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THE INTERNATIONALS



PAUL TCHEN

The Pure Peninsula Aristocrat

With life experience in France where he was born as well as education experience at the United States since he was 12, he developed a good understanding of cross-cultural communication which contributed greatly to his working life in the future.

Paul Tchen was born in Paris and moved to the United States at the age of 12. After his graduation from The California State Polytechnic University with a bachelor degree in Hotel and Restaurant Management, he joined The Peninsula Beverly Hills in 1991 as Purchasing Manager and shortly afterwards relocated to Hong Kong in 1992 as the Peninsula Extension Operations Coordinator.

In the next few years, Paul Tchen served as various roles in the Front Office and Food & Beverage departments before being appointed Food & Beverage Manager of The Peninsula Hong Kong's eight restaurants and two retail shops in 1998. Later on, he got several

promotions within a short period, first as the Executive Assistant Manager (Food & Beverage) and then as the Regional Operations Development Manager.

In January 2004, Paul Tchen was appointed Vice President and in 2007, he was promoted to General Manager, Operations Planning and Support. In this new position, he was mainly in charge of facilitating the development of newly developed Peninsula hotels in Tokyo and Shanghai and enhancing the prestige of The Peninsula as an international market leader. By introducing enhanced products and services group-wide, including a new range of branded merchandise through Peninsula Merchandising Limited at shops throughout Asia, Paul Tchen has been leading the group well on the way of becoming one of the most influential luxury boutique hotel brands in the international arena.

Due to his outstanding contribution to The Peninsula and the hospitality industry, Paul Tchen has won many

weighty awards, including the prestigious "Young Hotelier of the World Award" in Mexico City by the International Hotel Association and Hotels Magazine and "Distinguished Alumnus" by the School of Hotel & Restaurant Management of The California State Polytechnic University. In July, 2008, he was appointed the General Manager of The Peninsula Shanghai, the ninth prestigious hotel within The Peninsula group.

THE POSITION OF PENINSULA SHANGHAI

Peninsula Shanghai is one of the most famous hotel properties of The Hongkong and Shanghai Hotels, Limited (HSH), a holding company listed on the Hong Kong Stock Exchange. Incorporated in 1866, HSH is an international enterprise with the business mainly dealing with ownership and management of prestigious hotel as well as commercial and residential properties in key destinations in Asia and the USA.



HSH is the legend of The Kadoorie family. HSH's story began when Sir Elly, the founder of the group, purchased shares in The Hongkong Hotel Company, Limited in 1890. With the relentless efforts of The Kadoorie family, HSH became one of the oldest and biggest hotels spreading across the world including Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Bangkok and Manila. In honour of the The Kadoorie family, the famous restaurant of the Peninsula is named after Sir Elly Kadoorie and Sir Elly's wife Lady Laura and Sir Elly's younger son, Sir Horace are also honored in the naming of the most splendid of the six VIP rooms. Now Sir Elly's grandson has served as the Chairman of HSH since 1985.



The opening of The Peninsula Shanghai in 2009 marks HSH's return to Shanghai root, where it operated four of the city's premier hotels – The Kalee, Majestic, Palace and Astor House in the first half of the last century. Located at Shanghai's No. 32 the Bund where the former British Consulate was established, The Peninsula Shanghai is built in the style of a noble residence of the 1920s and 30s, reminding people of the good old days of Shanghai as "the Paris of the East".

A blend of Art Deco features with subtle Chinese influences has been faithfully recreated in the 235 superbly appointed guestrooms and suites. Exotic woods, imported stones, black lacquer, carved glass and accents of polished chrome combine to create a luxurious environment where design meets functionality, and Art Deco meets technology. Four themed suites - The Astor, Majestic, Palace and Peninsula Suites are the epitome of gracious living, with outdoor rooftop terraces and breathtaking views of the Bund and Pudong's futuristic skyline. Just as what the General Manager Mr Paul Tchen says, the design concept of The Peninsula Shanghai is to integrate Peninsula's heritage with modern Shanghai in this golden age of travel.

THE PENINSULA TRAVEL EXPERIENCE

Following the practice of The Peninsula Hotel in Hongkong and Beijing, Peninsula Shanghai introduces "A Tale of Three Cities" which aims to bring back the glamour in travel; luxury experiences at each hotel include accommodation, cultural, culinary and spa activity modules. The exclusive "Epic Tale" is featured by Peninsula Suite accommodation and a host of benefits whereas the more value-driven "Classic Tale" programme offers a range of distinctive advantages for the China traveller. Both programmes include The Peninsula Academy, with its unique selection of heritage, culinary and lifestyle activities created to give guests a taste of Chinese culture.

DININGS POSSIBILITIES

When it comes to dining at The Peninsula Shanghai, The Yi Long Court restaurant, which provides signature Cantonese dishes prepared by the Michelin Star winner chef Chi Keung Tang, is rather attractive. The specialty tea counter, Chinese Chefs' Table and seven private dining salons, all together revives the lofty elegance of a rich 1930s merchant's residence. Here, guests can enjoy a wide range of mouth-watering dishes such as Pan-fried Scallops Stuffed with Minced Shrimp in Black Bean Sauce, Braised

Sliced Abalone with Sea Cucumber and Diced Beef with Sliced Garlic in Honey Sauce.

Compared with The Yi Long Court, the rooftop Sir Elly's Restaurant mainly serves excellent western dishes and wines. The internationally acclaimed French Chef Arnaud Berthelier brings his own exceptional brand of French-inspired modern European cuisine to Sir Elly's Restaurant, Bar and Terrace. A la carte and tasting menus showcase the freshest ingredients of the finest quality, organically sourced where possible.

As for those who have a preference for afternoon tea, the Lobby is an ideal place to go. With its understated décor of celadon green and ivory, the triple-height ceiling and stunning 3-D effects of the two giant murals, 18-piece big band transports dancers accompanied with Shanghaiese musical classics, The Lobby brings back the flair and gracious elegance of a bygone era in the 1920s. Here, guests can enjoy a wide range of delicious snacks such as finger sandwiches, scones, cream and jam, cakes and pastries as well as an extensive selection of Peninsula teas accompanied by the melodies of the Peninsula Band - Moon Dance.

NIGHT LIFE



In terms of night entertainment, Salon de Ning, a lounge named after a famous international hostess and celebrated Shanghai socialite Madame Ning in the 1930s, provides the right place to go. It is based on the style of the traditional Shanghainese house named "Shikumen" meaning "stone gate house" in Chinese. With purple velvet and scarlet leather armchairs, dark timber floors, gramophones, antique wooden daybeds and surprising art collections, Salon de Ning creates an enchanting 'clubby' lounge atmosphere which is quite similar to an elegant drawing room in a private residence in Shanghai in the 1920s. In addition, four private alcoves named Azure, Indian, L'Atelier and Cinema, signature drinks such as Rose cocktail and purple paper pyramid of mauve, as well as dancing or relaxing music provided by DJ, all together contribute to the perfect reappearance of the glamour of Shanghai's social club in the 1920s.

The Peninsula Shanghai is also poised to become Shanghai's premier location for various events, such as meetings, small conferences, seminars and launches. The Rose Ballroom, which provides a range of five meeting rooms, state-of-the-art audio-visual systems, and exquisite food and celebrated Peninsula service, can ensure that each event is memorable

for all the right reasons. According to the General Manager Mr. Paul Tchen, The Peninsula Shanghai is committed to delivering the perfect mix of efficient organization and relaxed elegance complemented by legendary Peninsula service to ensure the success of various meetings and business functions.

In addition, The Peninsula Shanghai is also on the way to become one of the most popular sites for wedding celebrations. Complete with beautifully designed private reception rooms, the hotel's wedding offerings ranging from the classic and traditional to modern, a magnificent Rolls-Royce fleet and impeccable Peninsula service, The Peninsula's wedding specialists will be delighted to guide every potential couple to ensure that everything is running to perfection: from the floral decorations, the menu, beverage selection, the lighting and background music, to the place cards, programme flow, sound system, entertainment, logistics of moving guests and so on so as to create for a wedding day to remember forever.

SHOPPING PARADISE

With the opening of the Peninsula Arcade on 1 July 2010, The Peninsula Shanghai is well on the way of becoming the shopping paradise in Shanghai. The two-storey, 7,000 sq m

Peninsula Arcade is the home to 24 exclusive brands, among which Chanel and Berluti have both chosen stores at The Peninsula Arcade to become their brand flagships in China, and Graff has made The Peninsula Arcade in Shanghai its debut mainland China location. In addition, The Peninsula Shanghai offers shoppers an exquisite menu of additional services, ranging from world-class gourmet restaurants, chic cocktail bars to becalming spa treatments.

Apart from Peninsula Arcade which mainly deals with international brands, The Peninsula Boutique will offer Peninsula-branded gifts including the celebrated Peninsula Chocolatier chocolates and Peninsula Connoisseur teas, cookies, Champagne and wines, the renowned XO chilli sauce and gift suggestions that are unique to The Peninsula Shanghai. Adding to the already lavish product range, fashionable PVC bags and sturdy mugs with the famous and much-loved signature Peninsula teddy bears are also available.

WELLNESS AND HONOURS

The Peninsula Shanghai is also famous for the spa, which is a cooperated project between The Peninsula Hotels and renowned international spa consultancy ESPA. It boasts of nine treatment rooms, with a cool navy and white nautical theme, complement the sauna, steam and relaxation rooms. Among them, seven treatment rooms offer adjustable heated beds and a choice of four channels of mood music and lighting. Each has heated caddies for hot stones and towels.

The unique ESPA approach combines Oriental, Ayurvedic and European techniques which are delivered by professional and experienced therapists. It also introduces many new treatments which is unique to The Peninsula Shanghai, among which Bamboo Harmoniser Massage uses bamboo to stimulate the body's flow of Qi energy whereas The Oriental Thermal Infusion features a warm





herbal poultice of traditional Chinese herbs, rolled over the body's energy centers to free trapped energy and ease tired muscles.

The Peninsula Hotel Shanghai is also reputed for its breathtaking indoor heated swimming pool, complete with Art Deco fireplace. With a length of 25m, a width of 7.5m and a depth of 1.35m, the pool is comfortably big enough for swimming laps. Apart from the swimming pool, The Peninsula Hotel Shanghai also boasts of a well functioning Fitness Centre. With the latest Life Fitness gym equipment, including comprehensive free weights, treadmills, cardiovascular equipment and fit balls as well as built-in TV and audio visual facilities in all machines, the Fitness Centre provides an ideal resort for body building. In addition, personal trainers are available to advise and give individual guidance to guests.

Under the management of Paul Tchen, The Peninsula Hotel Shanghai, though a newly founded hotel within the HSH

Group, has obtained many famous honors and awards, for instance, "Best Hotel in Shanghai", "Top 50 Best Business Hotels in Greater China", "2010 Best New Arrivals in Shanghai", "Most Desirable Brand amongst Business Elites", to name just a few.



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