

NEWS RELEASE

NEW 5-STAR HOTEL TO BOOST MELAKA BUSINESS AND LEISURE TRAVEL

- *Hotel is a key component of Metrasquare, a fast-growing commercial and leisure hub*
- *Sheng Tai International aims to solidify their presence in the hospitality industry*
 - *Over 300 jobs to be created, spurring economic growth*

MELAKA, 6 MAY 2019 – The historic city’s appeal as a destination of choice for business and leisure travellers is expected to be strengthened further with the soon-to-open *Ames Hotel*, a 5-star hospitality enclave and city resort strategically located at Ayer Keroh, the gateway to the City of Melaka.

In celebrating the completion of the construction of the hotel, a topping-out ceremony was held recently and was graced by distinguished personalities including Dato’ Leong Sir Ley, Founder and Chairman of Sheng Tai International Sdn. Bhd. (Sheng Tai International); Jean Marc Laffose, Founder and Chief Executive Officer of Alorie Hospitality Sdn Bhd (Alorie Hospitality), Mr. Collin Tan, Director of Sheng Tai International, Mr. Nicholas S.C. Leong, Sales and Marketing Director for Sheng Tai International, Mr. Balachandran A/L Govindasamy, General Manager for *Ames Hotel*.

Scheduled to open in the second half of 2019, *Ames Hotel* is a member of LSL Hotel Group which is the hospitality arm of Sheng Tai International. The hotel will be managed by Alorie Hospitality, a well-established and experienced hotel management specialist with a portfolio of world-class properties across the globe.

Ames Hotel was built at the cost of more than RM200 million. The hotel will be part of the Melaka Trade Square, or Metrasquare in short, which is a 6-acre commercial development comprising a residential component called the Metrasquare Serviced Suites, a three-star premium hotel called Hotel Metrasquare, as well as retail lots, meeting and conference facilities, F&B amenities, as well as an upcoming Melaka historical gallery and art social space. Metrasquare will collectively serve to elevate the overall area, transforming it into a popular destination for commercial, work, entertainment and arts for the locals as well as international tourists.

Dato’ Leong Sir Ley of Sheng Tai, said, “The topping-out of *Ames Hotel* marks an important milestone for Sheng Tai International and our hospitality arm, LSL Hotel Group. We are solidifying our presence in the hospitality industry with a world-class hospitality showcase that



is managed by Alorie, one of the most proven and well-recognised hospitality experts in the industry.”

“In addition, today’s event reflects our dedication and commitment to the State of Melaka in strengthening its tourism, hospitality and property industries. *Ames Hotel* and the Metrasquare are yet another example of our successful turnaround and revitalisation of what was previously an abandoned development to become a commercially viable economic contributor to the State. All our buyers are equally happy with their completed properties and consistent investment returns.”

“Sheng Tai International will continue to embrace innovative ideas and industry best practices in order to deliver excellence to our investors and property buyers. Our customers can be assured that we have their interest at heart and our quality developments will be able to generate exciting returns on investments.”

“On our part, we are now globalising, with customers in the form of tourists and investors coming to Malaysia from all over the world via our very well-established property tourism efforts. We are also building The Sail mixed development in Melaka that has recently won several best iconic development awards, and recognised by the Chinese government as a key strategic development along the One Belt One Road route. Consequently, Sheng Tai International was invited to the Second Belt and Road Forum for International Cooperation for a signing ceremony with a major state-owned company recently,” she added.

“In tandem with Malaysia’s reaffirmation of its support for the One Belt, One Road masterplan, Melaka as a key hub for the Plan stands to gain tremendously from the influx of international tourists and investors. As such, *Ames Hotel*, which has been developed and designed with the discerning business and leisure travellers in mind, is poised to reap these benefits, energizing the economy in and around Melaka,” Dato’ Leong

Located just five minutes’ drive away from the Ayer Keroh toll off the North-South Expressway, *Ames Hotel* is also close to the Melaka International Trade Centre (MITC), government offices, hypermarkets and a host of tourist attractions such as Melaka Zoo and Night Safari; Melaka Bird Park; Wonderland Theme Park; Melaka Planetarium, World’s Bees Museum and Melaka International Trade Centre.

“In addition to aesthetics that are designed to exude contemporary elegance and luxury, our hotel features state-of-art technologies blended with real-world practicalities so that our guests can have a pleasant, restful and productive stay,” said Lafosse.

“Customer service excellence will also be our top priority. We are delighted to be employing and training some 300 employees from communities in and around Melaka in anticipation of the opening of *Ames Hotel*. Naturally, our operations will also benefit businesses in and around the area directly and indirectly,” Lafosse concluded.

Ames Hotel's lobby and guestrooms are designed by Orb Associates Sdn. Bhd, a young and innovative interior design consultant that has proven themselves in the industry for many years. The business hotel and city resort feature 302 guestrooms and suites housed in a 13-storey building with a Club Lounge offering exclusive benefits such as complimentary breakfast and all-day refreshments to hotel suite guests.

Hotel guests will have access to a myriad of hotel facilities including a swimming pool; kid's pool; 24-hour gymnasium; yoga studio; silk-road hammam spa, the only luxury spa in Melaka; rooftop moon bar and restaurants. There will also be a pillarless Grand Ballroom with a capacity of 800, one of the largest in Melaka, and ten (10) meeting rooms totaling 23,087 square feet. Food and beverages will be in charged by an international chef and delivered to perfection by a number of very experienced sous-chefs with international exposures.

Throughout the holy month of Ramadan, Ames Hotel will feature a delectable buffet fiesta themed Gemersik Selera Kampung at The Munch, all day dining outlet, featuring Malaysian and Western flavors. The dinner will be accompanied by live Ghazal performance. This Ramadan buffet will be available from 7 May 2019 to 1 June 2019, from 6.30 pm to 9.00 pm. It is priced at RM75 nett for adults and RM52 nett for children, between 6 to 12 years old, and senior citizen.

For more information on Ames Hotel, please visit <http://www.ames-hotel.com> or our Facebook page at <https://www.facebook.com/ameshotel>

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About Sheng Tai International Sdn Bhd

Sheng Tai International ("STI" / "The Group"), an award-winning developer, started its real estate agency services in 2012 and progress to what it is today through a series of transformation. The company was founded by Dato' Leong Sir Ley ("Dato SL Leong"), one of Malaysia's very first business women who single-handedly venture out of the country by setting up a significant network of real estate investment platform overseas.

The company has ventured into numerous cities in Hong Kong, Japan, Beijing, Shanghai, South Korea, Dubai and Seattle. At present, offices that are already in full operations are in Hong Kong, Shanghai and Japan, with plans to expand such operations to more cities in the near future.

Beginning with real estate agency services overseas, we now encompass Property Development, Hotel and Resort Ownership, Real Estate and Investment Services, Retail Management, Legal Services as well as Acquisition and Redevelopment.

The Group now has more than 500 personnel who are highly passionate and energetic, ensuring top quality services to our customers. The team is driven by strong corporate values that emphasise on integrity, professionalism and trustworthiness.

For more information about Sheng Tai International, please visit www.shengtaiinternational.com.



About Alorie Hospitality Management

Alorie Hospitality was formed in June 2011 offering an emotionally intelligent approach to hospitality. The word Alorie means 'ethical' in Sanskrit. This is the underlying principle of Alorie's operations, practicing values such as fairness, equality, learning, growth, creativity and originality. Its objective is to send "invitees" home with unworldly and emotive memories, not just remembrances.

Its Founder, Mr. Jean Marc Lafosse is a seasoned professional in hotel development, hospitality and real estate management within the Asia Pacific. He has managed several international hotel groups, namely Sunway Group, Centara Group of Hotels and Resorts, Park Royal Group of Hotels and Zinc Invision hospitality, for the last forty years with vast knowledge in managing multicultural work environments.

The company consists of a highly flexible team of Hotel Management specialists tailoring hotel management solutions specifically to the needs of the modern-day hotel developer and owner. With some of the most distinguished names in the industry at the helm of the company, Alorie is supported by a total of more than 100 years of hands-on experience in managing and expanding hotel properties.

The company has completed a number of Concept Development, Feasibility Studies, Technical and Pre-Opening projects in Indonesia and all across Malaysia. It has also acted as Owner's Representative for several listed companies in their development projects. The company is currently negotiating potential contracts in other cities all across Asia.

For more information on Alorie, please visit www.aloriehospitality.com

This press release is issued on behalf of: Sheng Tai International Sdn Bhd
For further enquiries, please contact **Tan Ming Huang** (from Sheng Tai International) at **016 295 4115** or **Margaret** (from Alorie) at **012 292 5757** or **I-Mae Liew** (PR Agency) at **012 383 5688**