



## **AWARD-WINNING SHERATON SUZHOU HOTEL & TOWERS OPENS NEW TOWER WING**



## UOL GROUP'S DINNER & DANCE

UOL held its Annual Dinner & Dance at Pan Pacific Singapore Hotel on 29th May 2009. Themed "Masquerade", Chairman, Board of Directors and invited guests celebrated the occasion with staff.

During the night, 12 employees received their long service awards ranging from 15 to 35 years from Chairman, Mr Wee Cho Yaw. Amongst the recipients were our Group Chief Executive, Mr Gwee Lian Kheng for 35 years of service and Mr Liam Wee Sin, our Chief Operating Officer who has been with UOL Group for 15 years.

In his speech, Mr Gwee urged all staff to continue to work and remain united in the face of the economic crisis. "I strongly believe we can overcome the challenges ahead together. Amidst the current downturn we must not lose sight of our vision to create value for our customers, shareholders and business partners and uphold our values of passion, innovation and team efforts. Let's take this opportunity to affirm one another and cheer our united efforts towards a better tomorrow," said Mr Gwee.

More than 350 employees from UOL Group, Pan Pacific Orchard Hotel and Pan Pacific Serviced Suites joined in the celebration and enjoyed the evening's highlights of UOL Idol Awards, Best Dressed contest, Superheroes and Lucky Draw prizes.







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- 1 Mr Gwee receiving award from Chairman
- 2 No prizes for guests at the VIP table.
- 3 Finalists of the beauty pageant
- 4 Fun and games for the children
- 5 Recipients of the Chairman and Board members' award
- 6 8 9 A night of fantasy
- 7 Winner of the beauty pageant receiving her prize





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...essing who's who at the  
...Best Dressed contest.  
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...ize from Mrs Tan.



Most Friendly GM - Mark Losi



Beautiful Smile - Michelle Isidro



Fashionably Dressed - Yusida Bte Daipi



Beautiful Eyes - Fatin Lee



Trendy Hairstyle - Pearly Lim



Smart Tie - Guy Owen

The inaugural **UOL Idol Awards** was one of the night's highlights and saw staff from UOL Group, Pan Pacific Orchard and Pan Pacific Serviced Suites vying for 6 categories. The categories were based on easily identifiable traits.

The 6 categories were:

- Most Friendly Assistant General Manager/General Manager
- Charming/Beautiful Smile
- Beautiful Eyes
- Trendy Hairstyle
- Fashionably Dressed
- Smart Tie

"The Idol Awards was mooted by this year's Dinner & Dance (D&D) organizing committee to engage staff in the Dinner celebration. What better way to get staff participation and have them excited about the D&D than a staff contest. The Idol awards definitely added to the buzz," said Paul Lee, chairman of the organizing committee.

Nomination round started a month before D&D night where fellow colleagues submitted names of those that fit each category. We received overwhelming response and nominees for each category were shortlisted based on the number of nominations received. This was followed by Voting round which lasted for another 2 weeks. Each staff was only allowed to cast one vote for each category.

Our IT department helped to set up a counter so that the votes submitted were tracked but kept confidential. More than 170 staff from UOL Group, Pan Pacific Orchard and Pan Pacific Serviced Suites participated in the voting.

After an intense round of voting, the winners were Mark Losi (Most Friendly GM), Michelle Isidro (Beautiful Smile), Fatin Lee (Beautiful Eyes), Pearly Lim (Trendy Hairstyle), Yusida Bte Daipi (Fashionably Dressed) and Guy Owen (Smart Tie). Each received a trophy, a bottle of wine and a \$20 food voucher from Mr Gwee, our Group Chief Executive.

## UOL'S MALLS STRENGTHEN THEIR NICHE POSITIONING

The two themed-malls, Velocity@Novena Square and United Square strengthen their positioning as a Sports Mall and a Kids Learning Mall respectively with high profile events and an array of family friendly initiatives.

### ASIAN YOUTH GAMES OFFICIAL MASCOT AND THEME SONG UNVEILED AT VELOCITY!

The official mascot and theme song of the inaugural Asian Youth Games Singapore 2009 was launched at Velocity@Novena Square in March 2009. Well-attended by representatives from the participating Asian countries, sponsors and supporters, the event opened with much fanfare with jazz dancing and singing performances by the young Singaporean talents from Crestar School of Dance. The Guest-of-honour, Mr Teo Ser Luck, Senior Parliamentary Secretary, Ministry of Community Development, Youth and Sports & Ministry of Transport also gave a spirited speech on the passion of sports and the importance of the Olympic values of excellence, friendship and respect.

Singapore's own talents, Selby Lian Kim and Nathan Hartono who also performed for the Singapore National Day Parade 2008, sang the Asian Youth Game theme song, entitled



'Asia's Youth, Our Future' with much gusto. It carried the message of hope, friendship and comity. The highlight of the event was the unveiling of the official mascot - a young

lion in sports jersey known as Frasia. The event ended with a simple Q&A quiz where some of the lucky shoppers went home with miniature soft toys of the mascot.

### FAMILY FRIENDLY SERVICES AT UNITED SQUARE



United Square launched a series of family friendly initiatives as part of its commitment

as a pro-family mall. Having obtained accreditation for the Pro-Family Business Mark in 2007 by Ministry of Community Development, Youth and Sports, concerted efforts were made to ensure the mall's infrastructure and services cater to the needs of the 3G (Grandparents, Parents, Children) family unit.

The new customer service counter shaped like a double-decker bus, is intended to interest and engage kids while their parents are making enquiries or redemptions. Regular kiddy activities were added to reinforce the play and learn concept. Since March, there are regular visits of the MOLLY Bus (mobile library) by the National Library Board, to promote good reading habits. Kids can watch popular edutainment programmes such as Hello Kitty, Hi 5 and The Backyardigans at our movie-screenings on the last weekend of each month. Parents can also sign up their kids for the McDonald's Red Pea Programme to promote family bonding.

The mall also launched a series of value-added services to provide a more wholesome shopping experience for the family. The first of its kind in any shopping mall, United Square tied-up with reputable brands to provide free baby diapers, milk powder sachets, and a range of magazines from health, furnishing, business to lifestyle. These partners are: Abbott, Fitti and publishers of LiveWell, Home Concepts, Singapore Business and Blu magazines. The complimentary items are obtainable from the customer service counter, including the loan of wheelchair and pram.

"Through the implementation of the above initiatives, we strive to maintain United Square's niche positioning as a Kids Learning Mall and The Place to be for families." says the General Manager, Marketing, Ms Dolly Lian.





## NEW TOWERS WING AT SHERATON SUZHOU

Award-winning Sheraton Suzhou Hotel & Towers opens its new Towers Wing comprising 99 luxurious deluxe rooms and suites. Complementing the existing hotel with a balanced infusion of traditional Chinese architecture and contemporary design, the new Wing captured the architectural essence of the Suzhou garden such as the open courtyards, flowing rivers, poetic Chinese landscape and an intimate sense of proportion.

Located within the conservation zone of Old Suzhou City near the old Pan Men, the hotel is near the Auspicious Light Pagoda (Rui Guang Pagoda), one of the key tourist attractions built during the Three Kingdoms period. The design proposal respected the Pagoda by creating an axial opening, picturesquely framed by the hotel buildings, so that the historical Pagoda can be enjoyed directly from the main street.

While the new site is near the Pagoda garden, it was not entirely favourable as most of its views were blocked by immediate neighbouring buildings. The Architect ingeniously turns this constraint to its full advantage by cleverly deploying the traditional courtyard concept.

This concept was celebrated in the rooms of the four-storey new Towers Wing. Most guestrooms enjoy exclusive open-to-sky garden offering maximum privacy, daylight and fresh air. Not only does it present a private and serene environment for guests, it also increases the sense of depth for the guest room by bringing the landscape visually into the room and hence increasing its spaciousness. The top-floor suites are welcomed by a generous courtyard garden at the entrance connected to the living room; the mezzanine-floor bedroom is complete with open-air jacuzzi on a cantilevered pavilion overlooking the scenic courtyard.

The design of public spaces skillfully demonstrated the traditional spatial hierarchy and sense of proportion. The overall result is a stunning contemporary design embodied with the richness of traditional Chinese Architecture; the experience encapsulates the spirit of Suzhou's deep-rooted culture and is memorably poetic.

