

Michael Sengol New Chief Operating Officer For Millennium & Cophorne Hotels  
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Millennium & Cophorne (M&C) Hotels plc announced the appointment of Michael Sengol as its Chief Operating Officer.

The announcement comes following the recent release of third quarter and nine months results that posted strong growth for hotel revenue particularly in London, New York and Singapore.

Michael was seconded to his new role from his August 2006 appointment as the M&C Hotels plc's Executive Vice President for Asia Pacific. As M&C Hotels' new Chief Operating Officer, he is tasked with the overall accountability of driving business profitability, standards, operations, and the development of M&C brands particularly in Europe and Asia.

Mr Kwek Leng Beng, Chairman of M&C Hotels plc, said, 'Michael's effectiveness at developing relationships with guests and business partners, and his keen understanding of the business and our brands are among the factors that have substantially impacted our decision in appointing him to this key role.'

'With the markets of Europe and Asia exhibiting such exciting momentum, we are confident that Michael is capable of spearheading our hotel business in these regions. Michael's consistent focus on implementing revenue maximising practices and tapping multiple distribution channels has worked to the benefit of incremental growth in his past and current assignments within the Company. We are certain that his experience will be pivotal for M&C's continued expansion,' added Mr Kwek, who is also the Executive Chairman of Hong Leong Group Singapore. Hong Leong Group is the parent of City Developments Limited (CDL), which in turn holds a 52% stake in M&C Hotels plc.

An internationally seasoned hotel operator, Michael's career in the hospitality industry spans more than 30 successful years in Asia Pacific. His dedication to the highest standards in hotel management and operations, and his proven expertise have taken him to key assignments with the world's most renowned hotel companies, managing hotels and serviced suite properties in countries such as the Philippines, Singapore, Thailand, Australia, Taipei, Guam, Hong Kong, and China.

Michael's strengths lie in innovative expense management to enhance revenue opportunities, managing owner relationships, strategic brand management, pre-opening hotels, and people development.

Prior to joining the M&C in August 2005, Michael was Director for Operations for one of the world's largest hotel companies, driving business results for a cluster of 14 properties. In this capacity, he was recognized in 2004 for his outstanding contribution and was conferred numerous citations including Outstanding Marketing Innovation Award; Best Hotel Leadership of the Year Award; Most Outstanding Achievement in Implementing Core Values; People Development Award - Asia Pacific; and Most Profitable Hotel Award.

Despite his busy work schedule, Michael is also an avid sportsman. Celebrated as one of Singapore's all-time "Walking Greats," Michael held the national record for race walking from 1970 to 1976. As part of the Singapore National Race Walking Team, he participated in the 7th South East Asia Peninsular Games (now SEA Games) in 1973 and broke the national record for the 20-kilometre trek.

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