

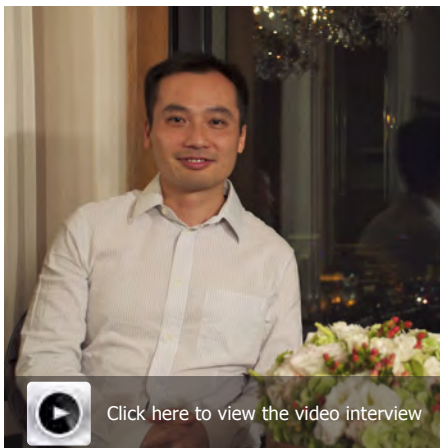


The New Gem on the Bund

Les Suites Orient Au Bund Shanghai

Les Suites Orient Hotel was a joint venture by Shanghai International Port Group) Co., Ltd and Pen Holdings. The former is the largest port enterprise in China as well as a transnational enterprise mainly dealing in wharf and container. The latter is a multinational enterprise which owns and operates Pen Holdings USA, Pen Holdings Taiwan, TPV Technology, and Orient Golf International with business ranging from coal mining, cotton, lumber, real estate, securities to others.

As the main investor of Les Suites Orient Hotel, Pen Holdings boasts of many famous enterprises including the only Chinese American owning coal mining company in the United States and world's second largest computer monitor manufacturer in the world.



[Click here to view the video interview](#)

The huge success achieved by Pen Holdings Inc. is the joint efforts of many professionals. Among them, Pan Zhongguang, a man in his forties with three bachelor degrees in Computer Engineering, Industrial management and economics respectively from Carnegie-Mellon University, and a MBA degree from Vanderbilt University, plays an important role in the development of Pen Holdings Inc. By taking advantage of his previous working experience in GM, US Telecom Ltd., and Siemens, he

founded the Orient Golf International Ltd., one of the most important business enterprises in Pen Holdings.

Under his management, Orient Golf develops rapidly and becomes the only professional golf course chain developer and operator in the Greater China region, operating in Beijing, Taipei, Xiamen, Wuhan, Wenzhou, Zhuhai, Dalian, Ningbo, and Shanghai. Quite different from the luxury layouts and high consumption of golf courses, Mr. Pen adopts a white collar-oriented approach, aiming to popularize the game within the reach of Chinese executives on the rise rather than only those who already have arrived. Also, compared with other golf courses which always include real estate as part of their business, Mr. Pen chooses unconventional sites for his golf courses such as abandoned steel mills and pig farms to reduce cost. In addition, based on his experience at his family's U.S. coal mines, he designs his courses himself.

At present, Mr. Pen is committed to developing golf professionals. With his relentless efforts, his business is well on the way to become one of the most influential golf course chains in China. Since 2004, Orient Golf has operated the Orient Masters Tour, staging four or five tournaments for women a year including the national championship the "Orient China Ladies". And this year, Orient Golf is expected to operate the new China LPGA Tour with seven events.

Besides golf course development, Mr. Pan is also actively involved in other businesses under Pen Holdings Inc. For instance, he is a major investor for Les Suites Orient Hotel, the only boutique hotel on the famous Expo. of World Architectures of Shanghai. Though he does not manage the hotel directly, he

appreciates the management philosophy of Les Suites, which pays great deal of attention to the originality of design and service as well as technology and facility innovation and upgrading.

With the quality and customer oriented approach, Les Suits witnessed rapid development in the past 10 years. It established the first boutique Da-An Hotel in 1999 in Taiwan, then Ching-Cheng Hotel in 2002 in Taiwan, and later the Les Suites Orient in Shanghai in 2008. Behind its success, the contribution of Mr. John Liu, who has more than 20 years' successful experience in the hospitality industry, is remarkable. Though starting from the lower post as a clerk, he worked very hard on whatever he did, and was promoted to restaurant manager to Sesame Hotel Manager and finally, General Manager to several hotels.



[Click here to view the video interview](#)

He set up Les Suites Hotel Group as the position of Chairman in Taiwan. Under his management, Les Suites became the only hotel in Taiwan being selected by both the New York Times and New York Magazine as the best boutique hotel in Taiwan. His contribution to the hotel industry is also highly recognized by the experts in this field. For instance, "Les Suites Mobile Life" innovation which enables guests to enjoy the hotel in-house service everywhere they go has won him unanimous praise from the Taiwan Tourism Bureau.