

Press Release

Swiss-Belhotel International Continues to Expand in Malaysia

Immediate Release

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From right to left: Matthew D. Faull, Executive Director / Senior Vice President - Information Technology, E-Commerce & Distribution of Swiss-Belhotel International, Dato' Leong Sir Ley, Founder, Chairman and Group President/CEO of Sheng Tai International, Edward J. L. Faull - Executive Director and Senior Vice President – Group Technical Services & Projects, and Senior Vice President – Operations & Development (Vietnam) of Swiss-Belhotel International, and Mr. Paul Uglesic, Senior Regional Director - Operations and Pre-Openings, Central Asia of Swiss-Belhotel International.

Swiss-Belhotel International, the global hospitality management group, has signed a Memorandum of Understanding (MOU) with Malaysia's leading property developer, Sheng Tai International, to explore future collaborations in hotel development and management.



The agreement marks the beginning of a strategic partnership aimed at developing, branding, and managing future hospitality projects under Swiss-Belhotel International's globally recognized portfolio. The collaboration will focus on introducing internationally branded hotels across Malaysia, particularly within Sheng Tai International's upcoming mixed-use and luxury developments.

Founded in Hong Kong in 1987, Swiss-Belhotel International currently manages more than 150 hotels and projects in 20 countries, operating a diverse portfolio ranging from luxury to economy brands. This MOU strengthens the group's footprint in Southeast Asia, reinforcing its commitment to expanding in key markets with strong tourism potential.

Gavin M. Faull, Chairman and President of Swiss-Belhotel International, expressed his enthusiasm about the partnership, stating:

"We are delighted to collaborate with Sheng Tai International, a visionary developer that shares our commitment to excellence and innovation. Malaysia has long been an important market for Swiss-Belhotel International, and this MOU represents a significant step toward expanding our presence through new, world-class properties that embody our philosophy of Passion and Professionalism™."

Dato' Leong Sir Ley, Founder, Chairman and Group President/CEO of Sheng Tai International, shared:

"Melaka has always held a strategic position on the world map, serving as a vibrant hub for entrepreneurs and traders as far back as the 14th century. With its rich cultural heritage, historical significance, and the blessing of its many reigns and past glory, Melaka continues to be a destination of global importance. Today, the Straits of Melaka remains one of the busiest maritime routes in the world, while the city itself is thriving with international tourism and investment. This collaboration with Swiss-Belhotel International will not only elevate the hospitality landscape in Melaka but also contribute significantly to the local economy. By combining Swiss-Belhotel International's global expertise with Sheng Tai International's vision and developments, we believe this partnership will create outstanding opportunities for growth, benefitting both our organizations and the communities we serve."

Edward J. L. Faull, Executive Director and Senior Vice President – Group Technical Services & Projects, and Senior Vice President – Operations & Development (Vietnam) of Swiss-Belhotel International, added:



“This collaboration with Sheng Tai International highlights our shared vision to create high-quality, internationally branded hotels that complement Malaysia’s evolving tourism landscape. Together, we aim to develop exceptional hospitality experiences that reflect the distinctive character of each destination while upholding Swiss-Belhotel International’s global standards.”

This strategic alliance will explore opportunities for Swiss-Belhotel International to manage hospitality components within Sheng Tai International’s premium developments, including beachfront and mixed-use projects in Melaka and other key destinations. The partnership aligns with both organizations’ vision to create high-value tourism and lifestyle destinations that contribute to local economic growth and set new standards of hospitality excellence.

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About Swiss-Belhotel International

Swiss-Belhotel International operates in **20 countries**, managing **150+* hotels, resorts, and projects** across **New Zealand, Australia, Indonesia, Asia, the Middle East, Africa, and Europe**, with regional offices in **Hong Kong, New Zealand, Australia, China, Indonesia, UAE, the Philippines, Vietnam, Malaysia, and Thailand**. Committed to delivering world-class hospitality, the group also offers the **Swiss-Belexecutive Card (SBEC)**, a **loyalty program** providing many benefits, **discounts from 10% to 35% on rooms, dining, and other services**, plus **priority check-in, complimentary upgrades, and late check-out**. No collecting points, no waiting for redemption, with the **free-to-join Green Global tier**, members can enjoy **instant discounts from their first stay!** Experience more with the SBEC Loyalty Programme—[Sign up for FREE](#). Stay connected with us on [Facebook](#), [Linkedin](#), [Instagram](#), and [TikTok](#) for the latest updates and exclusive benefits. Visit [swiss-belhotel.com](https://www.swiss-belhotel.com) for more information.

*Numbers may fluctuate

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