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**JOINT PRESS RELEASE BETWEEN
HOSPITALITY ALLIANCE SINGAPORE AND
SINGAPORE COMMERCIAL CREDIT BUREAU**

Hospitality Alliance Singapore and Singapore Commercial Credit Bureau unveils all-new Hospitality Credit Report

– *Partnership marks significant milestone in credit risk management of local hospitality industry*

Singapore, 19 May 2015 – Today, Singapore Commercial Credit Bureau (SCCB) and the Hospitality Alliance Singapore (HAS) have announced the inaugural launch of the all-new SCCB Hospitality Credit Report for hospitality firms in Singapore. For the first time, both SCCB and HAS have joined hands to provide members of 7 key associations under HAS with a first-of-its-kind credit assessment report, to meet the growing demand for the risk management needs of the hospitality industry in Singapore. Approximately over 80 hospitality firms with relations to HAS will benefit from this new joint initiative.

The 7 key associations under HAS to benefit from this new risk management initiative include:

- Food and Beverage Management Association of Singapore
- Association of Rooms Division Executives (Singapore)
- Association of Singapore Housekeepers
- Singapore Chefs Association
- Association of Bartenders & Sommeliers Singapore
- Hospitality Purchasing Association
- The Society of the Golden Keys Singapore

According to SCCB and HAS, the all-new SCCB Hospitality Credit Report will support firms within the industry in their evaluation of low, medium and high-risk business transactions when extending credit terms to their business partners in Singapore. Essentially an early preventive measure in risk management, firms within the industry will be provided with key business information as well as an in-depth analysis of the risk profile of their business partners.

Commenting on the launch of SCCB's all-new Hospitality Credit Report, Ms. Audrey Chia, SCCB's Chief Executive Officer said, "The nature of business intelligence is constantly evolving and it has become ever more important for hospitality firms to step up their risk management efforts in order to be at the forefront of the industry. Globally, similar partnerships have been forged to create better business opportunities for hospitality firms as well as to enhance overall business transparency. Therefore, we believe that this is an opportune time for SCCB to spearhead this collaboration and take the lead to assist hospitality firms in Singapore to better manage their credit risks."

"The all-new SCCB Hospitality Credit Report essentially provides a holistic credit assessment based on data which reflects their historical performance as well their propensity for delinquency in the payment of dues. We believe that the comprehensive information in the Hospitality Credit Report will afford hospitality firms with crucial business insights and more importantly, the early identification of their business partners' credit risk." added Ms. Chia.

A key feature of the Hospitality Credit Report is SCCB's proprietary Payment Rating which measures the overall payment performance of the business partners of the hospitality firms. With an easy-to-access Hospitality Credit Report available to all hospitality firms, the hospitality industry will be able to unlock valuable business insights and benchmark a business partner's payment performance against other businesses within the same industry, based on its payment rating and trade summary. Through highly rigorous formulas and measurements, the payment rating and information will serve as an indicator of a business partner's ability to meet its existing liabilities to allow creditors from the hospitality industry be better positioned to review their credit facilities and take the necessary pre-emptive measures.

The all-new SCCB Hospitality Credit Report also provides easy readability for both credit and non-credit professionals within firms through the use of summary tables and tabulated information, making interpretation of critical data simple.

"We are delighted to have Singapore Commercial Credit Bureau on board as our official risk management partner. There is a common misconception that risk management poses more of a liability than a long-term investment for firms which results in it being sacrificed. The launch of the Hospitality Credit Report will help raise the awareness of the importance of credit risk management and due diligence among members of HAS. We strongly believe that local hospitality related companies will benefit the most from SCCB's Hospitality Credit Report as they look to expand operations in the region. We are optimistic that the data and statistics provided will increase

confidence and better understanding of our surrounding markets.” said Mr. Cheong Hai Poh, Chairman of Hospitality Alliance Singapore and President of FBMA.

About Singapore Commercial Credit Bureau



Established in 2005, Singapore Commercial Credit Bureau (SCCB) operates a database of local enterprises and their credit history to provide clients with the insight needed to build trust and improve the quality of business relationships with their customers, suppliers and business partners. Using an online access Bureau Platform, SCCB caters to members seamless extractions of commercial credit reports and other bureau-related functions. SCCB is positioned as an initiative to enhance greater business transparency and risk management, thus fostering stronger credit responsibility in Singapore. SCCB operates under D&B Singapore.

For more information, please visit, www.sccb.sg.

About D&B



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About Hospitality Alliance Singapore

HOSPITALITY *Alliance*

The Hospitality Alliance aims at providing strong networking opportunities as well as exchanging valuable knowledge and information in order to promote highest professional standards of management, education and recruitment in the hospitality industry for the benefit of the Associations and their members.

We are the voice of the Hospitality Industry in Singapore. In recognition of our common interests and issues, we are aligned as partners to serve the hospitality industry in Singapore.

As partners in the Hospitality Alliance, ASH, ARDE, ABSS, FBMA, HPA, SCA and The Society of The Golden Keys Singapore work together to develop and sustain a hospitality industry-friendly business environment in Singapore, ensuring the best possible opportunity for Singapore's Hotel and Restaurant operations to flourish. This is accomplished by providing access to members' education and training programs, negotiating value-added supplier prices and developing industry communication and networking opportunities for its members.

OBJECTIVES

- To promote social interaction amongst its members,
- To discuss and share common work challenges, opportunities and solutions,
- To strengthen the knowledge and profession of the hospitality field,
- To promote educational interests relating to the hospitality industry with opportunities to travel abroad to pursue some educational courses or study programmes.

7 key associations under Hospitality Alliance Singapore:



The Food and Beverage Management Association (FBMA) was formed in 1990. During the last 10 years, FBMA has successfully evolved into a major networking hub for all members in the food and beverage industry to congregate, socialise and exchange information at a business level, as well as leverage on knowledge sharing opportunities.

Mission

“The Food and Beverage Management Association aims at promoting the highest professional standards of management, education and recruitment in the food and beverage hospitality industry.”

Objectives

- To promote social interaction amongst its members
- To discuss and share common work challenges, opportunities and solutions
- To promote and organise any scheme of assistance for food & beverage related or management courses
- To affiliate with or become a member of any related Association having similar aims and objectives or with which the Executive Committee considers it will be in the interest of the Association
- To strengthen the knowledge and profession of the Food & Beverage field
- To gain recognition as an Organisation actively supporting the Industry and its future



Association of Rooms Division Executives (Singapore)

Member of amicale internationale des sous-directeurs et chefs de reception des grands hotels

The **amicale Internationale des chefs de reception et sous directeurs des grand hotels** (AICR) was founded at the Cote d'Azur in France in 1964, and over the last 42 years, has developed into an international fellowship with sections in 14 countries and is still growing. The Amicale was founded as a professional organisation and its name was chosen to reflect the friendship that was built among its members.

The Singapore section was founded in 1991, and had grown to become an exciting, active network for all Rooms Division Executives. To reflect Singapore's own identity, the name was changed to Association of Rooms Division Executives, Singapore (ARDE).

The key objectives of the ARDE are to:

- Promote social interaction amongst its members
- Discuss common work problems
- Promote and organise any fund-raising or assistance schemes for training or educational purposes
- Enhance the knowledge and professionalism of the Rooms Division Management
- Affiliate with or become a member of any other registered associations in Singapore, pertinent to the hotel and tourism industries and by which affiliation the members of the Association will benefit professionally

The Executive Committee meets every month to plan and organise events throughout the year for our members, offering a wide range of opportunities to get together, network, exchange our views and share our experiences. In addition to our Annual General

Meeting and International Congresses, past events have included skills development programmes, information sharing, new hotel inspections, and product presentations.

We work closely with the Singapore Hotel Association, SHATEC and various educational institutes to promote tourism and attract young people to join the hotel industry and embark on careers in the Rooms Division.

One of our key annual events since 1996 is the "Best Hotel Receptionist of the Year Competition". The winner of the competition will represent Singapore in the "David Campbell Trophy, International Best Hotel Receptionist of the Year Competition" held annually in a city voted by the AICR International Committee.

Previous Winners of the “David Campbell Trophy” Best Hotel Receptionist of the Year

1996 (Dec. 1995)
Vienna, Austria

Ms. Fiona Reisch
Intercontinental Hotel Hamburg
Germany

1997
Prague, Czech Republic

Mr. Dev Sharma
Widder Hotel Zurich
Switzerland

1998
Lausanne, Switzerland

Mr. Nathan Loga
Four Seasons Hotel Singapore
Singapore

1999
Singapore

Ms. Vanessa Bourguard
Hôtel Beau Rivage Lausanne
Switzerland

2000 (Dec. 1999)
Bologna, Italy

Ms. Anika Dehne
Claridges London
United Kingdom

2001
Rome, Italy

Ms. Janine Muhl
Four Seasons Hotel Paris
France - Paris

2002
Brussels, Belgium

Ms. Aisha Ahmad
Four Seasons Hotel Singapore
Singapore

2003
Berlin, Germany

Mr. Edmund Lim
The Oriental Hotel Singapore
Singapore

2004
Paris, France

Ms. Alexandra Edel
Kempinski Le Mirador Mont Pélérin
Switzerland

2005
Basel, Switzerland

Ms Pavlina Hejdova
Four Seasons Hotel Prague
Czech Republic

2006
London, England

Ms Verina Fox
Four Seasons George V. Paris
France



Growing from strength to strength since its inception in 1983, the association has steadily evolved into a professional organisation with a membership of more than seventy. ASH is committed to the growth and development of the housekeeping profession. Our goal is to achieve recognition, promote growth and success. We provide a platform for networking, information sharing and enhancing collaboration in the hospitality industry. ASH has also established links with the Malaysian Association of Housekeepers (MAHIR) to increase networking opportunities and sharing of knowledge and skills.



Constitution of Singapore Chefs' Association

The Association shall be known as Singapore CHEFS' Association (referred hereinafter as The Association). The Association is a non-profit professional body organised and existing under the LAWS applicable to the Republic of Singapore.

Objectives

The objectives are to group together the elite among culinary professionals in order to:

- Create links of friendship, professional co-operation and mutual understanding
- Promote cooking, recipes, high quality products and technical knowledge
- Be a major influence in the training and recruiting of young personnel to increase professional standards within the industry in Singapore
- Foster information and communication within all levels of the hospitality industry
- Sponsor professional exchanges of personnel scholarships, international culinary competitions and bursaries
- Organise with various related professional bodies and educational establishment, training courses, apprenticeship schemes and related vocational links
- Promote, foster and encourage the culinary art and related studies, to create awareness and the importance of the Republic of Singapore to provide (its own source of professional accomplished culinary personnel)



ASSOCIATION OF BARTENDERS & SOMMELIERS SINGAPORE



Association of Bartenders & Sommeliers, Singapore

The Association of Bartenders Singapore was established in 1987. In the same year, the association joined the International Bartenders Association, a world body which has membership of 62 countries.

Objectives

The objectives of the Association are to:

- Promote generally the interest of the trade in which members are engaged by encouraging a higher standard of conduct and competence
- Assist in the training of trainee bartenders
- Provide for the registration of new cocktails by means of cocktail competitions and to organise such social and trade events and competitions and to organise such social and trade events and competitions for its members as the Management Committee may from time to time decide
- Publish and supply to its members newsletters, trade magazines or such other publications that may be published on a regular basis from time to time
- Do all such other lawful things the Management Committee may deem to be in the interest of the Association; and
- Provide sports and recreational facilities such as video game, billiards and food and beverage for the members.



"The Hospitality Purchasing Association (Singapore) serves to unite industry members by fostering and promoting professionalism and development in all aspects of hospitality purchasing, such as sourcing, buying, stores management, inventory control, and facilities management.

The Association's activities include the organisation of seminars, conferences, discussions, educational tours, and courses related to hospitality purchasing. Additionally, the Association publishes journals and other literature related to the industry. These efforts serve to inform and educate industry members, while fostering social interaction within the hospitality industry.

The resulting co-operation and affiliation between local and international organisations whose interests and objectives are similar or complementary to those of the association serves to benefit all involved.



Les Clefs d'Or Singapore 
The Society of the Golden Keys Singapore

Officially registered as U.I.C.H (Union Internationale des Concierges d'Hotel), Les Clefs d'Or is an international network of men and women with common interests and goals. They have their own mystique, a combination of their expertise and sources of inside information, intelligence and communication. The Organisation is non-political, nonreligious and is definitely not a trade union of any sort but is based on friendship between members to assist international travellers and tourists.

The first such association saw the light of day on 6 Oct 1929 when 11 Concierges from the grand hotels of Paris realised that they could operate more effectively as a team than individually. If they could join forces, they felt they could make their services more indispensable. The two oldest associations are the French and the Swedes. The Dutch chapter was founded in 1937 and those in other countries date from about the same time. Many were the result of the depression in the late twenties and early thirties. The associations were allied to help each other in unemployment, illness and adversities. There was, however, no real sign of any intentional cooperation until after WWII.

On 25 April 1952, delegates from nine countries met in Cannes to hold the first congress and created L'Union Europeene des Portiers des Grands Hotel (UEPGH). Its creation was made possible by Ferdinand Gillet, the Chef Concierge then of Hotel Scribe in Paris. The industry knows him as the 'Father of Les Clefs d'Or.

The second congress was held in San Remo, Italy, in Dec 1953. This saw the creation of the journal 'Revue Europeene' and the adoption of the society's insignia and badge, the Golden Keys. This congress, held yearly in different member countries, has become a major feature in the Concierge calendar as an avenue to renew and make new contacts and share their experiences and ideas.

On 15 November 1972, at the 20th Int'l Congress in Mallorca, Spain UEPGH was renamed UIPGH, Union Internationale des Portiers des Grandes Hotels, thus making the Society of the Golden Keys a worldwide organisation. The Singapore chapter was formally accepted as the 24th member country at the 34th International Congress in Tel Aviv in 1986, making it the first Asian member. On 4 December 1993, the Singapore Chapter hosted the 41st International Congress.

Today, the Society's membership encompasses over 35 countries with over 5000 members.

The national chapters are self-governing, with their respective Presidents and Committees elected each or every two years depending on their individual constitutions. The international Association communicates through a bilingual review published quarterly and members gather at an annual world congress held in a different country. The Association publishes a Worldwide Members' list every two years listing names and contacts of all Les Clefs d'Or members.

The Singapore Chapter holds a monthly EXCO meeting and a bi-monthly General meeting as well as an Annual General Meeting with every alternating year being an election year. Key News, a Les Clefs d'Or Singapore publication, is published three times a year and we have over 120 members in eight Asian countries.

The aim of Les Clefs d'Or is to help improve and maintain the quality of service provided by the concierge staff in their hotels and to ensure that this little appreciated profession is given the

recognition it deserves. Whilst encouraging friendship and solidarity among its members, Les Clefs d'Or also teaches them to continually improve their professional skills.

Members are expected to be presentable, courteous, helpful, knowledgeable and experienced, preferably multi-lingual. They should also know how to advise guests and have the ability to cooperate and work alongside management for the benefit of hotel guests.

Les Clefs d'Or symbolises welcome smiles and dedication, and its members play an important part in the total success of international travel.

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