

# Les Clefs d'Or, Singapore

The Society of the Golden Keys of Singapore

celebrations



Dear Members and Friends,

Happy Silver Anniversary Les Clefs d'Or Singapore. My career in the hospitality industry has run parallel with the Society from her founding days. I remember my first introduction to her during my trainee days in SHATEC, when a certain Mr Jerry Soh came to our class with his team and introduced us, young, impressionable future hoteliers, to the World of Les Clefs d'Or. I was awestruck. Jerry, Thank you.

No words, no superlatives can fully describe Jerry's drive and passion for the Society, building it up from just 6 members, the core founding team. The energy put in was tremendous. We gripe now about how technology is giving us information overload, imagine the challenges then where a long distance phone call was the quickest mode of telecommunication and would have cost you an arm, a leg, and then some, with telexes being the alternate mode.

Les Clef d'Or Singapore, at 25 is at a crossroads. Where do you want her go from here? The ideals that Jerry and his team still ring loud and true. The support that he had was just phenomenal when he started out. From the General Managers, Hotels, the Singapore Hotel Association, STB (then known as STPB) and so on. The effort put in by them was recognized and reciprocated.

We, in our profession as Concierges, have built up lifelong ties with colleagues, guests and in the industry. We are thankful for these strong ties and despite some stumbles along the way, thank you for staying with us and staying true to our motto, 'Service through Friendship'.

25 years down the road, we are no longer 'The little Know Profession', we are now a 'Better Known Profession', we have had new members coming onboard, with fresh ideas and new perspectives on the profession. Some of our roles have evolved and expended. Clear examples of how, while technology had advanced, the role of the Concierge will always be, first and foremost, Custodians of Experiences, something that machines and software will never be able to fully provide for.

Lets look ahead, be forward thinking, what else is there for Le Concierge. What else can we contribute to the Society, your respective Hotels and the overall Tourism industry?

My heartfelt thanks to Aris and his dynamic team of the next generation on the fantastic work and tremendous effort in the organization of this milestone event and to our friends from abroad, a warm welcome to Singapore.

To the Next 25 Years!!!!

Vive Les Clefs d'Or

A handwritten signature in black ink, appearing to be 'Ian Tan'.

**Ian Tan**  
Vice President, Les Clefs d'Or Singapore  
St Regis Singapore