

Games the key to fostering ties

Olympic-style event to promote solidarity among concierges

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IN WES Anderson's movie *The Grand Budapest Hotel*, there is a reference to a Society of the Crossed Keys, which revealed that concierges are really more than just the people who carry your bags.

Malaysia has its fair share of prestigious concierges and they come together in what is known as the Society of the Golden Keys Malaysia.

The society, also known as Les Clefs d'Or Malaysia, held its first bi-monthly meeting of the year with over 70 guests in attendance, comprising its members, hoteliers, vendors and friends of the hotel industry.

Hosted by the newly opened Frasers Residence Kuala Lumpur, updates of the International Les Clefs d'Or activities were shared by Les Clefs d'Or Malaysia president and Prince Hotel and Residence Kuala Lumpur chief concierge K. Ragu.

Ragu said the society was in the midst of discussions with Tourism Malaysia and the Malaysia Convention & Exhibition Bureau to organise and host the Asian Solidarity Games.

This is an Olympic-styled event that aims to promote solidarity and friendship through sports and games among Les Clefs d'Or concierges within the Asian region, inclusive of Australia and New Zealand.

Ragu also said this motion would be presented to the Union Internationale des



Warm greetings: Fraser Residence Kuala Lumpur front office manager Kenny Tan welcoming guests.

Concierges d'Hotels (UICH) Les Clefs d'Or board of directors at the upcoming 62nd UICH International Les Clefs d'Or Congress, to be held in Mendoza, Argentina in August.

Another highlight of the meeting was the investiture ceremony by Prince Hotel and Residence concierge R. Kumar, who was upgraded from adherent membership to the Les Clefs d'Or full keys status.

He was presented with his own set of golden keys by Ragu.

After the meeting, members of Fraser's sales team took the guests on a tour around the residence before ending the day with a cocktail hosted in the Executive Lounge on



Proud members: (From left) Society of the Golden Keys Malaysia honorary secretary and GTower Hotel chief concierge Mohd Shahrom Masa'an, Fraser Residence Kuala Lumpur general manager Michael Lee, Ragu and Sharezal.

the 21st floor.

The Society of the Golden Keys Malaysia has been around for 15 years with 24 out of 50 members holding the full set of keys.

According to their head of public relations and The Majestic Hotel Kuala Lumpur director of concierge Sharezal Abdul Wahid, not many are able to successfully fulfil all the necessary steps to be a Clefs d'Or concierge.

Membership to the society is by invitation only as bearers of the keys must be well-established in their own property as well as in their network of associates.

Today, some hotels make it a requirement to have at least one Clefs d'Or member in service because the golden keys are recognised worldwide as an assurance of quality service.

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