

# BEIJING



The 337-room InterContinental Beijing Beichen will benefit from being the only five-star hotel on the Olympic Green

## POST-OLYMPIC BOOM TOWN

The meetings and incentive industries are ready to reap the rewards of the Beijing Olympics. By *Kristina Pérez*

### INTERCONTINENTAL BEIJING BEICHEN

The only five-star hotel on the Olympic Green, the InterContinental Beijing Beichen is next to the centrepiece stadia, such as the 'Bird's Nest' and 'Water Cube'.

The property is a 25-minute drive from the Beijing Capital International Airport and ten minutes from the Zhongguancun Science Park in the Haidian District.

There is 1,600 sqm of meeting space including the main ballroom and five multipurpose meeting rooms with state-of-the-art audiovisual equipment that will serve as the Press Centre during the Olympic Games.

There are 337 guestrooms including 42 suites that have independent working areas for business travellers, WiFi and 24-hour assistance.

### PARK HYATT BEIJING

The Park Hyatt Beijing brings new luxury to the CBD – a 30-minute drive from the airport – by incorporating Eastern aesthetics into a sleek, contemporary design.

Open in time for the Olympics, the



Statesman Hall...St. Regis

property has 2,300 sqm of meeting space, including a 1,220 sqm pillarless ballroom that can accommodate up to 1200 guests. A heavy-duty elevator can deliver showcase cars directly into the ballroom for fashion shows and product launches.

Next door is The Gallery, with 550 sqm of event space for exclusive, high-profile events. In addition there are eight meeting suites on levels 61 and 62 with a bird's eye view of Beijing.

The hotel has 237 deluxe guestrooms, including 18 suites. Geared for the business traveller they feature a workstation equipped with enhanced lighting, wireless internet, dual-line telephones and international power outlets.

### WESTIN BEIJING CHAOYANG

Located in the Chaoyang District, close to the city's embassy district and the Sanlitun nightlife area, the Westin Beijing Chaoyang is a 25-minute drive from the international airport.

The hotel has two ballrooms: the 720 sqm Jinmao Ballroom, with a maximum capacity of 600 guests, and the smaller Chaoyang Ballroom. There are a number of meeting rooms and a dedicated concierge is on hand to provide technology and catering support.

Opened last month, the property has 550 rooms with a minimum guestroom size of 40 sqm, which makes them some of the biggest in the area.

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## FOUR POINTS BY SHERATON BEIJING, HAIDIAN

Opening this summer, Four Points by Sheraton Beijing, Haidian is in the same region of the city as famous universities and technology parks, and is also within easy reach of the Summer Palace, Olympic Green and sections of the Great Wall of China.

The hotel has 1,560 sqm of event space for groups of up to 850 people, including the elegant 720-seat Yongtai Grand Ballroom. There are seven other function rooms that can accommodate up to 50 people.

There are 355 guestrooms and 177 serviced apartments at the property featuring contemporary design, an LCD flat-screen TV and high speed internet access.

## CROWNE PLAZA SUN PALACE

The newly opened Crowne Plaza Sun Palace is in the developing Taiyanggong district, a ten-minute drive from the Olympic Green and a short distance from the airport on the Airport Expressway.



Elegant...Grand Hyatt

The 540 guestrooms and suites here meet the property's profile as a global business hotel. The Sun Palace provides a 'Meeting Success' service that includes a Crowne Meetings Director as your single contact point, a 'daily meeting debrief' with your director and tailor-made meeting menus and kits.

## SOFITEL WANDA BEIJING

The Sofitel Wanda Beijing is located at Wanda Plaza in the CBD between the Third and Fourth Ring Roads with easy access to the airport and tourist landmarks.

The grand ballroom on level 7 is one of the biggest in Beijing with a capacity of 1,000 guests for a cocktail party, 1,250 guests in theatre style and 850 diners in banquet mode.

There are nine function rooms named after famous Parisian landmarks – including four enjoying natural light – that can



JW Marriott Hotel Beijing has a grand ballroom that can fit up to 1,100 people reception style



Stylish...Ritz-Carlton

accommodate from 15 to 190 people. Complimentary WiFi and Ethernet is available in all meeting spaces.

There are 417 guestrooms, including 63 Club Sofitel rooms that include complimentary breakfast in the Club Lounge, which has three meeting rooms.

## FAIRMONT BEIJING

The first Fairmont in mainland China is due to open in the third quarter of the year and promises to set new standards for luxury events.

Located in the CBD near the China World Trade Centre and Jianwai SOHO mixed-use development, the Fairmont will have 235 rooms. With a capacity of 120 people in theatre style, the property will target smaller meetings and events, including incentive markets.

A singularly unique feature will be its theatre housed in a sky bridge. The

multipurpose theatre is designed for concerts or private screenings and should become a top venue for presentations, productions and product launches.

## ST. REGIS BEIJING

The St. Regis Beijing has reopened in time for the Olympics after multimillion-dollar renovations. There are 258 guestrooms here, including 102 suites that benefit from St. Regis' 24-hour butler service.

There is 1,220 sqm of meeting and function spaces including the Great Hall that holds 350 people for a cocktail reception, the Statesman Hall that accommodates 220 for cocktails and the Diplomat Hall that can handle 80 guests in buffet mode.

There are also a number of boardrooms that can seat as many as 12 executives and the 6,000 sqm St. Regis Garden.

## RITZ-CARLTON BEIJING, AND JW MARRIOTT BEIJING

The Ritz-Carlton Beijing and the JW Marriott Beijing are an integral part of the China Central Place Development in the heart of the CBD.

These two connected hotels offer different facilities and styles to suit any taste. The Ritz-Carlton has 305 guestrooms, while the JW Marriott provides 588 contemporary guestrooms.

The grand ballroom of the JW Marriott can hold up to 1,100 people reception or theatre style, while the Ritz-Carlton's ballroom holds up to 550 people in theatre style.

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## Beijing's newest event spaces

The city's new venues for off-site cocktail functions, theme dinners and product launches

### DAVIDOFF LOUNGE

[www.ritzcarlton.com](http://www.ritzcarlton.com)

Recently opened at the Ritz-Carlton Beijing, the Davidoff Lounge has a bar and four private rooms named after famous cigar brands – Avo, Zino Platinum, Winston Churchill and Davidoff.

High-profile connoisseurs, including Jackie Chan, are regular patrons enjoying the opulent ambiance here. It is a venue for impressing important clients and entertaining VIPs in style with cocktails and live entertainment.

### CHINA DOLL CLUB

[www.chinadollclub.cn/en](http://www.chinadollclub.cn/en)

One of the hottest club openings this summer, the China Doll Club is next to the new Swire development in Sanlitun. It has become the location for stylish product launches and VIP parties.

Shanghai-born, Los Angeles-bred actress/producer Ai Wan is the creative force



### Eco-resort...Red Capital Ranch

behind the club. There are bars and lounge and club facilities, including VIP rooms, for hire.

### RED CAPITAL RANCH

[www.redcapitalclub.com.cn](http://www.redcapitalclub.com.cn)

For an extraordinary day trip, try Beijing's

only eco-resort. The Red Capital Ranch is a restored Qing Dynasty-era stable about an hour's drive outside of Beijing where visitors can go horseback riding and dine al fresco.

The Tibetan Tiger Lodge and Warlord's Room are decorated with interesting memorabilia and offer a selection of fine wines and cigars.

The Red Capital Ranch specialises in Zhongnanhai cuisine, the blend of Imperial cooking and hearty dishes favoured by mainland China's leaders and named after the government's inner headquarters.

### PEOPLE 8

Tel: +86 6515 8585

This chic, dimly lit restaurant serves deliciously innovative Japanese-Chinese fusion food. The atmosphere is private and rather magical: diners eat surrounded by hundreds of bamboo trees, their tables spotlighted from above, and the bar is adorned by a line-up of coloured bottles.

### Venue Focus

## Beijing reveals its Olympic-sized improvements

With the 2008 Beijing Olympic Games just around the corner, the city has benefited from improved infrastructure and a brand new international convention centre.

### CHINA NATIONAL CONVENTION CENTRE (CNCC)

The Olympics has been the impetus for the construction of the first world-class convention centre in Beijing.

The China National Convention Centre (CNCC) is due to open ten months after the end of the Games. During the Olympics CNCC will serve as the main press centre for both domestic and international journalists, as a broadcasting centre and as the site for the fencing and shooting competitions.

It is located next to the iconic



### CNCC is located next to the iconic Bird's Nest

'Bird's Nest' National Stadium, National Aquatic Centre and the InterContinental Beijing Beichen hotel.

Once refurbished, the plenary hall will seat up to 6,000 people while the grand ballroom can accommodate up to

3,500 people inside a total exhibition space of 24,000 sqm.

There are about 100 meeting rooms scheduled to be built on-site. The CNCC was designed with several environmentally friendly features, including rainwater recycling.

### MAJOR INFRASTRUCTURE DEVELOPMENTS

To prepare for the Olympics, Beijing has invested heavily in infrastructure including the long-anticipated Terminal 3 at Beijing Capital International Airport.

Designed by Sir Norman Foster, the terminal went live at the end of March. It will ease travel at one of the busiest airports in the world with 1,100 flights daily and nearly 55 million passengers annually.

Also easing Olympic congestion is the Beijing Dongzhimen Airport Express Rail that departs from Terminals two and three every ten minutes. Trains take 16 minutes to reach the centrally located Dongzhimen Transit Hub on the Second East Ring Road.

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The aim of the seminar was to introduce the famed foods of the southern United States to Chinese chefs

## Cook-off causes a stir at InterContinental Beijing

More than 40 chefs from around the globe took part in a two-day competition to promote southern US cuisine

**Event** New Orleans Chef Cooking Competition

**Venue** Xi'An Ballroom, InterContinental Beijing Financial Street

**Group Size** 120 people

**Organiser** Agricultural Trade Office Beijing, US Embassy

**Date** April 11

### THE BRIEF

The aim of this two-day Chef seminar was to introduce southern US food to Chinese chefs through the participation of over 40 chefs from various hotels, organisations and restaurants.

The Agricultural Trade Office wanted to promote and familiarise the Chinese audience with US cuisine and agricultural products in time for the Olympics.

On the third day, eight chefs were selected to participate in a three-hour cooking competition to test their new-found

knowledge of New Orleans cuisine with the themes 'cold dish with Alaskan seafood as the main ingredient' and 'hot dish with US pork as the main ingredient'.

### CHALLENGES

The cook-off started at 3pm but there was a meeting held in the same venue from 11am to 1.30pm so the biggest challenge was to set-up everything within a tight window.

Adhiyanto Goen, assistant manager, marketing communications says: "ETG Staging Connections, the in-house audiovisual partner at the event, are practically my one-stop-shop for presentation and technical issues, so I can focus on the programme and after-event analysis."

### EXECUTION

There were two project managers assigned to organise the event by the InterContinental Financial Street. In advance of the event day

itself, they needed to organise the programme, invite and brief the judges and chefs as well as source the cooking materials and ingredients from their sponsors, such as meat from United Beef and Pork Association and wines from the California Wine Institute.

During the competition it was necessary to split the chefs into two groups as it is not possible to set-up a live cooking station inside the ballroom. One team of chefs presented the cold dish in the ballroom while the other team used the backhouse kitchen to prepare the hot dish, and then they switched. Everything was timed for a perfect presentation and tastings of the food.

The competition resulted in a three-way tie between Chef Yu Meisheng from Wish restaurant, Chef Chen Zhen from Huo Gong Mexican restaurant and Chef Robin Su from InterContinental Beijing Financial Street's Monsoon restaurant.

Ray Nagin, the mayor of New Orleans was also on hand to taste their culinary creations.

### VERDICT

"It turned out to be quite a delicious event," says Adhiyanto Goen of the InterContinental Financial Street. LaVerne E. Brabant, director of the Agricultural Trade Office, was very pleased with the event, the food and the programme. There is sure to be Southern Fried Chicken on the menu in Beijing restaurants very soon. ■