

A CULTURE OF PASSION



A CULTURE OF PROFESSIONALISM

*"Our core asset is Our People"*



## GROUP TEAM PROFILE



*"A unique fusion of Swiss hospitality professionalism  
and Asian passion and service"*

*PRIVATE AND CONFIDENTIAL*

**IMPORTANT:** The Group Team Profile is to provide corporate and management structure information on Swiss-Belhotel International. The information in this document is private and confidential and may not be copied or circulated without the written approval of Swiss-Belhotel International Limited.

**SWISS-BELHOTEL INTERNATIONAL  
ZEST HOTELS INTERNATIONAL**

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**Cover:**

The faces of Passion and Professionalism™.  
The globe consists of photos of Swiss-Belhotel International staff - our precious assets.

**Note:**

Reference must be made to the Group Information Profile

# TABLE OF CONTENTS

Contact Addresses .....	1
The Leadership Team .....	2
President's Message .....	3
Philosophy .....	4
Group Vision, Group Mission .....	5
Corporate Social Responsibility .....	6
Environmental, Social, and Governance (ESG) - Sustainable Living Conditions .....	7
Swiss-Belexcutive Card .....	8
SBI Academy .....	9
Health, Safety and Hygiene Procedures .....	10
Offices .....	12
Development - Swiss-Belhotel International .....	13
Development - Zest Hotels International .....	14
Swiss-Belhotel International Holdings Limited .....	15
Swiss-Belhotel International Group Global Management Structure .....	16
Management Hubs .....	17
Group Executives .....	18
Hong Kong Corporate Office .....	25
Group - Legal, Finance & Audit .....	26
Group - Human Resources & Learning Development .....	27
Group - Marketing and Communication .....	28
Group - Global Sales .....	29
Group - IT, E-Commerce & Distribution, Marketing & Revenue Management .....	30
Group Technical Services Support Cluster .....	31
Central Asia (China, Malaysia, Thailand, Vietnam) Operations & Development.....	32
Indonesia Operations & Development .....	34
Indonesia Regional Sales .....	35
Bali Sales .....	36
Indonesia Technical Services Projects & Development .....	37
Indonesia Technical Services Projects & Development (Projects & Development) .....	38
Indonesia Technical Services Projects & Development (Operations) .....	39
Indonesia Accounting & Finance.....	40
Indonesia Human Resource .....	41
Philippines Operations & Development .....	42
Europe, Middle East & Africa Operations & Development .....	43
Australia and New Zealand Operations & Development .....	44
Executive Hierarchy .....	45

# CONTACT ADDRESSES

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# The Leadership Team

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Development,  
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**Bernanda Karo-Karo**  
Senior Regional  
and Area Director -  
Finance, Indonesia  
and Asia

**Praveen Anupame**  
Group Director -  
E-Commerce &  
Distribution

**Laurent Voivenel**  
Senior Vice  
President -  
Operations and  
Development,  
Europe, The Middle  
East, Africa & India /  
Senior Vice  
President -  
Group Human  
Resources and  
Talent Development

**Priyanka Kapoor**  
Group Director -  
Sales, Marketing,  
Branding and  
Communications /  
Senior Regional  
Director S&M,  
Europe, The Middle  
East, Africa and India

**Raymond Faulkner**  
Vice President -  
Operations and  
Development, Australia,  
New Zealand  
and the Pacific



**Trevor Pun**  
Senior Vice President /  
Chief Financial Officer /  
Secretary to the  
Corporate Executive  
Board

**Oliver Faull**  
Executive Director / Senior  
Vice President, Australia and  
New Zealand / Assistant  
Chief Financial Officer

**Gavin M. Faull**  
Executive Director /  
Chairman and President

**James Tam**  
Executive Director /  
Executive Vice President

**Matthew Faull**  
Executive Director /  
Senior Vice President -  
Information Technology,  
E-Commerce &  
Distribution

**Edward J. L. Faull**  
Executive Director /  
Senior Vice President -  
Group Technical Services  
and Projects /  
Senior Vice President -  
Projects and  
Development,  
Central Asia and Indonesia

# PRESIDENT'S MESSAGE AND PHILOSOPHY



The Group Team Profile introduces the executives who lead and drive Swiss-Belhotel International globally.

We are guided by a Group holistic culture built over the 35 years of our group's existence – **Passion and Professionalism™** – the Passion of Asian Hospitality and Service, Asia being the home of Swiss-Belhotel International; and Professionalism, which comes from our association and heritage of Switzerland

We have strong values at Swiss-Belhotel International. Guiding principles for all employees help provide us with a common approach to work effectively and ethically together and to support each other in achieving the objectives of our hotel owners, our guests, the communities within which we operate and our company.

The most powerful element in our business is attitude. And our attitude and ethics are powered by **Passion and Professionalism™**. There is nothing of more value to Swiss-Belhotel International than our reputation; with our customers; with our employees; with our suppliers; with our owners, with the culture of all our communities. Honestly and Integrity are hallmarks of Swiss-Belhotel International. Our executives must display the same approaches and mind-sets.

At Swiss-Belhotel International, we ensure that our teams are aware of our commitment to these principles and ensure that they adapt to Swiss-Belhotel International culture.

**GAVIN M. FAULL**  
Chairman and President  
Swiss-Belhotel International  
Zest Hotels International



# PHILOSOPHY AND PARTNERSHIP

Swiss-Belhotel International...

*Passion and Professionalism™*



Swiss-Belhotel International offers highly professional management services in all aspects of hotel, resort, serviced residences, condotel and property management operations. Since the establishment of Swiss-Belhotel International in 1987, the group has expanded rapidly throughout Asia, the Middle East, and Australasia. Commencing operations in mainland China, Swiss-Belhotel International has expanded into Indonesia, Malaysia, Philippines, Australia, New Zealand, Thailand, Vietnam and the Middle East.

One of the fastest growing hotel and hospitality management Groups, Swiss-Belhotel International is committed to substantially increasing its operating portfolio to over 530 properties by 2030.

This aggressive expansion policy is supported by the Passion and Professionalism™ at every level of Swiss-Belhotel International and is deeply rooted in the Group's commitment to offering competitive accommodation and conveniently located hotels and resorts for business and leisure travellers. Each of Swiss-Belhotel International's properties offers its own unique combination of international quality standards combined with local hospitality and culture, and excellent value.

Swiss-Belhotel International is unique compared to many international hotel management companies, with the philosophy of actively consulting and working with the property owners and investors. An increasing number of owners wish to be informed on the day-to-day operations. This has tended to be discouraged by international hotel management companies, whose policy is often to stamp their own particular brand of management and marketing on the operation, free from "outside" owner or investor involvement.

While the standard hotel management contract that is regularly used in the industry may provide the owning company with an independent management structure, it does not necessarily encourage owners, management and hotel personnel to become first-class professionals by **working together as complementary management and investment teams**.

The ultimate Swiss-Belhotel International philosophy is to **build a partnership** with the property owner and investor so that their objectives and goals are achieved and the success and growth of the operation and Swiss-Belhotel International is ensured.

# GROUP VISION GROUP MISSION

Swiss-Belhotel International...

*a Partnership Solution to  
maximise owners' returns  
and realise their investment  
expectations*



## Our Vision

To be a leading international hotel and hospitality management group with a global reputation for commitment to management and service excellence, and where our Passion and Professionalism™ is the essence of Swiss-Belhotel International brand.

## Our Mission

Becoming a field leader in international hotel management with our unique fusion of Swiss hospitality and professionalism and Asian passion and service.

## Our Ten Commitments

1. Excel through Passion and Professionalism™
2. Exceed the expectations of our Guests, Owners and Staff
3. Understand and contribute to the country, the culture and the environment within which we operate and manage – our social and community responsibility
4. Be economically creative and progressive
5. Be environmentally responsible
6. Be an innovative, committed and employee empowered management company
7. Be part of and contribute to an economically and environmentally sustainable global community
8. To respect cultures and differences
9. To deliver safety, security, and service
10. To reflect a heart and a soul through Passion and Professionalism™

Each hotel operation develops its own mission statement as an extension and reinforcement of the Group Vision and Mission, and Group Mission Statement.





A student at Sala Bai Hotel School, Siem Reap, Cambodia holding our mascot, the St. Bernard dog.

Swiss-Belhotel International takes its Corporate Social Responsibility seriously and incorporates this responsibility into its philosophy and corporate behaviour.

Individual hotels are involved in socially responsible and sustainable activities in the communities in which they operate and become involved through their staff members and their families as well as through the local community. This is important cultural recognition.

It is the senior management, supported by Swiss-Belhotel International, that determines the extent and the socially responsible activities. This can be the support of local charities to engaging and supporting the underprivileged people and families in the community. This can also involve medical and charitable support.

As a Group, Swiss-Belhotel International supports a special hotel school in Siem Reap, Cambodia specifically developed to educate and create careers for underprivileged and socially challenged Cambodians. This charity hotel school has been supported by Swiss-Belhotel International for many years and is also personally supported by our Chairman and President, who is an ambassador to the school through his association with Blue Mountain Hotel School - Sydney, Australia.

Graduates from Sala Bai hotel school enter the hospitality business in Cambodia with a guaranteed employment opportunity which they would never have otherwise been able to achieve.

Swiss-Belhotel International supports the school through a special initiative where our corporate mascot the St Bernard Dog (Bernie) is sold to guests as a soft toy souvenir and a portion of the sale price is donated to Sala Bai Hotel School.

This is an ongoing and sustainable charity and is our way of giving back as members of the hotel profession and by Swiss-Belhotel International to the hotel industry and to a central asian nation which has had a very sad and challenging history.

Corporate Social Responsibility is critical to a sustainable future for the world and Swiss-Belhotel International is determined to be part of this and make a positive contribution. Respect, encouragement, support, and understanding are critical elements of our Corporate Social Responsibility.



# ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG)

## THE ENVIRONMENT AND SUSTAINABLE LIVING



The world cannot continue to destroy and pollute the environment in which we live and the environment which provides our food and sustenance for our and the earth's survival. Swiss-Belhotel International feels it's part of our responsibility to ensure environmental sustainability.

The hotels of Swiss-Belhotel International are undertaking different initiatives in relation to its responsibility to the community and the environment in energy, wastage, water, air, pollution and the key elements of life.

The Company is committed to environment protection and understands its responsibility to respect the environment and manage its impact for the benefit of the communities.

- To implement sound environmental practices in the design, development and operation of its business and provide training and resources required to implement such procedures.
- To encourage the development and integration of sustainable technologies and to endeavour to reduce the use of energy, waste and water savings, re-use and recycle the resources consumed by its Hotels wherever practicable, Swiss-Belhotel International is introducing a water based non-chemical cleaning process that will have a huge impact on the environment and waste management.
- To encourage our customers, colleagues, business partners, suppliers, contractors and vendors in our effort to protect the environment.
- To consistently monitor, record and benchmark environmental performance as part of our management system.

Environmental sustainability is about management and correcting issues not blaming and penalizing.

# OUR LOYALTY PROGRAM



## YOU BECOME A VALUED MEMBER OF THE SBI FAMILY SIMPLY BY STAYING WITH US

SBEC Benefits Program is part of the **Swiss-BelExecutive Card** of Swiss-Belhotel International. It is a global program developed to appreciate the loyalty of our guests and to ensure they enjoy our hospitality with **EASE** (Easy, Accessible, Simple, Exclusive).

No collecting points, no waiting for redemption, SBEC Benefits program is designed to provide guests instant rewards, in points - the benefits are immediately accessible upon registration. Loyalty is the key account in the hotel businesses - loyalty of the guest, the staff, the management, the owners, the investors - the stakeholders of our business.

With this program we want to ensure that each visit of our guest should matter; irrespective what service they use, their loyalty must count! Whether it's a cup of coffee, a meeting room usage, a spa service or even a day-use pool booking, when a guest chooses Swiss-Belhotel International, the reward is in experience. Hotels are not just about a room stay, they are a much bigger experience, hence, our guests must be able to enjoy the complete array of our hospitality services and also benefit in return.

We are in the people's business and having a member defined by a colour or tier of a card feels impersonal. Thus, we personified the levels of our program - **Global (Green), Explorer (Red), Enthusiast (Silver), Influencer (Gold), and Connoisseur (Platinum)**; all five representing the milestones of a journey of togetherness with Swiss-Belhotel International - the reward is in the experience.

January 2025 - 2 million members, Our 5 million members goal - 2026.



# OUR COLLEGE OF LEARNING



Education is the only pathway to success. Education cannot be taken away - like wealth can. Learning is the only skill we must never lose. If you stop learning, you stop growing. If you stop learning, arrogance, complacency, and boredom will take over.



Swiss-Belhotel International is fully committed to the development of its team talent, allowing every staff member to learn new skills and reach their full potential.

At the cornerstone of this companywide commitment is SBI Academy, an online training programme that aims to up-skill Swiss-Belhotel International's global workforce and develop the present and the next generation of hospitality leaders.

Harnessing e-hotelier's & Topsy highly respected e-learning platform, SBI Academy comprises a collection of courses suited to a variety of different career levels and departments, including front office, food & beverage, finance, housekeeping and revenue management. Team members can select the modules that meet their own personal requirements or career ambitions, and complete each course at their own speed, allowing hotel staff to organise their training around their busy work schedules.

The overall aim is to driving higher standards of education and professional skills across our entire business, which will in turn lead to consistently high service quality and enhanced guest satisfaction at our global portfolio of hotels.

SBI Academy also enables Swiss-Belhotel International to identify and develop future leaders within the organisation. As a company with a proud history of internal promotion and career progression, we have no glass ceilings based on race, religion or gender; we simply want every member of our diverse global team to achieve their full potential.

We strongly believe that education has the power to change lives. It helps to break down barriers and improve living standards, not only for the individual but for their entire family.

Swiss-Belhotel International's workforce is our biggest asset - a vast global pool of knowledge, experience and talent. SBI Academy is revealing this potential and empowering every team member to reach their peak, delivering benefits across the entire organisation.

E-learning platforms:



Certification Affiliation  
Registered in England:





# HEALTH, SAFETY AND HYGIENE PROCEDURES

## YOUR SAFETY AND HEALTH IS OUR COMMITMENT

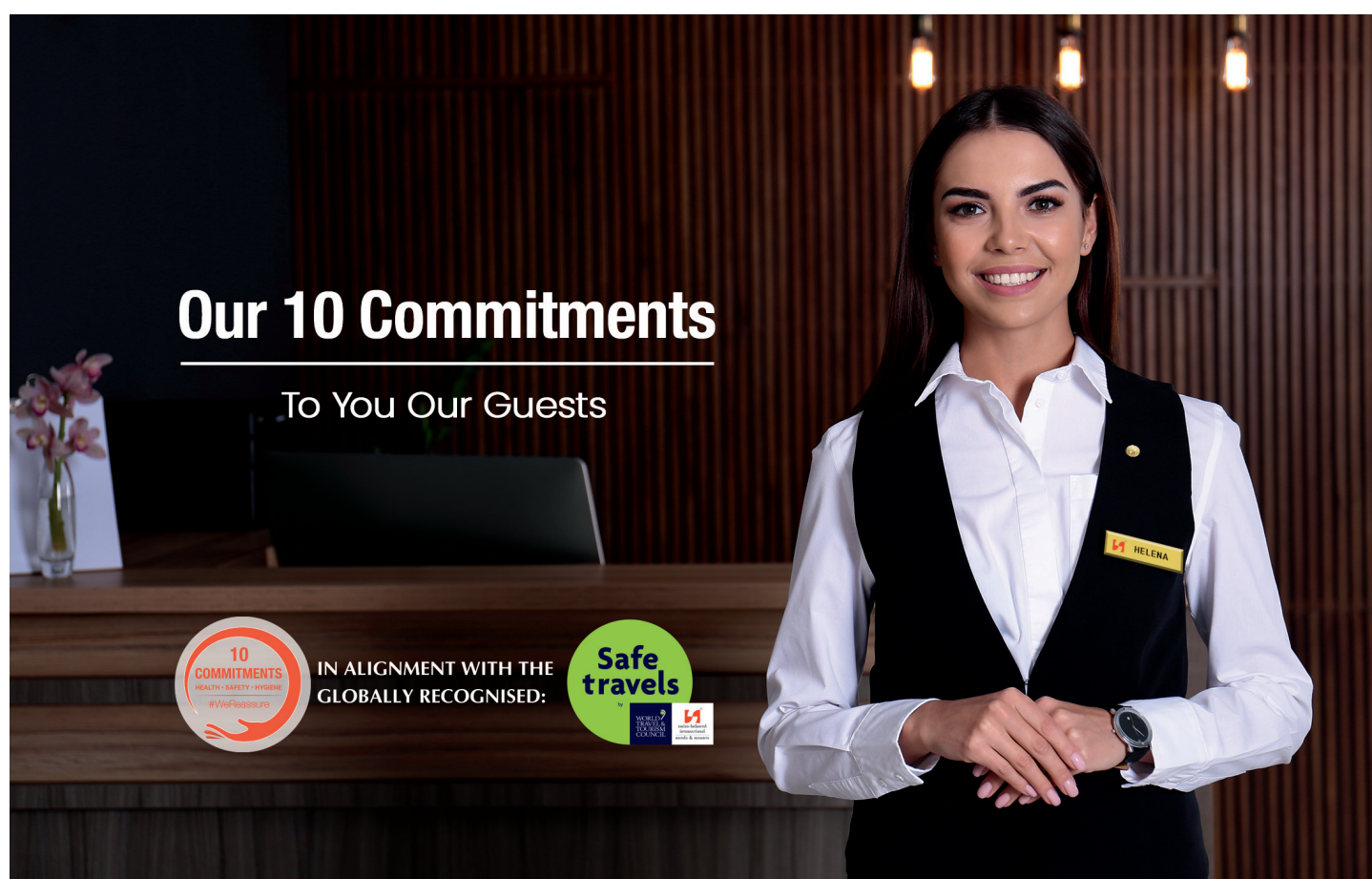
Swiss Belhotel International implemented new health and hygiene measures to reassure travellers of a renewed focus on guest wellbeing in the wake of COVID-19 (coronavirus).

The company has placed 10 additional steps which have been created by the senior executive team and the Health & Safety committee of Swiss-Belhotel International, which will build on existing health and maintaining health and safety regime.

The additional commitments' are additional to the Group's already extensive Health and Safety internal audits based on a series of rigid brand guidelines. The guidelines are fully compliant with several expert advisories, including Ecolab and Diversey.

As part of the 10 commitments of Health and safety, all hotels implement enhanced levels of sanitation and use hygiene process for the use against COVID-19 and other bacteria throughout all public areas, including lobbies, reception, restaurants, bars, conference rooms, fitness centres, pool areas, and guestrooms. Enhanced hygiene measures and guidelines will include all back-of-house operations.

The guidance gives no flexibility to the operational management and the Swiss-Belhotel International profile and identification must be followed. The hotel must be identified as a part of the global hotel management group, Swiss-Belhotel International.



# HEALTH, SAFETY AND HYGIENE PROCEDURES

## 1. **Social:**

WE **apply** the Swiss-Belhotel International greeting sign when meeting guests and visitors, replacing the handshake greeting.

## 2. **Hygiene:**

WE **prepare** dispensers of sanitizer hand-rub conveniently located in our hotel entrance, lobby, elevators, reception, restaurant, and meeting rooms.

## 3. **Prevention:**

WE **supply** proper covered receptacles for used tissue paper disposal and surgical masks when in need to follow correct respiratory control measures.

## 4. **Hygiene:**

WE **implement** specific preventive measures against communicable diseases: cleaning of the rooms to a high standard of hygiene: disinfecting frequently touched areas such as escalator handrails, elevator control panels, and door knobs several times per day. Washing hands after undertaking cleaning activities and spraying and fumigating areas regularly.

## 5. **Hygiene:**

WE **provide** public washrooms equipped with liquid soap and paper towels. Floor drain outlets are cleaned regularly to prevent putrid air and insects in the soil pipes from entering the premises.

## 6. **Hygiene:**

WE **have** available Personal Protective Equipment (PPE) for protection against infectious materials including surgical masks and hand gloves, worn by our employees in case of a suspected outbreak of communicable disease in our hotel. WE observe strict procedures on handling of spillage including usage of gloves and masks and appropriate materials and disinfectant chemicals.

## 7. **Management:**

WE **follow** strict linen management procedures in handling used and clean linen including the packing, laundering and delivery.

## 8. **Technical:**

WE **comply** with International standards in maintaining all mechanical ventilation systems following proper inspection, cleaning, testing and maintenance schedules.

## 9. **Hygiene and Management:**

WE **prevent** foodborne diseases in Food and Beverage, Kitchen and Receiving areas by having clean premises, sanitized kitchen utensils, hand washing facility, purchasing food from reliable sources, wearing clean washable aprons and caps, handling and storing raw and cooked food separately at the correct temperature.

## 10. **Hygiene and Management:**

WE **maintain** specific hygiene measures in our facilities. Pool water is tested 3 times per day, fitness center disinfected several times per day and hand sanitizer, equipment disinfectant and paper towels supplied.

**YOUR HEALTH AND SAFETY IS OUR PRIORITY.**

# OFFICES

## GROUP

- China (Hong Kong) - Corporate Head Office
- New Zealand (Auckland) - Corporate and Group Office
- Indonesia Group Office (Bali) - Group IT, E-commerce & Distribution, Digital Marketing & Revenue Management
- Indonesia Group Office (Jakarta) - Group Marketing & Communication, CRM, Loyalty
- U.A.E. Group Office (Dubai) - Group Global Sales
- Group Marketing & Communication
- Group Human Resources and Learning Development

## REGIONAL

- China (Shanghai, Beijing) - Operations & Development Office
- Central Asia (Hanoi, Vietnam) - Operations & Development Office
- Central Asia (Phuket, Thailand) - Operations & Development Office
- Central Asia (Kuala Lumpur, Malaysia) - Operations & Development Office
- Philippines (Manila) - Operations & Development Office
- Indonesia (Jakarta) - Operations & Development Office
- Sales & Marketing Office
- Indonesia (Bali, Surabaya) - Sales Office
- Europe, Middle East, Africa (Dubai, U.A.E.) - Operations & Development Office
- Sales & Marketing Office
- Australia (Sydney, Brisbane) - Operations & Development Office
- Sales & Marketing Office
- New Zealand (Auckland) - Operations & Development Office
- Sales & Marketing Office

# HISTORICAL DEVELOPMENT

- 1987 Swiss-Belhotel International founded in Hong Kong and established in China
- 1990 Expansion into Indonesia and Malaysia
- 1994 Expansion into Vietnam
- 1995 Expansion into Philippines
- 2002 Regional Office Indonesia established
- 2004 Regional Office Vietnam established
- 2005 Expansion into Australia & Regional Office Australia established
- 2006 Expansion into The Middle East & Regional Office The Middle East established
- 2010 China Regional Office established
- 2011 New Zealand Regional Office established
- 2013 Expansion into New Zealand
- 2014 Zest Hotels launched
- 2015 First Zest Hotel opened
- 2015 Europe Regional Office established
- 2019 Philippines Regional Office established
- 2021 Thailand Regional Office established
- 2023 Malaysia Regional Office established & Expansion into Kenya
- 2024 Expansion into Egypt

# DEVELOPMENT - SWISS-BELHOTEL INTERNATIONAL

# Our Global Reach



AUSTRALIA • NEW ZEALAND • INDONESIA • MALAYSIA • PHILIPPINES • VIETNAM  
THAILAND • CAMBODIA • CHINA • HONG KONG • SAUDI ARABIA • KUWAIT • QATAR  
UNITED ARAB EMIRATES • BAHRAIN • OMAN • IRAQ • EGYPT • KENYA • TANZANIA



## DEVELOPMENT - ZEST HOTELS INTERNATIONAL

**Zest**<sup>®</sup>  
**hotels**  
INTERNATIONAL



 Zest Hotels

# SWISS-BELHOTEL INTERNATIONAL HOLDINGS LIMITED

## CORPORATE EXECUTIVE BOARD



**Gavin M. Faulk**  
*Executive Director /  
Chairman and President*



**James Tam**  
*Executive Director /  
Executive Vice President*



**Suzanne Stanton**  
*Executive Director  
Swiss-Belhotel International  
Australia Pty. Limited  
Legal Counsel*



**Matthew D. Faulk**  
*Executive Director /  
Senior Vice President -  
Information Technology,  
E-Commerce & Distribution*



**Oliver R. Faulk**  
*Executive Director /  
Senior Vice President,  
Australia and New Zealand /  
Assistant Chief Financial  
Officer*



**Edward J. L. Faulk**  
*Executive Director /  
Senior Vice President - Group  
Technical Services and Projects /  
Senior Vice President - Projects  
and Development, Central Asia and  
Indonesia*



**Trevor Pun**  
*Senior Vice President /  
Chief Financial Officer /  
Secretary to the Corporate  
Executive Board*

# SWISS-BELHOTEL INTERNATIONAL GROUP GLOBAL MANAGEMENT STRUCTURE

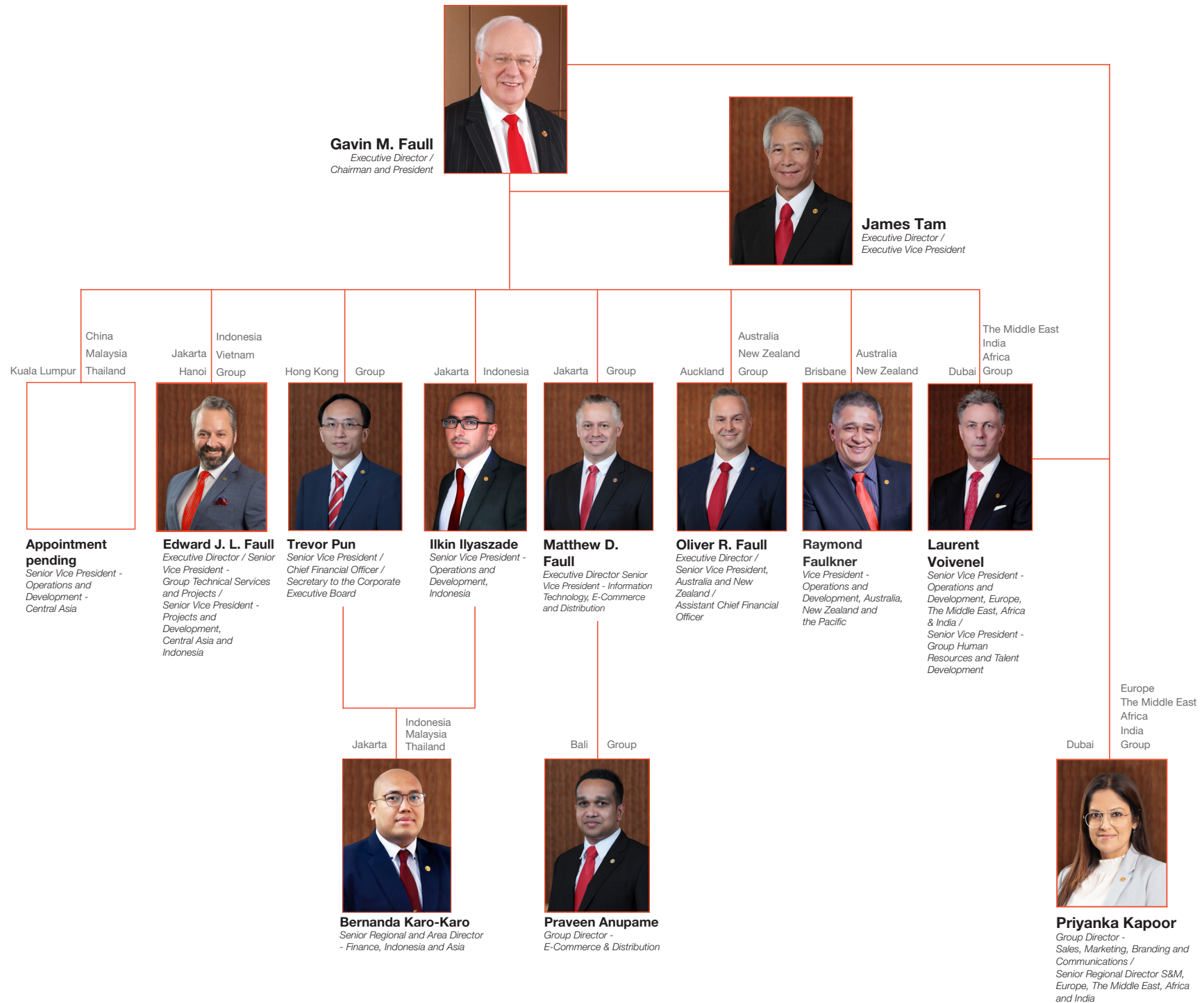
Corporate	Governance and Management	Chairman/President	Directors	CFO/Legal/ Administration
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Group	Management & Control	Development	Operations	Technical/ Projects
		Food and Beverage	Human Resources and Learning Development	IT, E-Commerce and Distribution
		Finance/Legal/ Administration	Sales	Marketing & Communications

Regional	Management & Control	Development	Operations	Technical/ Projects
		Food and Beverages	Human Resources and Learning Development	IT, E-Commerce and Distribution
		Finance/Legal/ Administration	Sales	Marketing & Communications

- Note:** 1. Group :
- Manages and controls philosophy/standards
  - Maintains SBI culture
  - Controls regional operations
  - Controls standards and systems
2. Regional: Manages and controls the operations in their regions

# MANAGEMENT HUBS





# GROUP EXECUTIVES



## Gavin M. Faull JP

B.C.A., F.C.A. (ANZ), F.C.P.A. (HK), F.C.P.A.(Australia), CFInstD

**Executive Director**

**Chairman and President**

- Fellow Member of Chartered Accountants Australia and New Zealand (FCA, ANZ).
- Fellow of the Hong Kong Institute of Certified Public Accountants (HKICPA).
- Fellow Member of Certified Public Accountants Australia (FCPA).
- Fellow of Institute of Directors and Certified Director of Institute of Directors.
- New Zealand Justice of the Peace (J.P.).
- Founding Member of New Zealand - Indonesia Friendship Council
- Business graduate from Victoria University, Wellington, New Zealand (B.C.A.).
- Founder of Pacific International Hotel School in New Plymouth New Zealand - the Number 1 hotel school in New Zealand.
- Developed with the founders the Blue Mountains Hotel School in Leura, Sydney Australia - The No 1 hotel school in Australia
- Develop Australia Hotel School in Canberra
- Developed hotels schools in Tianjin, China and Suzhou, China
- Worked with hotel schools in Switzerland
- Developed and sponsored charity hotel school in Siem Reap, Cambodia
- Chartered Accountant having worked in New Zealand and Hong Kong with international chartered accounting firms.
- 40-years-experience in hotel management and operations, corporate development with The Peninsula Group, Hong Kong; Kingsgate International and Swiss-Belhotel International.
- Former Chief Executive of Kingsgate International Corporation Limited, a publicly listed hotel owning and management company in Australia and New Zealand.
- Director and shareholder of the Mawland Management Group – Australia.
- Director and investor in a number of private agricultural, property, management and consulting companies in Australia and New Zealand.
- Supporter of Waitara High School, St Lukes Church, Clifton Rugby Club.
- Major shareholder and Managing Director of Faull Farms Limited, 400 hectare, 1,200 cow award winning dairy unit in North Taranaki, New Zealand.
- Ex Board Member of Venture Taranaki, New Zealand.
- Chairman and President of Swiss-Belhotel International.
- Descendant Ngati Rahiri o Te Atiawa
- Management Committee Ngati Rahiri
- Advisory Editorial Board member of GlobalHotelNetwork.com
- 2009 Awarded National Tourism Legends Award by Tourism Training Australia.
- 2010 Honorary Ambassador New Plymouth District
- 2011 Awarded Hall of Fame - HM Magazine Australia
- 2012 Dairy Business of the Year Awards, Best Farm Business Taranaki
- 2012 Ernst & Young's Entrepreneur of the Year Awards Finalist
- 2014 Taranaki Ballance Farm Environment Awards 2014 – Supreme Award
- 2014 Taranaki Ballance Farm Environment Awards 2014 – Ballance Agri-Nutrients Soil Management Award
- 2014 Taranaki Ballance Farm Environment Awards 2014 – LIC Dairy Farm Award
- 2014 Taranaki Ballance Farm Environment Awards 2014 – Massey University Innovation Award

# GROUP EXECUTIVES

- 2014 Taranaki Ballance Farm Environment Awards 2014 – PGG Wrightson Land and Life Award
- 2014 Made a member of the World Class New Zealand Network (KEA)
- 2014 Made a Fellow of the New Zealand Institute of Chartered Accountants
- 2015 New Zealander of the Year Awards – Local Hero Award Taranaki region
- 2017 Trustee in East Taranaki Environment Collection, Taranaki, New Zealand.
- 2018 Honorary Membership and Fellow Member at CPA Australia
- 2022 Indonesia Tourism Business Leader in Global Hotel Chain - Indonesia Tourism Business Leader Awards
- 2023 The Legacy Family Business Award 2023 by the Family Business Association New Zealand.
- 2024 The Legacy Family Business Award 2024 by the Family Business Association Australia
- Joined Swiss-Belhotel International in 1990.



## James K.C. Tam

**Executive Director**  
**Executive Vice President**  
**(also in charge of The Philippines)**

- Hong Kong-born Chartered Engineer who obtained a master's degree from Victoria University, Manchester, England (M.Sc.)
- Expert knowledge and extensive experience in operational and technical management of hotels.
- Substantial experience in developing and managing hotels in China since 1982.
- Worked for The Peninsula Group both operational and Group levels.
- Been involved with a number of openings of new hotels with both The Peninsula Group and Swiss-Belhotel International in the capacity of Project Director and hotel General Manager.
- 40 years experience
- Was awarded Executive Of The Year by Swiss-Belhotel International last 2009
- Joined Swiss-Belhotel International in 1987.

## TECHNICAL SERVICES AND PROJECTS



## Edward J. L. Faull

**Executive Director /**  
**Senior Vice President - Group Technical Services and Projects /**  
**Senior Vice President - Projects and Development, Central Asia and Indonesia**

- Holds a Bachelor of Engineering from University of Auckland in New Zealand.
- Over 7 years of extensive construction and consultancy experiences in New Zealand, Papua New Guinea, Hong Kong and China
- Joined Swiss-Belhotel International in 2014, managing projects and technical services for the group and overseeing projects in the Middles East, Vietnam, Malaysia, Indonesia, Australia and New Zealand.
- Promoted as Vice President in 2017.
- Promoted as Senior Vice President in 2019.
- Currently in charge of Swiss-Belhotel Internationals' Group portfolio of projects as well as the Operations and Development in Vietnam.

# GROUP EXECUTIVES

## FINANCE AND LEGAL



### Trevor Pun

**Senior Vice President /  
Chief Financial Officer /  
Secretary to the Corporate Executive Board**

- Over 18 years experience in financial, auditing and accounting in service and hotel industry.
- Certified Public Accountant in Hong Kong (CPA).
- Worked for Pricewaterhouse Coopers, Hong Kong as a Senior Audit Manager for nine years.
- He has substantial audit and accounting experience with various hotel groups, including Marriott Hotel, Hotel Nikko, Lee Gardens Hotels, Avant Hotels International Limited, and Newton Hotels in Hong Kong.
- Was awarded Presidential Award by Swiss-Belhotel International in 2014 and 2023.
- Promoted as Senior Vice President in 2012.
- Joined Swiss-Belhotel International in 2005.



### Oliver R. Faull

**Executive Director /  
Senior Vice President, Australia and New Zealand /  
Assistant Chief Financial Officer**

- New Zealand Chartered Accountant (CA).
- Hong Kong Certified Public Accountants (CPA).
- Graduate - Auckland University, New Zealand - Bachelor of Commerce (B.Com); Graduate Diploma of Commerce (International Business) – (Grad Dip Com).
- Over 4 years auditing and technical accounting with global accounting firm, BDO in New Zealand and U.S.A.
- International experience in London as a Senior Distribution & Mobile Analyst for Europe's leading independent retailer of mobile phones and services, Carphone Warehouse.
- Skills in management accounting, budgeting, audit, systems and financial analysis.
- Was awarded Executive Of The Year by Swiss-Belhotel International in 2014 and 2023.
- Member of Young Presidents' Organization since 2015.
- Promoted as Senior Vice President in 2019.
- Joined Swiss-Belhotel International in 2009.



### Bernanda Karo-Karo

**Senior Regional and Area Director - Finance, Indonesia and Asia**

- Over 18 years of extensive financial experience in prominent corporations in Malaysia, Doha, Australia, and Malaysia.
- Expertise in Enterprise Resource Planning systems, Business and Sales Optimisation, and Business Insights reporting system.
- Certified Public Accountant in Australia.
- Holds Master Degree of Professional Accounting from University of New England, NSW Australia.
- Was awarded Presidential Award by Swiss-Belhotel International in 2023.
- Joined Swiss-Belhotel International in 2019.



# GROUP EXECUTIVES

## INFORMATION TECHNOLOGY & E-COMMERCE



### Matthew D. Faull

**Executive Director /  
Senior Vice President - Information Technology, E-Commerce & Distribution**

- More than 28 years of experience as an Information Technology specialist and has held senior management positions in New Zealand, Japan, Russia, Philippines and Indonesia.
- Spent 12 years in Japan, Russia and the Philippines as Senior Vice President for ValueCommerce (TYO:2491), one of the largest online affiliate and performance marketing companies in Japan and now a subsidiary of Yahoo Japan.
- He studied at Auckland University, New Zealand, where he graduated with Bachelor's Degree in Computer Science.
- With E-commerce Team was awarded Presidential Award by Swiss-Belhotel International last 2015.
- Globally in charge of E-Commerce, Distribution and Information Technology for Swiss-Belhotel International.
- Co-chair of the Indonesia-New Zealand Business Council (INZBC), part of the New Zealand ASEAN Business Alliance (ABA)
- Joined Swiss-Belhotel International in 2012.



### Praveen Anupame

**Group Director - E-Commerce & Distribution**

- Over 12 years of E-Commerce, Distribution, and Revenue Management experience in the travel and hospitality industry
- Expertise in Digital Strategy, Yield Management, Omni-Channel Marketing & Retail Strategy, Social Media Marketing, Advance Web Analytics, Business Intelligence Reporting and Data Visualisation
- Holds Certificate in Hotel Revenue Management from Cornell University (USA), Diploma in Business from Edith Cowan University (Australia), Diploma in Management from American College of Higher Education, Certificate in Web Applications Development from National Institute of Business Management (Sri Lanka), Certificates in The Fundamentals of Digital Marketing, Advanced Google Analytics, Data Studio from Google, Certificates in Digital Animation, Graphic Designing and Video Editing from Wytech (Sri Lanka)
- Joined Swiss-Belhotel International in 2015.

# GROUP EXECUTIVES

## SALES, MARKETING, BRANDING AND COMMUNICATION



### Priyanka Kapoor

**Group Director - Sales, Marketing, Branding and Communications /  
Senior Regional Director S&M, Europe, The Middle East, Africa and India**

- More than 20 years of experience in Hospitality and Airlines industry. Worked in sales, marketing and customer oriented roles with brands such as Hyatt Hotels and Jet Airways.
- Certified Revenue Management Executive (CRME) Expertise in Revenue optimisation, PR and Communication skills, Digital Marketing, Project Management and Relationship building.
- Holds Post Graduate Diploma in General Management (Executive MBA) from Emeritus Institute – Singapore (Ivy League curriculum), Hotel Revenue Management from Cornell University, Marketing Management from University of Wollongong and Diploma in Airlines, Tourism and Travel Management.
- Joined Swiss-Belhotel International in 2007.

## REGIONAL DEVELOPMENT - INDONESIA

### INDONESIA (JAKARTA BASED)



### Ilkin Ilyaszade

**Senior Vice President - Operations and Development, Indonesia**

- Over 20 years of experience in hotel operations and business development with a focus on entrepreneurship and hotel owner-centric approaches.
- Led and expanded hotel portfolios for family-managed enterprises like Banyan Tree Group, reporting directly to founders.
- Held the position of VP Operations and Pre-Openings at GHM (Chedi), overseeing P&L, general managers, and new openings across Europe, the Middle East, and Asia, resulting in significant improvements in RGI, ARI, and EBITDA.
- As Regional Director at Compass at Google, managed 200 F&B outlets across APAC, significantly increasing profits and doubling the business.
- Previously VP Operations and Pre-Openings at Pan Pacific Hotels, successfully managing global hotel openings and transitions.
- Served as Resort Manager at Four Seasons Hotels in Bali, raising the resort's product and service quality to the top 3 in the region.
- Group Corporate Director at Banyan Tree, developing new hotels, products, and services, enhancing operational performance, and securing significant investments.
- Extensive experience in strategic stakeholder management, business transformation, and product/service innovation.
- Holds an MBA specializing in Strategy/Accounting from The University of British Columbia and a Bachelor's Degree in Economics from Azerbaijan State University.
- Published author and award-winning executive with a diverse skill set including operational excellence, portfolio management, and general management.
- Joined Swiss-Belhotel International in 2024.

# GROUP EXECUTIVES

## REGIONAL OPERATIONS & DEVELOPMENT OFFICES

### AUSTRALIA (SYDNEY BASED)



#### Suzanne Stanton

**Executive Director  
Legal Counsel - Swiss-Belhotel International**

- Partner for 10 years of Gadens, one of Australia's largest law firms.
- Consultant to Gadens on property and hospitality law since 1998.
- Legal Counsel of Mawland since 1998.
- Specialises in property development law, particularly hospitality and leasing, and corporate governance and strategy.

### AUSTRALIA & NEW ZEALAND (AUCKLAND BASED)



#### Oliver R. Faull

**Executive Director /  
Senior Vice President, Australia and New Zealand /  
Assistant Chief Financial Officer**

- New Zealand Chartered Accountant (CA).
- Hong Kong Certified Public Accountants (CPA).
- Graduate - Auckland University, New Zealand - Bachelor of Commerce (B.Com); Graduate Diploma of Commerce (International Business) – (Grad Dip Com).
- Over 4 years auditing and technical accounting with global accounting firm, BDO in New Zealand and U.S.A.
- International experience in London as a Senior Distribution & Mobile Analyst for Europe's leading independent retailer of mobile phones and services, Carphone Warehouse.
- Skills in management accounting, budgeting, audit, systems and financial analysis.
- Was awarded Executive Of The Year by Swiss-Belhotel International in 2014 and 2023.
- Member of Young Presidents' Organization since 2015.
- Promoted as Senior Vice President in 2019.
- Joined Swiss-Belhotel International in 2009.

### AUSTRALIA, NEW ZEALAND AND THE PACIFIC (BRISBANE BASED)



#### Raymond Faulkner

**Vice President - Operations and Development, Australia, New Zealand and the Pacific**

- Degree-qualified international hotelier with over 37 years of experience in hotel management spanning New Zealand, Australia, China, and the Pacific.
- 26 years serving as General Manager across luxury and premium hotels.
- Extensive experience with five leading hotel management companies: Sheraton, Millennium & Copthorne, Accor, IHG, and Swiss-Belhotel International.
- Managed 17 hotels across 5 countries, with 13 hotels as General Manager.
- Vice President Operations and Development for Swiss-Belhotel International in Australia, New Zealand, and Pacific.
- Led successful hotel renovations in Vanuatu, Xi'an and Zhengzhou
- Consistently improved employee engagement, guest experience, and financial performance.
- Expertise in pre-opening operations, team leadership, and strategic business development.
- Joined Swiss-Belhotel International in 2024.



# GROUP EXECUTIVES

## REGIONAL OPERATIONS & DEVELOPMENT OFFICES

### THE MIDDLE EAST, INDIA AND AFRICA (DUBAI BASED)



#### Laurent Voivenel

**Senior Vice President - Operations and Development, Europe, The Middle East, Africa & India /  
Senior Vice President - Group Human Resources and Talent Development**

- Over 30 years of extensive international hotel/asset management experience in key leadership roles at both operational and regional levels with global hotel groups.
- Holder of Master's degree in Business Administration, ECCP Paris, France Business School and other business course certificates from London Business School.
- Worked in Japan, France, Hawaii, Bahrain, Lebanon, Tahiti, Saudi Arabia, Pakistan, Jordan and Dubai with leading hospitality management chains in senior level positions.
- Had been the Chief Executive Officer of a hospitality management group in Dubai.
- Joined Swiss-Belhotel International in 2017.

# HONG KONG CORPORATE HEAD OFFICE

**Gavin M. Faull**  
*Executive Director /  
Chairman and President*



**James Tam**  
*Executive Director/  
Executive Vice President  
Head & Corporate Office  
(Hong Kong based)*



**Trevor Pun**  
*Senior Vice President /  
Chief Financial Officer /  
Secretary to the Corporate  
Executive Board  
Head & Corporate Office  
(Hong Kong based)*



**Doris Chui**  
*Personal Assistant to the  
Chairman and President  
Head & Corporate Office  
(Hong Kong based)*



**Jones Lee**  
*Chief Accountant  
Head & Corporate Office  
(Hong Kong based)*



**Oliver R. Faull**  
*Executive Director /  
Senior Vice President, Australia  
and New Zealand /  
Assistant Chief Financial Officer  
(Auckland based)*



**Edward J. L. Faull**  
*Executive Director /  
Senior Vice President -  
Group Technical Services  
and Projects /  
Senior Vice President -  
Projects and Development,  
Central Asia and Indonesia  
(Jakarta & Hanoi based)*



**Matthew D. Faull**  
*Executive Director /  
Senior Vice President -  
Information Technology,  
E-Commerce & Distribution  
(Jakarta & Bali based)*



**Stephanie Chan**  
*Corporate Accountant  
Head & Corporate Office  
(Hong Kong based)*



**Yan Tsoi**  
*General Clerk  
(Finance and Administration)  
Head & Corporate Office  
(Hong Kong based)*

# GROUP LEGAL, FINANCE & AUDIT



**Trevor Pun**

*Senior Vice President /  
Chief Financial Officer /  
Secretary to the Corporate  
Executive Board*



**Oliver R. Faull**

*Executive Director /  
Senior Vice President, Australia and  
New Zealand /  
Assistant Chief Financial Officer  
(Auckland-based)*



**Suzanne Stanton**

*Executive Director  
Swiss-Belhotel International  
Australia Pty. Limited  
Legal Counsel  
(Sydney-based)*

Regional  
Financial  
Controllers

Hotel  
Financial  
Controllers

## INDEPENDENT LEGAL COUNSEL

- AJ PARK, New Zealand (Intellectual Property)
- Mr. David Stock, New Zealand (Corporate)

## CORPORATE FINANCIAL ADVISOR

- Baker Tilly Staples Rodway
- BDO NZ

## GLOBAL AUDITORS

- BDO



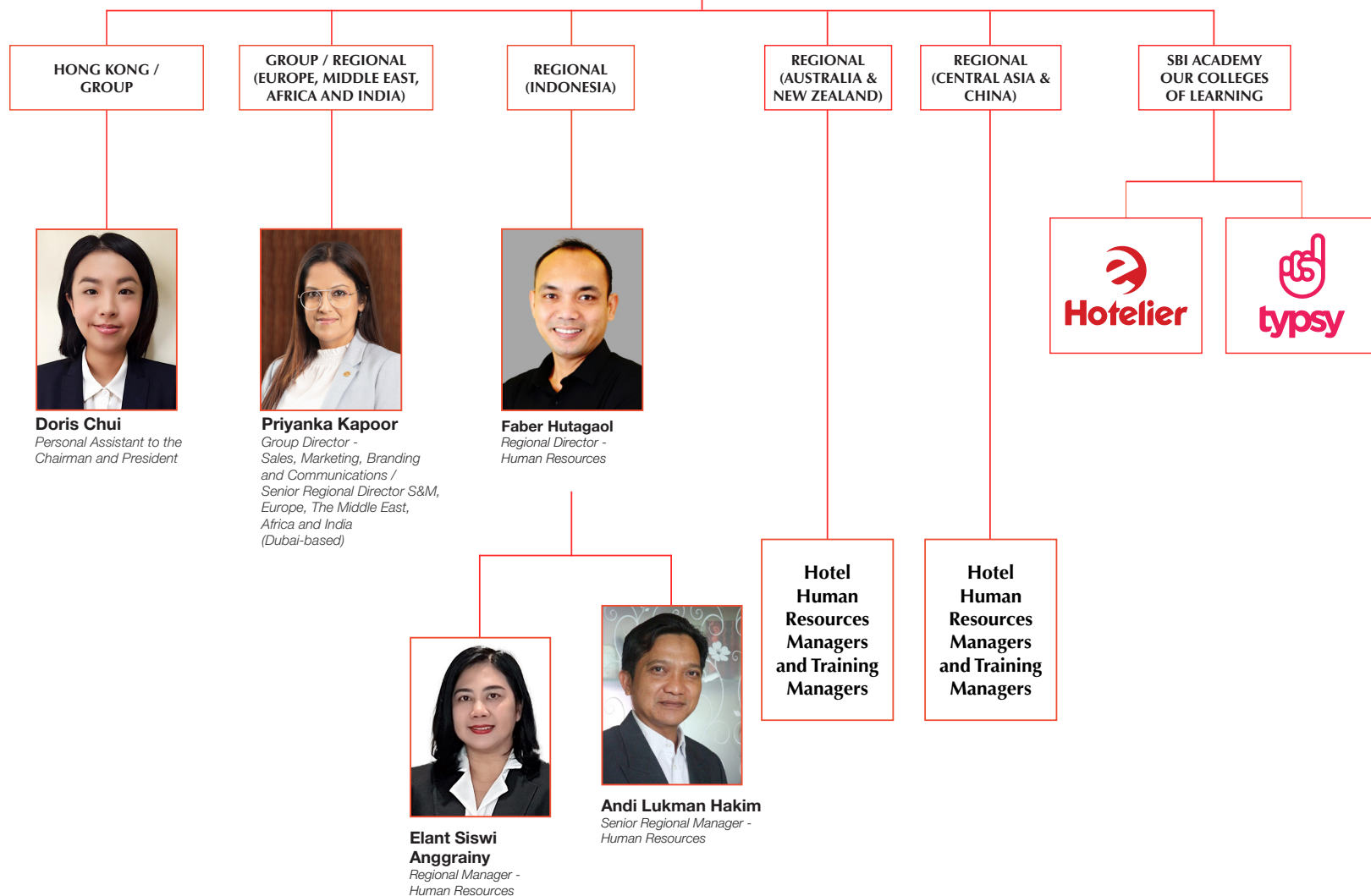
# GROUP HUMAN RESOURCES & TALENT DEVELOPMENT



**Laurent A. Voivenel**  
Senior Vice President - Operations  
and Development, Europe, The  
Middle East, Africa & India /  
Senior Vice President - Group  
Human Resources and Talent  
Development  
(Dubai-based)



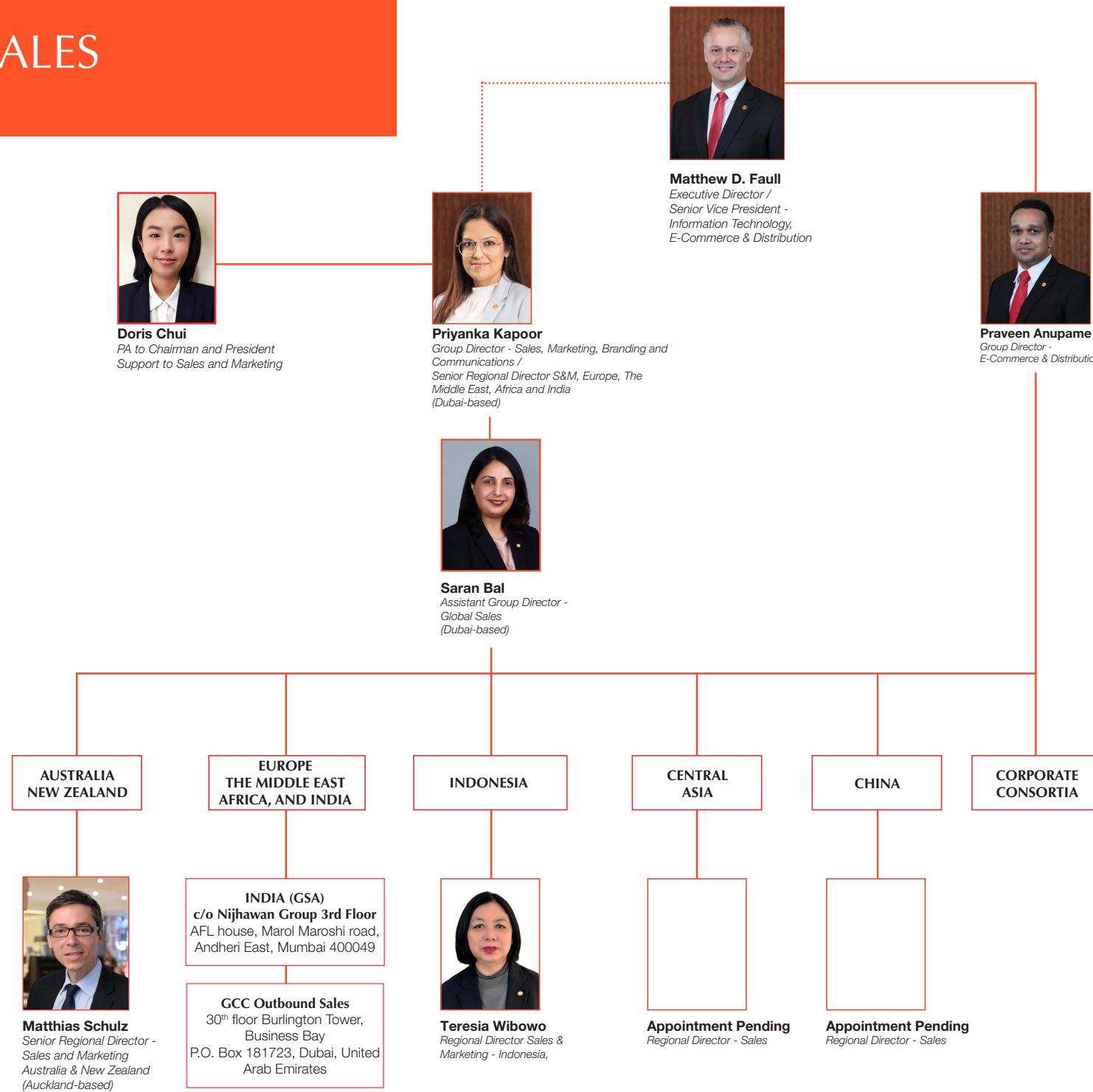
**Sharon Lama**  
Personal Assistant to Senior Vice President -  
Operations and Development, Europe, Middle  
East, Africa and India, Support to Group HR  
and Talent Development



# GROUP & REGIONAL MARKETING & COMMUNICATIONS



# GROUP GLOBAL SALES

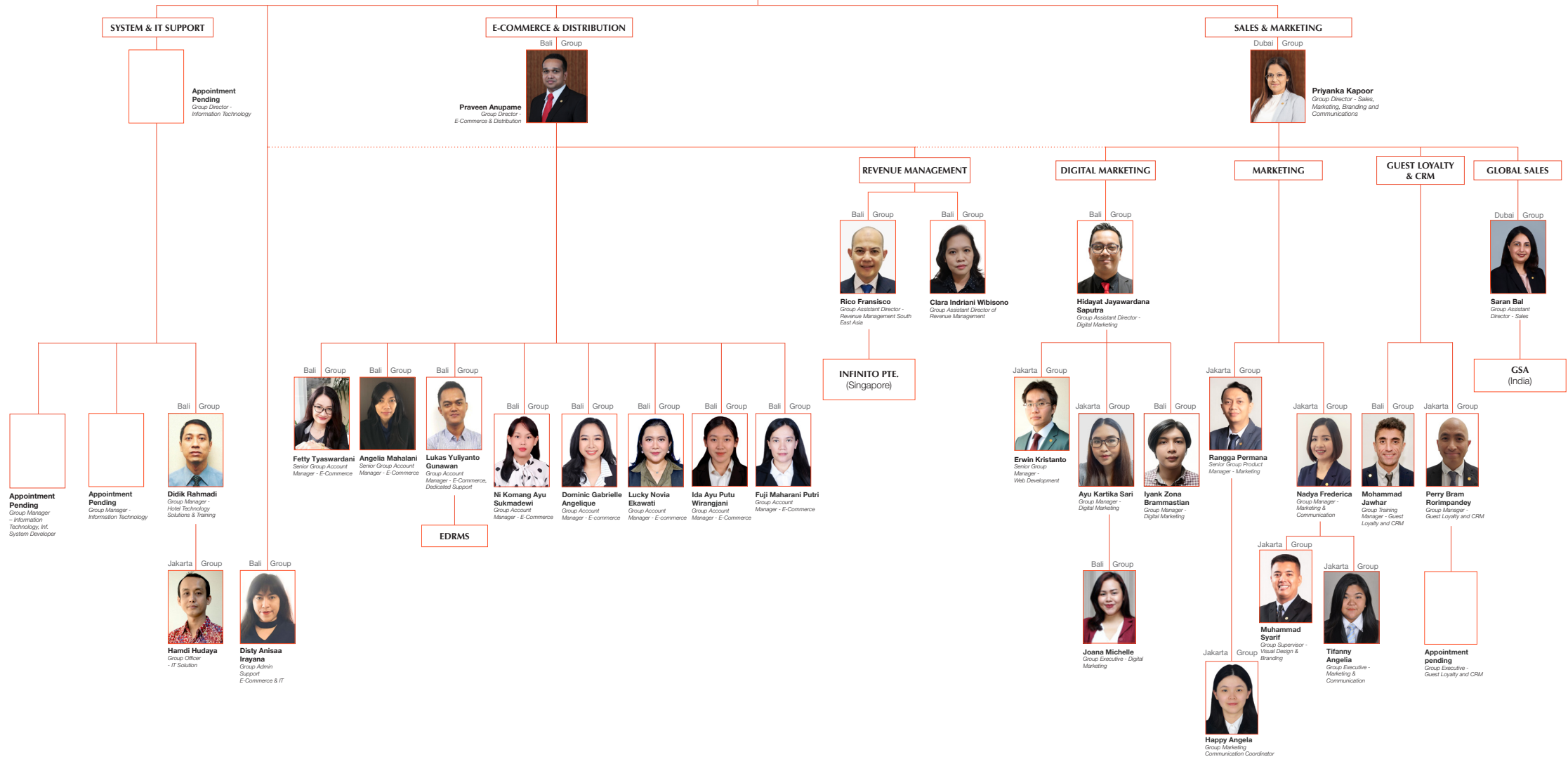




# GROUP IT, E-COMMERCE & DISTRIBUTION, MARKETING & REVENUE MANAGEMENT



**Matthew D. Faul**  
Executive Director /  
Senior Vice President -  
Information Technology,  
E-Commerce & Distribution



# GROUP TECHNICAL SERVICES & PROJECTS SUPPORT CLUSTER

## HONG KONG:



**James Tam**  
*Executive Director/  
Executive Vice President  
(Hong Kong-based)  
(also in charge of the  
Philippines)*



**Edward J. L. Faull**  
*Executive Director /  
Senior Vice President -  
Group Technical Services  
and Projects /  
Senior Vice President -  
Projects and  
Development, Central Asia  
and Indonesia*

## Technical Services & Projects Support Cluster

## CENTRAL ASIA

## CHINA:



**Appointment  
pending**  
*Regional Director -  
Technical Services -  
China*

## THE MIDDLE EAST:



**Devinder Kumar  
Sharma**  
*Senior Regional Director -  
Technical Services -  
The Middle East  
(Dubai-based)*

## INDONESIA:



**Abiezer T.  
Tenchavez**  
*Regional Director -  
Technical Services &  
Projects - Indonesia  
(Jakarta-based)*

## MALAYSIA:



**Appointment  
pending**  
*Regional Manager -  
Technical Services  
(Kuala Lumpur-Based)*

## VIETNAM:



**Phuc Ta Duc**  
*Regional Manager -  
Technical Services  
(Vietnam-Based)*

## AUSTRALIA & NEW ZEALAND:



**Edward J. L. Faull**  
*Executive Director /  
Senior Vice President -  
Group Technical Services  
and Projects /  
Senior Vice President -  
Projects and  
Development, Central Asia  
and Indonesia*

Swiss-Belhotel International has cluster support for technical services locally and globally.

MANAGEMENT HUB  
CENTRAL ASIA  
OPERATIONS & DEVELOPMENT

**China Regional Operations & Development Office**

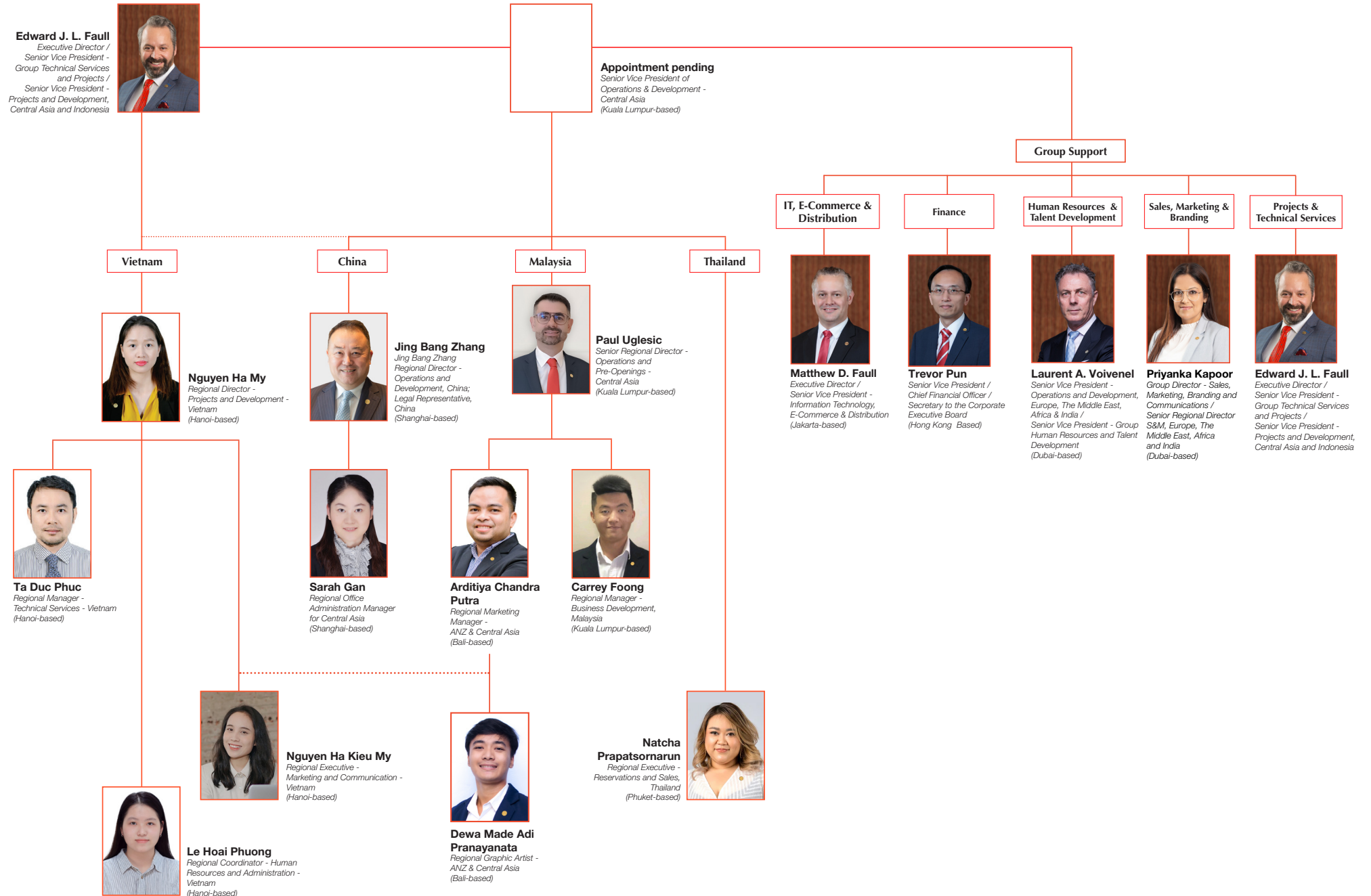
Room 15A 15/F, Huadu Mansion, No.838  
ZhangYang Road, Pudong District  
Shanghai 200122 ,China  
Tel: (86-21) 3382 9398  
E-mail: sbichina@swiss-belhotel.com

**Vietnam Regional Operations & Development Office**

Room 1105, 11th Floor, East Tower,  
Lotte Center Hanoi, 54 Lieu Giai Street,  
Ba Dinh District, Hanoi, Vietnam  
Tel: (84 24) 3734 5177  
Email: sbivn@swiss-belhotel.com

**Malaysia Regional Operations & Development Office**

Office 725 L-07-01, Level 7, Block L,  
Solaris Mont Kiara, No. 2, Jalan Solaris  
Mont Kiara 50480 Kuala Lumpur,  
Malaysia  
E-mail: sbimy@swiss-belhotel.com

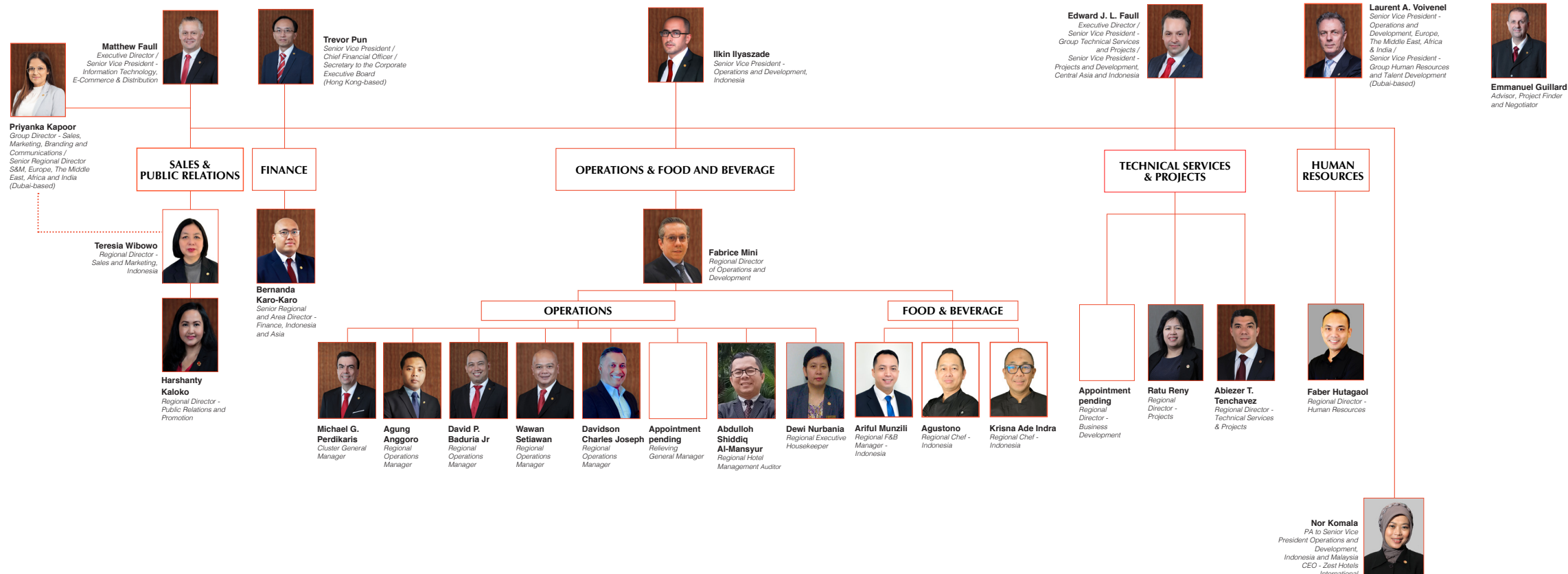




# INDONESIA OPERATIONS & DEVELOPMENT

## Jakarta Regional Operations & Development Office

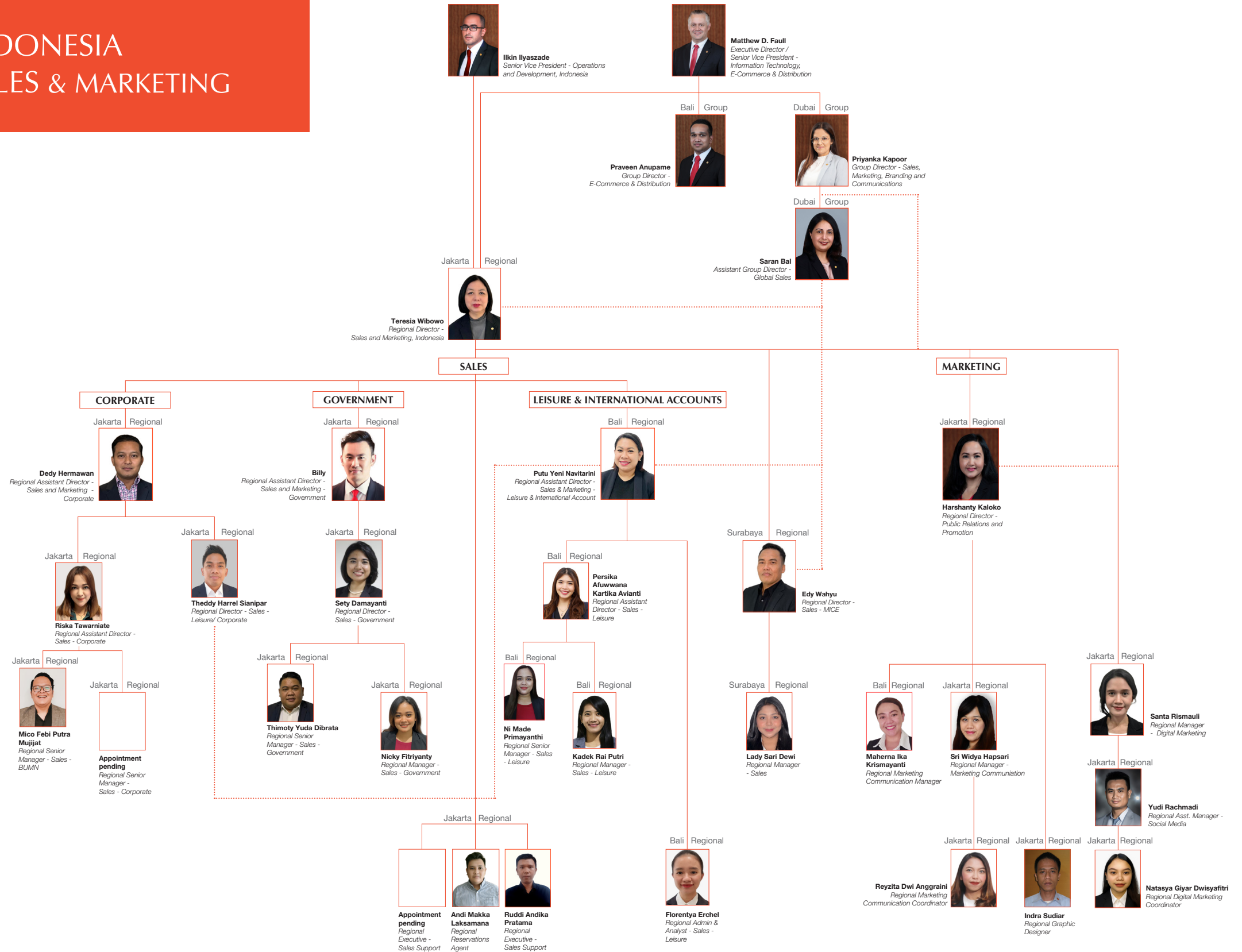
The Blugreen Boutique Office, Tower C-D, 2nd Floor,  
Jl. Lingkar Luar Barat Kav. 88, Puri Kembangan,  
Kembangan Utara, Jakarta Barat 11610, Indonesia  
Tel: No. (62-21) 2922 7275  
E-mail: sbiid@swiss-belhotel.com



# INDONESIA OPERATIONS & PROJECTS (RESPONSIBILITY ALLOCATION)



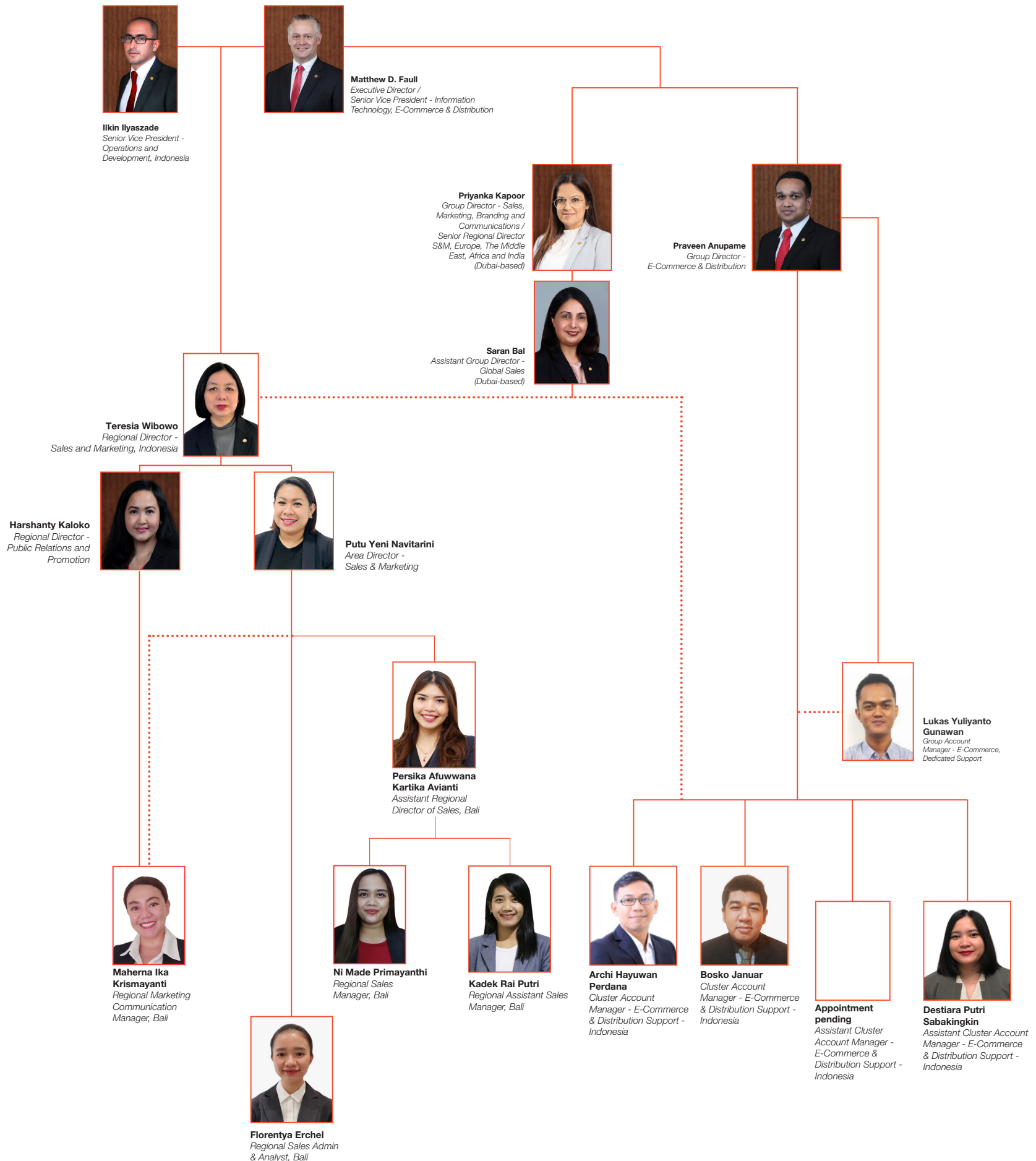
# INDONESIA SALES & MARKETING



# BALI SALES & MARKETING

## Bali Regional Sales Office

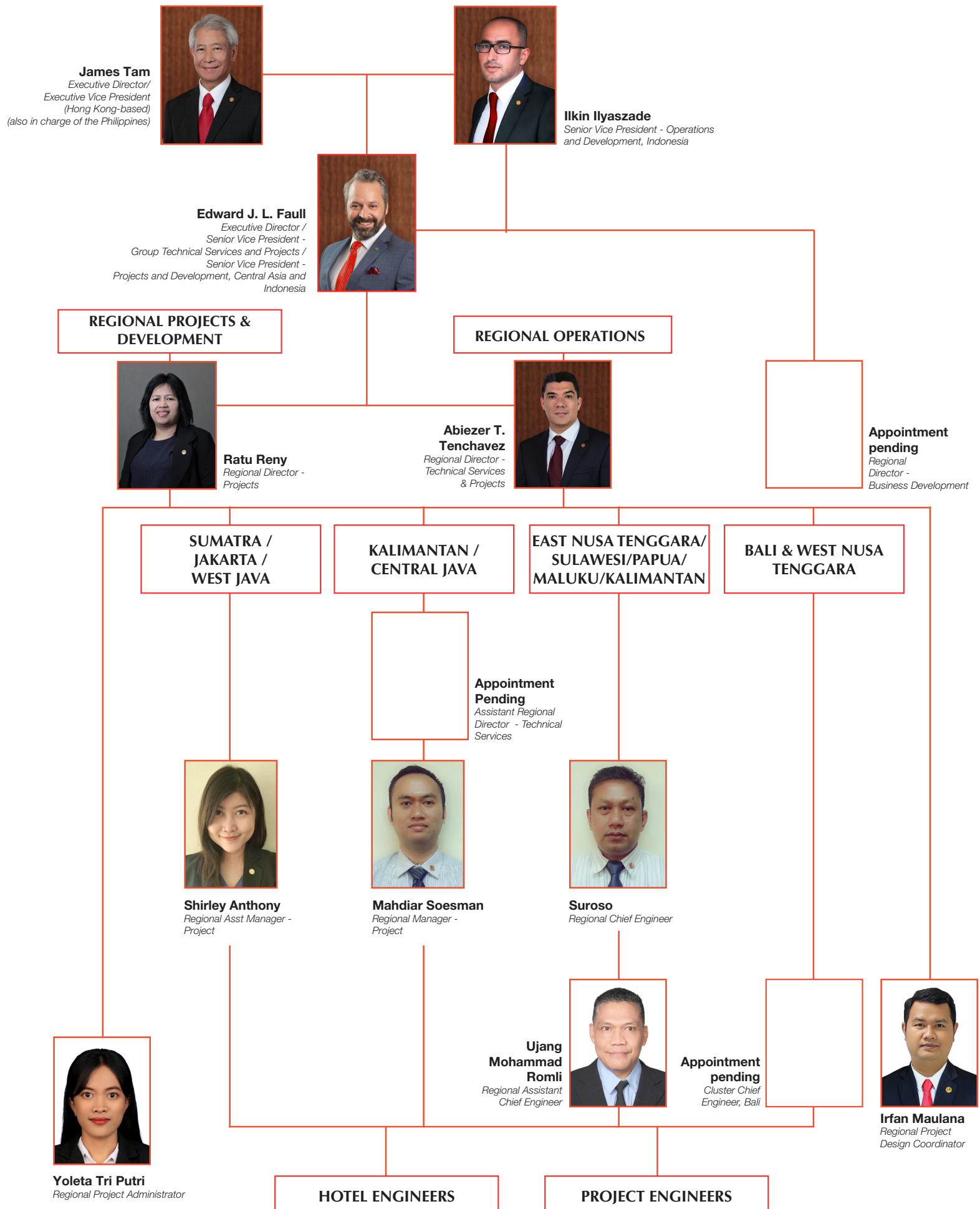
Jl. Dewi Sri Nomor 70A, Kuta, Badung,  
Bali 80361, Indonesia  
Tel: (+62-361) 6200 581  
WA: +62 815 8524 0695  
E-mail: rso-bali@swiss-belhotel.com





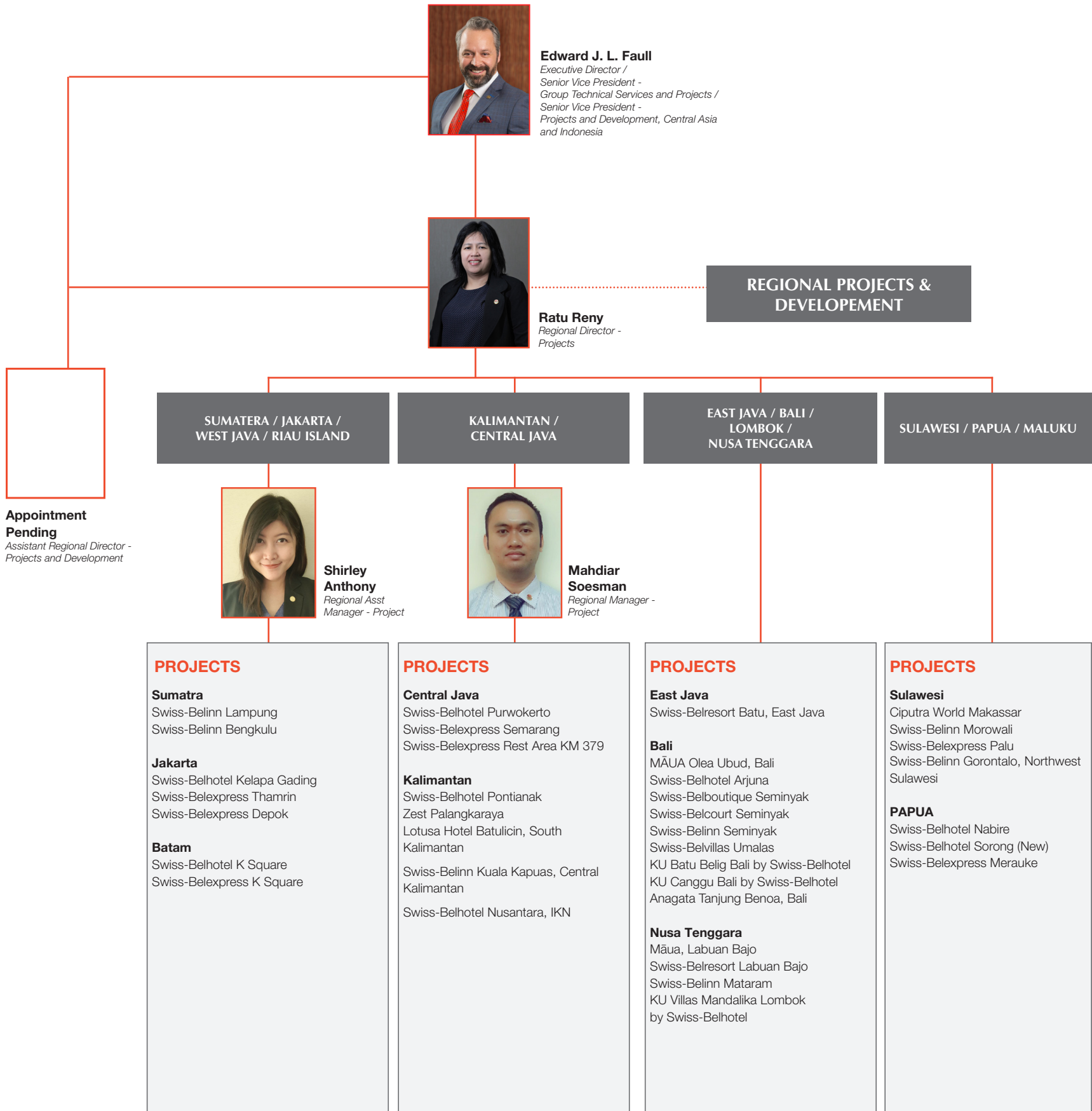
# INDONESIA TECHNICAL SERVICES, PROJECTS & DEVELOPMENT

JAKARTA-BASED



# INDONESIA PROJECTS & DEVELOPMENT

JAKARTA-BASED



# INDONESIA TECHNICAL SERVICES – OPERATIONS

JAKARTA-BASED



**Edward J. L. Fauli**  
Executive Director /  
Senior Vice President - Group Technical  
Services and Projects /  
Senior Vice President - Projects and  
Development, Central Asia and Indonesia



**Abiezer T. Tenchavez**  
Regional Director -  
Technical Services  
& Projects

## REGIONAL OPERATIONS

SUMATERA / JAKARTA /  
WEST JAVA / RIAU ISLAND

KALIMANTAN /  
CENTRAL JAVA

EAST JAVA/  
LOMBOK /  
EAST NUSA TENGGARA

SULAWESI / PAPUA / MALUKU

BALI /  
WEST NUSA TENGGARA

### OPERATIONS

#### Sumatra

Swiss-Belhotel Jambi  
Swiss-Belhotel Lampung  
Swiss-Belinn Medan  
Swiss-Belinn Gajah Mada Medan

#### Jakarta

Hotel Ciputra Jakarta  
Swiss-Belhotel Pondok Indah  
Swiss-Belresidences Rasuna Epicentrum  
Swiss-Belresidences Kalibata  
Swiss-Belinn Kemayoran  
Swiss-Belinn Simatupang  
Swiss-Belinn Wahid Hasyim  
Swiss-Belinn Cawang  
Swiss-Belexpress Cideng

#### West Java

Hotel Ciputra Cibubur  
Swiss-Belhotel Cirebon  
Swiss-Belhotel Bogor  
Swiss-Belresort Dago Heritage Bandung  
Swiss-Belinn Karawang  
Swiss-Belinn Cibitung  
Swiss-Belinn Cikarang  
Swiss-Belinn Bogor  
Swiss-Belinn Indramayu  
Swiss-Belcourt Bogor  
Swiss-Belexpress Rest Area KM.164, Cipali  
Swiss-Belexpress Rest Area KM.166, Cipali  
Zest Sukajadi, Bandung  
Zest Bogor

#### Banten

Swiss-Belhotel Airport  
Swiss-Belhotel Serpong  
Swiss-Belinn Modern Cikande  
Swiss-Belexpress Cilegon  
Swiss-Belcourt Serpong, Tangerang  
Zest Airport, Jakarta

#### Riau Island

Swiss-Belhotel Harbour Bay  
Swiss-Belinn Baloi Batam  
Swiss-Belinn SKA Pekanbaru Convention &  
Exhibition Center  
Zest Harbour Bay, Batam

#### Bangka Island

Swiss-Belhotel Pangkalpinang  
Swiss-Belresort Belitung



**Ujang Mohammad Romli**  
Regional Assistant Chief  
Engineer



**Suroso**  
Regional Chief  
Engineer

**Appointment  
pending**  
Cluster Chief  
Engineer, Bali

### OPERATIONS

#### Kalimantan

Swiss-Belhotel Borneo, Banjarmasin  
Swiss-Belhotel Borneo, Samarinda  
Swiss-Belhotel Tarakan  
Swiss-Belhotel Balikpapan  
Swiss-Belhotel Danum, Palangkaraya  
Swiss-Belinn Balikpapan  
Swiss-Belinn Singkawang

#### Central Java

Hotel Ciputra Semarang  
Swiss-Belinn Saripetojo, Solo  
Swiss-Belhotel Solo  
Swiss-Belexpress Rest Area KM 260,  
Brebes  
Zest Parang Raja, Solo

#### Yogyakarta

Swiss-Belboutique Yogyakarta  
Swiss-Belhotel Airport, Yogyakarta  
Swiss-Belexpress Yogyakarta  
Zest Yogyakarta

### OPERATIONS

#### East Java

Grand Swiss-Belhotel Darmo, Surabaya  
Hotel Ciputra World Surabaya  
Swiss-Belinn Tunjungan  
Swiss-Belinn Manyar  
Swiss-Belinn Malang  
Swiss-Belinn Airport, Surabaya  
Zest Jemursari, Surabaya

#### Nusa Tenggara (West & East)

Sima Hotel Sumba  
Swiss-Belcourt Lombok  
Swiss-Belcourt Kupang

### OPERATIONS

#### Sulawesi

Swiss-Belhotel Maleosan Manado  
Swiss-Belhotel Silae Palu  
Swiss-Belhotel Kendari  
Swiss-Belhotel Makassar  
Swiss-Belhotel Sentra Manado  
Swiss-Belinn Panakkukang Makassar  
Swiss-Belinn Luwuk  
Swiss-Belcourt Makassar

#### Papua

Swiss-Belhotel Papua, Jayapura  
Swiss-Belhotel Manokwari  
Swiss-Belhotel Merauke  
Swiss-Belhotel Sorong  
Swiss-Belhotel Cendrawasih, Biak  
Swiss-Belinn Timika  
Swiss-Belexpress Jayapura

#### Maluku

Swiss-Belhotel Ambon  
Zest Ambon

### OPERATIONS

#### Bali

Māua, Nusa Penida  
Swiss-Belhotel Rainforest  
Swiss-Belhotel Tuban  
Swiss-Belresort Pecatu  
Swiss-Belvillas Umalas  
Swiss-Belinn Seminyak  
Swiss-Belcourt Sunset, Seminyak  
Swiss-Belexpress Kuta  
Anagata Hotel Tanjung Benoa  
Zest Legian

# INDONESIA ACCOUNTING, FINANCE & BUSINESS AUDIT

JAKARTA-BASED





# INDONESIA HUMAN RESOURCES & TALENT DEVELOPMENT

JAKARTA-BASED

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**Dita Pratiwi**  
Regional Manager - Training



**Michael Pangalila**  
Regional Manager - Training



**Daniel Heryanto  
Tebily**  
Regional Assistant Manager -  
Human Resources



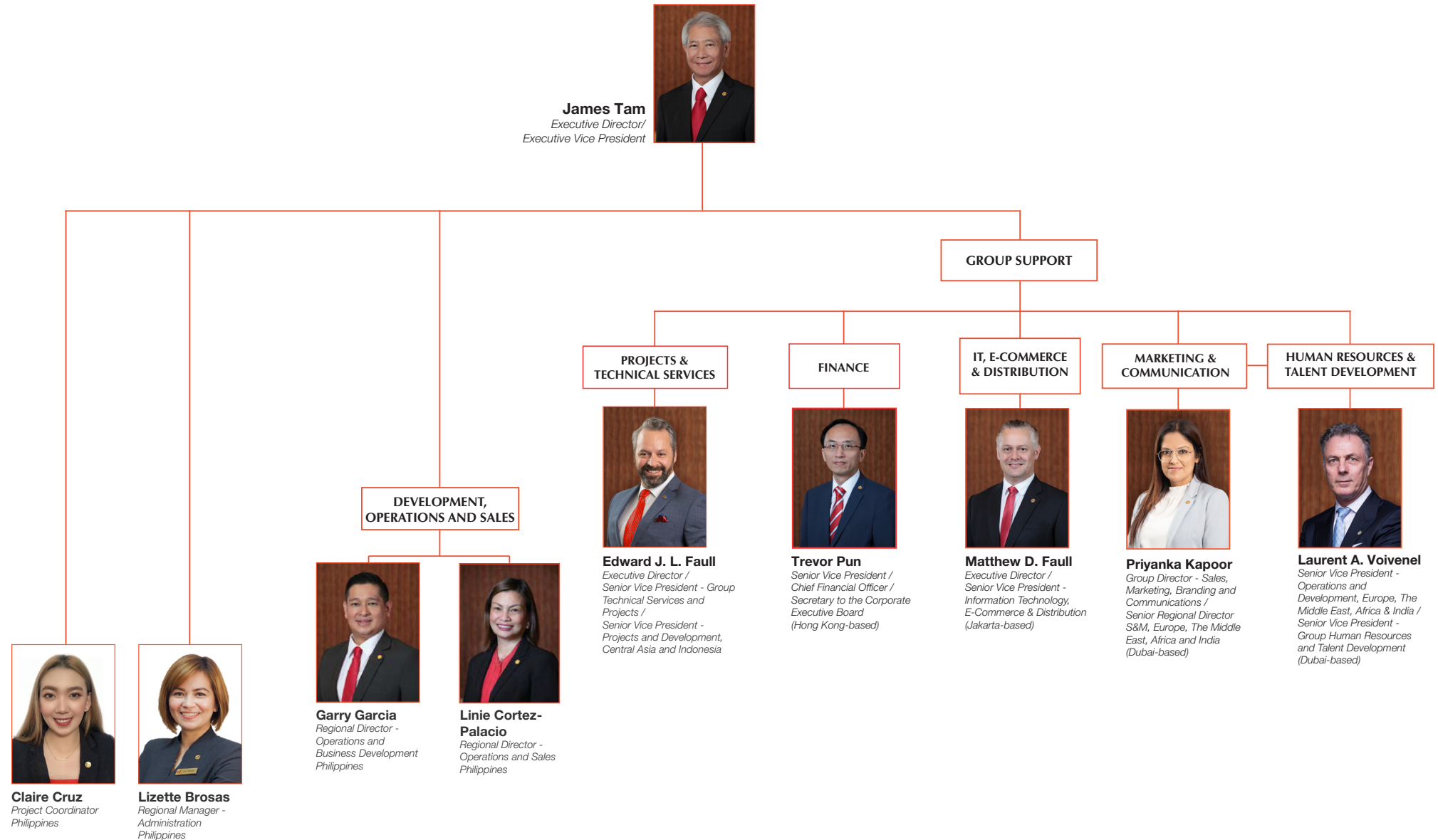
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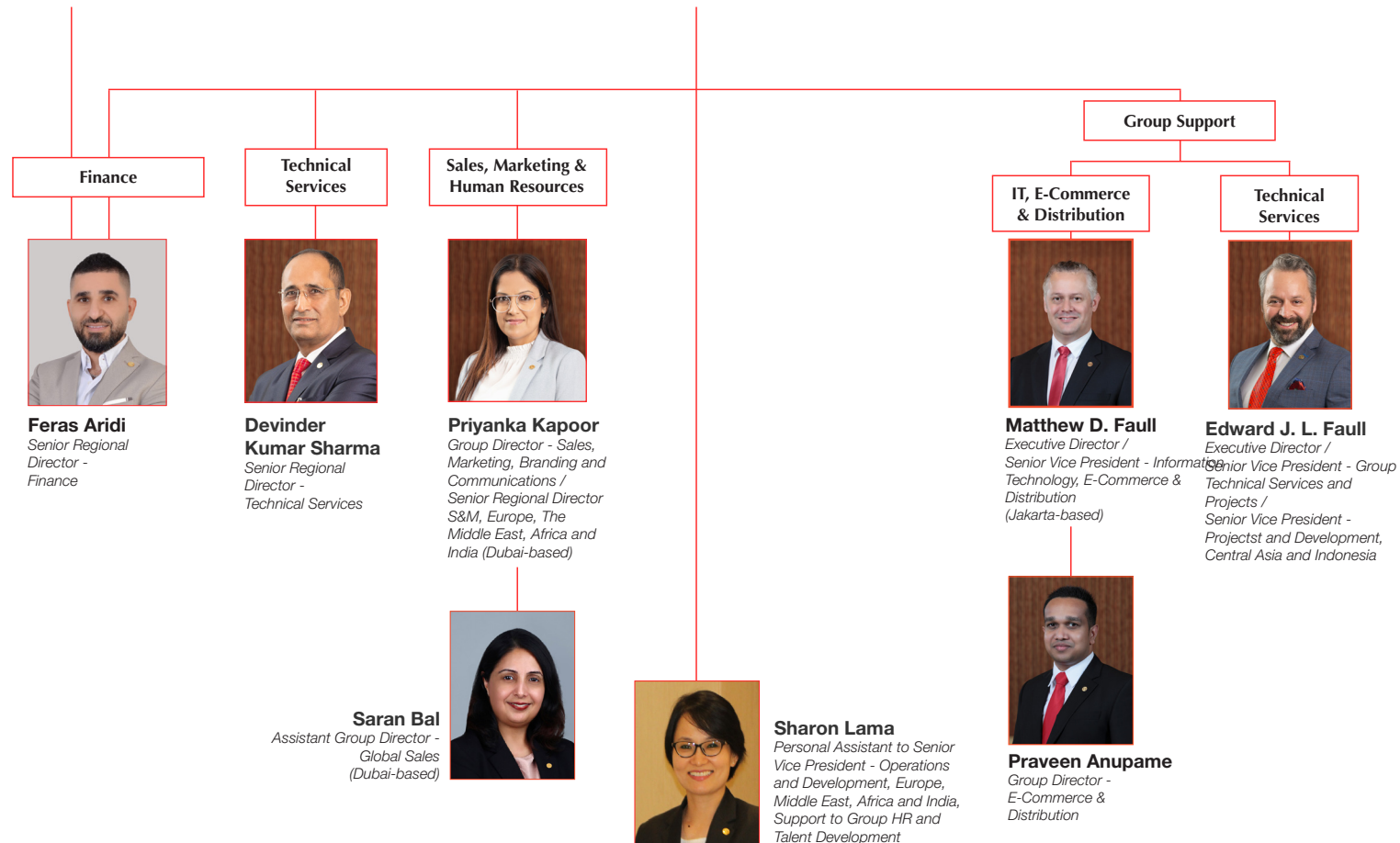
**Trevor Pun**

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Chief Financial Officer /  
Secretary to the Corporate  
Executive Board  
(Hong Kong Based)



**Laurent Voivenel**

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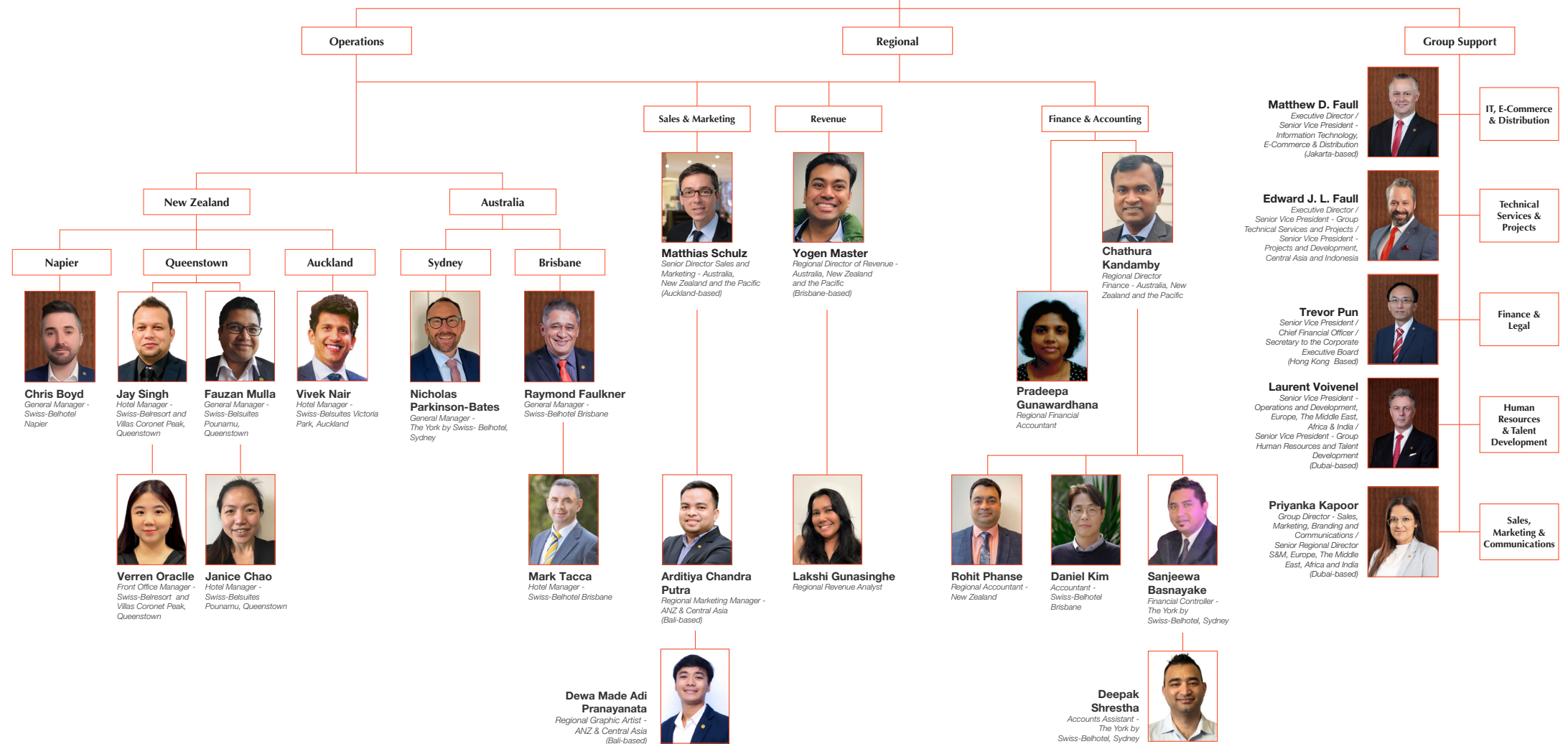
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 Senior Vice President - Australia  
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 Assistant Chief Financial Officer



**Raymond Faulkner**  
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 New Zealand and the Pacific





# SWISS-BELHOTEL INTERNATIONAL EXECUTIVE HIERARCHY

The hierarchy is the level identification and structure defining the seniority and responsibility levels of the executives throughout Swiss-Belhotel International group.

The title structure is:

- a. Position title (e.g. Vice President, Group Director, Regional Manager)
- b. Function (e.g. Marketing and Communication, Operations, HR & Learning Development)
- c. Geographical Identification (e.g. China, Indonesia, Australia)

Board of Directors - Executive Director

- Level 1. President
- Level 2. Executive Vice President
- Level 3. Senior Vice President
- Level 4. Vice President
- Level 5. Associate Vice President
- Level 6. Senior Group Director, Group Director
- Level 7. Senior Regional Director, Regional Director, Assistant Group Director, Group Manager
- Level 8. Area General Manager, Cluster General Manager
- Level 9. Assistant Regional Director, General Manager, Hotel Manager, Regional Manager
- Level 10. Group Executive, Regional Executive, Regional Coordinator



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