners.

Please refer to [Annex C](#) for conference highlights in photos.

For media enquiries, please contact:

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Conference Overview

IoT generation, digitalization revolution, disruptive innovations, millennial guest service nuances and diversified human capital demands are creating groundbreaking paradigm shifts in the hospitality industry like never before. There is no guarantee with past successes as shifting business models create new realities and frontiers.

From transactional to experiential relationships with customers, from brand focused to guest-centric touchpoints, new knowledge is key for the workforce of Industry 4.0 to respond and adapt effectively to paradigm shifts in such a competitive landscape.

Join us for a mind-opening afternoon as top industry thought leaders shed light at the SHATEC Hospitality Conference (SHC) 2019 on the transformative power of paradigm shifts in the hospitality scene. Be empowered with expert insights to stay ahead of the competition in this era of change.

About SHATEC Hospitality Conference

The annual SHC is a strategic platform bringing together hospitality experts in ownership, management, operational, commercial, financial and technological roles. The conference features sessions focusing on the current issues and trends within the Singapore hospitality scene as well as great networking opportunities.

Organized by SHATEC with support from government agencies and trade partners, the inaugural SHC was held in December 2018 which attracted over a hundred hospitality professionals.

SHATEC

THE INTERNATIONAL HOTEL & TOURISM SCHOOL
(SINGAPORE)

About SHATEC

SHATEC was set up in 1983 by the Singapore Hotel Association to equip Singapore's hospitality industry with a skilled workforce. Since then, SHATEC has distinguished itself as arguably Singapore's most recognised hospitality school with many of its 30,000 strong alumni from more than 20 countries helming key positions in the hospitality and tourism industry.

It is a strong advocate of creative teaching methods. Lessons and programmes at SHATEC are further enhanced by exposing pupils to experiential learning experiences that are as close to a working environment as possible. Students also reap the benefit of interacting with local and international instructors and guest speakers who eagerly share a wealth of knowledge in their respective fields and impart important people-to-people skills gleaned from experience.

Besides nurturing young minds and talents, SHATEC is also a key player in preparing career switchers and mature workers to join the hospitality industry. As the industry school, it also offers a myriad of programmes and workshops to up-skill practitioners in the hospitality industry.

KEYNOTE SPEAKER

“Shifting paradigms in the hospitality scene”



Mr Frank Trampert
*Managing Director & Chief Commercial Officer
EMEA & APAC, Sabre Hospitality Solutions*

Frank Trampert is Sabre Hospitality Solutions' Managing Director & Chief Commercial Officer, EMEA and APAC, Sabre Hospitality Solutions. In this role, Frank oversees the financial performance, customer engagement and overall growth of Sabre Hospitality Solutions across Europe, the Middle East, Africa and Asia Pacific.

Frank has valuable experience in both hospitality processes and technology, having held highly sought-after leadership positions with the Wyndham Hotel Group in Hong Kong, Carlson Hotels across four continents, Brand Karma in Singapore, and most recently, as the CEO for Tune Hotel Group in Malaysia.

Frank started his career in hospitality in Europe and has since lived and worked across four continents. He has assisted in expanding some of the largest global hospitality companies internationally and his diverse background in international franchise and hotel management ranges from limited service to luxury hotels.

He is an experienced and successful hotelier, having managed a diverse workforce while leading high performance teams. Frank enjoys the complexities of international businesses, enabling him to not only run his own advisory firm but also to join a technology start-up focused on cloud based social media solutions for the global hospitality sector.

Frank holds a bachelor's degree in hospitality management from the College of Hotel Management in Heidelberg, Germany. He also holds an English degree from the University of New South Wales, in addition to a degree in financial management from Cornell University. He also speaks English, German and French.

SPEAKER

“Harnessing technology to drive your business model”



Mr Michael Rehfeld
Managing Director
Accenture Strategy

Michael – Managing Director of Accenture’s Strategy Consulting practice. Over the past 8 years, Michael has been advising Accenture’s largest clients in APAC on their competitiveness in hospitality, consumer goods, retail, life sciences. He is an industry leader in applying digital strategy, zero based budgeting to sales and marketing, and budget for growth.

Prior to moving to Singapore, Michael was a strategy practitioner at Accenture London, leading project teams in Europe and the US on corporate strategy and operating model design.

Outside Accenture, Michael supports a number of start-ups in different capacity, from co-founder, to independent advisor, seed capital investor. Michael read Finance and Management (MLitt) at St Andrews University and holds Dipl-Kfm (FH) in Business Management from the Berlin School of Economics and a BSC in European Business from ARU Cambridge.

SPEAKER

“F & B 4.0 : Data & Food : Do they go together?”



Dr Chanikarn Wongviriyawong
Founder & CEO
EatLab

Chanikarn or Mint is the founder and CEO of EATLAB, a company that measures consumer satisfaction and suggests improvements to the F&B industry. She founded EATLAB as the first spinoff from KMUTT to serve leading food and beverage production companies by scientifically measuring consumer responses to their new products.

She provides consultancy to various agencies on innovation, data analytics and commonsense artificial intelligence. Prior to joining KMUTT, Mint was a former quantitative trader, and co-founded a startup, Matternet, while attending a program at Singularity University in Silicon Valley. Matternet is a commercial drone delivery network company that is currently serving UPS.

Mint graduated with a PhD from MIT in Mechanical Engineering with a minor in Political Science, a Masters degree from MIT Media Lab, and a bachelor's degree from Carnegie Mellon University with double minors in Robotics and Computer Science.

SPEAKER

“L&D in the changing hotel landscape”



Mr Rupert Macey
CEO
Upskill People Asia Pte Ltd

Rupert Macey is CEO of Upskill People Asia, an experienced, purpose-driven innovator in the global online learning market.

Rupert believes that people are the most important growth driver, which is why he's excited to share Upskill People's 'best in class' content with the Singaporean market. Upskill People Asia.

ANNEX A (CONTD)

PANELLIST

Leaders Panel 1: Branding with a Difference



Ms Jeannette Ho

***Vice-President, Raffles Global Brand Strategy and Strategic Partnerships
AccorHotels***

Jeannette leads Global Brand Strategy for Raffles Hotels & Resorts and plays an active role as brand ambassador with Raffles owners, development teams, luxury media and luxury sales. Jeannette is also actively building collaborative partnerships with other luxury hospitality companies, such as Banyan Tree.

Jeannette joined Raffles in 2005 and has held leading roles in Brand Marketing, Customer Analytics, Distribution, Revenue Management and Guest Experience with Raffles and its parent companies. As VP Marketing for Raffles, Jeannette played an instrumental role in the transformational openings of Raffles Dubai, Raffles Beijing during the 2008 Olympics and Le Royal Monceau – Raffles Paris. Previously, she held various senior-level positions with international companies such as Singapore Airlines, Banyan Tree, and Starwood Hotels & Resorts. Jeannette holds a first class honours degree from the London School of Economics, University of London, and was awarded both the British High Commission's Award and the Singapore Airlines Scholarship.

She is an active speaker at industry conferences, guest lecturer for Masters in Innovation at Singapore Management University, and has co-authored numerous papers with leading services marketing academics from Cornell University and National University of Singapore.

ANNEX A (CONTD)

PANELLIST

Leaders Panel 1: Branding with a Difference



Ms Jastina Balen

***Vice-President and Head of Global Branding and Communication
Frasers Hospitality***

Jastina spent the last 20 years acquiring specialist skills in the area of branding and communications. Her range of experiences include tenures at agencies as well as overseeing the marketing communications department across various 5-star hotels. Since 2008, Jastina helmed the Group Branding and Communications division of Frasers Hospitality's corporate headquarters with a key focus of brand-building, development and communication strategies over more than 140 properties serviced residences, hotel residence and boutique hotels worldwide.

Bringing with her a wealth of knowledge and experience in both public relations and the hospitality industry, Jastina's prior experiences include the pre-opening of Conrad Centennial Hotel, Shangri-la Hotel, the old grand dame; Raffles Hotel and spearheaded communications for the then-luxury departmental store, Lane Crawford as a PR consultant at MDK Consultants. Jastina was also responsible for the discipline of strategic thinking at Batey Ads where she also undertook the role of brand custodian for key account; Singapore Airlines across 35 cities around the world.

Her astute sense of market trends and consumers' sentiments has enabled her to lead a global team of branding, marketing and communications specialists, and at the same time, constantly upkeep Frasers Hospitality's stable of brands to stay resilient and relevant amid this changing landscape.

PANELLIST

Leaders Panel 1: Branding with a Difference



Mr Brendan Daly
General Manager
YOTEL Singapore

BRENDAN DALY was appointed to the role of General Manager of YOTEL Singapore in April 2016 to lead the opening of the first YOTEL property in Asia. With almost 30 years of experience in the hospitality industry, Brendan has been based in Australia and Asia throughout his career working for several prominent hotel companies within the region, including Starwood, Accor and Onyx Hospitality in both pre-opening and operating capacities.

With Brendan's business acumen, coupled with an interest in innovation, Yotel was a natural fit and he was able to successfully implement the tech-led aspects, including the signature adjustable SmartBed™ and the airline-style self-service kiosks, that are now synonymous with the brand. He also channeled foresight into our popular guest service robots', creating large-scale brand reach via a uniquely YOTEL experience while engineering high productivity. Under his leadership, YOTEL Singapore has consistently produced strong financial results, whilst ensuring ongoing focus on guest satisfaction which has, in turn, led to the property receiving a number of prestigious awards.

Brendan leads multiple departments in championing an effective brand experience informed by smart thinking and outstanding service, re-defining hospitality for our guests. He is also recognised by stakeholders and owners for skillfully operating YOTEL Singapore's seamless business model, navigating through the significant milestone of positioning our brand in the APAC region.

ANNEX A (CONTD)

PANELLIST

Leaders Panel 1: Branding with a Difference



Mr Marshall Silver
Chief Commercial Officer
RedDoorz

Marshall is the Chief Commercial Officer of RedDoorz, Southeast Asia's largest and fastest-growing affordable hotel management and booking platform. Marshall is responsible for developing and outlining the firm's strategic initiatives, corporate development, and regulatory compliance. Along with his main responsibilities, Marshall also has a keen interest in building company culture – which he has been championing at RedDoorz regionally.

Prior to joining RedDoorz, Marshall was based in Silicon Valley working with Apple's strategic deals group. During his time with the Cupertino company, Marshall was responsible for enabling and facilitating key technology partnerships to enhance Apple's product pipeline. He started his career in New York as a corporate lawyer at Wilkie Farr & Gallagher and subsequently worked as an investment analyst at a well-known hedge fund. The combination of his professional experiences has given him the insights needed to drive and elevate strategic thinking for early-stage and high growth companies.

Marshall holds a J.D. from Harvard University and has a B.S. in Chemical Engineering from the University of Texas at Austin.

ANNEX A (CONTD)

PANELLIST

Leaders Panel 2: Staying Ahead in a Fast-Changing F&B Scene



Mr Parveen Kumar
Hotel Manager
Grand Hyatt Singapore

Defined by an enthusiasm for unexplored challenges and strong family values, Parveen Kumar joined the Hyatt family in 2002 with a passion to shape authentic experiences.

Starting with Hyatt Regency Mumbai, Parveen has developed an acute awareness in all aspects of hospitality with various positions across South East Asia and Oceania including Associate Director of Sales at Hyatt International Pacific Sales Office in Sydney and Director of Sales at Hyatt Regency Perth.

More recently, Parveen was responsible for overseeing F&B, Rooms, Security in close collaboration with Culinary and Engineering in his role as Director of Operations at Grand Hyatt Kuala Lumpur – a role which he was promoted to from his previous role as Director of Sales and Marketing, and EAM Sales and Marketing and Rooms Operations.

Married with two kids, Parveen extends his strong family values to guests under his care, recognising that relationships can only be forged with a genuine heart. The same is applied to associates as well, with a preference for casual conversations to establish authentic relationships with his teams through a management style defined by listening and understanding.

An avid motorbike enthusiast, Parveen enjoys exploring the open road in his free time and is one who will never shy away from trying out new activities such as scuba diving and sky diving. This motivation for unexplored challenges has been pivotal to his success in an industry abound with innovation and changes.

As the Hotel Manager for Grand Hyatt Singapore, Parveen will oversee all operations in the hotel including key aspects such as Rooms, F&B, Events, and Sales & Marketing as the hotel continues to establish itself as the premier choice for business and leisure travellers in Singapore.

PANELLIST

Leaders Panel 2: Staying Ahead in a Fast-Changing F&B Scene



Mr Bruno Cristol
General Manager
Crowne Plaza Changi Airport

Bruno Cristol is the General Manager of Crowne Plaza Changi Airport in Singapore. A hotel veteran, Bruno has spent the last 30 years of his career in Australia, France, Hong Kong, Malaysia, Philippines and Singapore. At Crowne Plaza Changi Airport, he led the team to winning numerous prestigious international awards in 2019 including the 'World's Best Airport Hotel' at Skytrax World Airport Awards, 'Best Hotel Airport' at Business Traveller Awards and 'Best Airport Hotel' at TTG Travel Awards.

Bruno started his career in hospitality as a Chef for several years. Due to his love for customer interaction, languages and culture, he began to focus his career on service and fine dining. He worked in fine ultra-luxury restaurants and had a stint on a cruise ship as maître d'hôtel. His career grew in Australia in F&B, having opened several successful bars, restaurants and luxury brand hotels – Hyatt, Ritz Carlton and Shangri-la where he was General Manager for several years in resorts and city hotels, specialising in hotel repositioning and renovation.

PANELLIST

Leaders Panel 2: Staying Ahead in a Fast-Changing F&B Scene

Mr Kerryn Chan
Senior Customer Success Partner
TabSquare

With over 25 years of successful track record, both in SMEs and the government sectors, Kerryn recently joined TabSquare, the market leader of Artificial Intelligence-powered 'in-restaurant' technology solutions that leverage rich consumer data and deep learning algorithms in the F&B industry. In this digital era, TabSquare's target is to help the industry 'Square Up' the unwanted dilemma of operations, human power, and other factors that can drag down the business.

He was previously the Group Head for the Emmanuel Stroobant Group, which housed the two MICHELIN-starred contemporary French fine dining restaurant, Saint Pierre, and the only two MICHELIN-starred edomae sushi restaurant, Shoukouwa. He joined the Emmanuel Stroobant Group as the Chief Executive Office of BRUSSELS SPROUTS. As the Chief Executive at the Restaurant Association of Singapore, where he overhauled the strategic direction of the association, and increased direct engagement with the relevant government bodies that impact the foodservices sector. While at the Singapore Tourism Board, he was instrumental in the development of the marketing strategy and activation programmes targeting the high-net worth visitors to Singapore, working alongside programmatic partners like World Gourmet Summit and the Singapore Fashion Festival.




He is also fully conversant in the digital marketing space, having consulted for clients like HP and Aviva, in the full-scale development and implementation of their email marketing programmes.

SPONSORS

 <p>iLite ProSolutions</p>	<p>At the forefront of food innovation, we aim to grow the market of ready-to-mix, lower in sugar Asian beverages for food service establishments.</p> <p>We use powder processing capabilities to make beverage mixes that are free of preservatives.</p> <p>We export to countries such as Hong Kong, New Zealand and Australia.</p>
 <p>Infologic</p>	<p>Infologic is a high tech solutions provider for Aviation, Land Transport and Biometric Security markets. We are a market leader in providing high-performance Information Display Systems and advanced innovative Biometric Systems.</p> <p>Infologic Biometric Solution has successfully implemented at Changi Airport Terminal 4 in 2017. CAG is now in the process of expanding the system to the rest of the terminals and Jewel.</p> <p>In early 2019, we have successfully implemented a self-service check-in kiosk using facial recognition for a major hotel in Singapore. This solution interfaces to the hotel's Property Management System, Room Key Card System and on-line payment system. The same solution will be rolled out to other hotels within Singapore soon.</p>
 <p>Interel</p>	<p>INTEREL provides the key to hospitality brands to efficiently and centrally manage guestroom energy consumption and services at the room, property or portfolio level – driving their environmental sustainability initiatives while providing a better guest experience.</p>
 <p>JR Foods Pte Ltd</p>	<p>JR Group is an international company with businesses that encompass manufacturing, institutional contract catering, event catering & management, restaurant operations and state-of-the art hot food vending machines.</p> <p>With the vision of creating quality meals at a convenience, we specialize in ready-to-eat frozen meals by making use of advanced blast freeze technology to seal in foods' nutrients.</p>

ANNEX B (CONTD)

SPONSORS

 <p>LIONSBOT</p> <p><i>LionsBot International</i></p>	<p>LionsBot International is a Singapore-based robotics company that creates autonomous cleaning robots for commercial, industrial, and public spaces. Our robots carry with them our founders' expertise in cleaning and robotics, making them highly versatile cleaning partners to any workforce.</p> <p>Every piece of software and hardware of our robots is developed by our engineers with pride, and offer you complete piece of mind as we know our robots thoroughly.</p>
 <p>Sanarp</p>	<p>Sanarp (sanarp.com) – We are on a mission to automate work processes and guest engagement across hotels in Malaysia, Singapore and India.</p> <p>Sanarp is an omni-channel (web, mobile, whatsapp, etc) platform to:</p> <ul style="list-style-type: none"> • help staffs by reducing operational cost with automation and workforce efficiency • increase guest happiness with more guest engagement and upselling hotel services
 <p>SoftBank Robotics</p>	<p>SoftBank Robotics is driving technology forward by becoming a worldwide leader in robotics solutions. Rapidly expanding with over 500 employees working in Tokyo, Paris, San Francisco, Boston and Shanghai SoftBank Robotics is constantly exploring and commercializing all robotics solutions that help make people's lives easier, safer, more connected, and more extraordinary.</p> <p>There are currently over 25 000 SoftBank Robotics robots, Pepper and NAO, used in more than 70 countries worldwide and offer innovative applications relevant for the fields of retail, tourism, healthcare, finance and education.</p>

ANNEX B (CONTD)

SPONSORS

 <p>Silversea MEDIA</p> <p>Silversea Media Group</p>	<p>Silversea Media Group is a pioneering infocomm media technology, innovation and content production company, headquartered in Singapore.</p> <p>We leverage immersive VR / AR technology to create solutions for our clients in hospitality, lifestyle, tourism, built environment and education sectors.</p> <p>We also have offices in Malaysia, Cambodia, Vietnam, Philippines and Indonesia.</p>
 <p>X3NIA Better Insight. Happier Guests</p> <p>X3NIA</p>	<p>X3NIA – pronounced as Xenia – is a software company with Dr registered offices in Singapore, Malaysia, and Thailand. Our core business lies in facilitating the work of a hotel’s operations team, by providing software services using the latest cutting-edge technology. Our flagship product, the Guest Experience Management Software, comes as a full package comprising of a cloud-based software, integration with the hotel’s Property Management System (PMS), and of course mobile apps.</p> <p>Our software can be used as an alternative to the hotel’s traditional hotel duty manager’s logbook (used by Front Office Managers, Duty Managers, and Guest Experience Managers), as a means to keep track of guest complaints coming from restaurants, banquet events, and in-room dining, as well as providing an easy way to notify key hotel employees on security issues.</p>

EVENT HIGHLIGHTS



A gathering of SHATEC Board of Directors, conference speakers and panellists.



First Leaders' Panel of the conference culminating with their ideas for making the biggest impacts in Branding in 2020.

EVENT HIGHLIGHTS



One of our trade partners and sponsors, Silversea Media Group in our smart showcase