



EXPANDING and GROWING YOUR BUSINESS THROUGH HALAL COMPLIANCE

Sofyan Hospitality's Experience

By :

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Chairman PT Sofyan Hotels Tbk. - Sofyan Hospitality



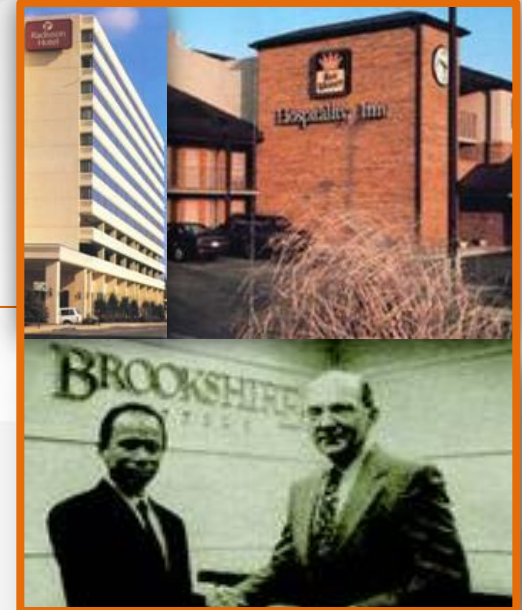
Background



Established in the early '70s. One of the pioneers in Hotel Business. Our first Hotel was visited by President Soeharto in 1971.



26 April 1989 "Go Public" PT. Sofyan Hotels Tbk. Over subscribed by 300% on Initial Public Offering (IPO).

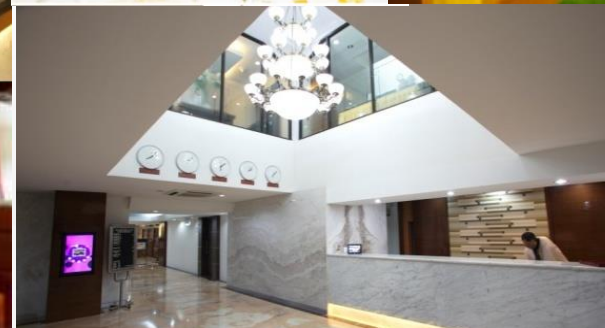


In 1990, together with "Brookshire Hotels", Washington D.C., USA. Developed a comprehensive Management System and Tools.

>> In 1992, the company decided to adopt Halal Concept into its entire operational line

The Concept

“Enriching Hospitality Industry with widely transmitting the attractiveness of Halal Concept while maintaining inclusivity which represents new outlook on life and society, so that it can be accepted by all. Goes beyond races, ethnicities and religions.”





The Implementation



- At our Potpourri Bar we serve the best halal herbal mock-tail drinks
- *Ginger Freeze* as substitute for *Margarita*
Lemongrass as substitute for *Gin Tonic*



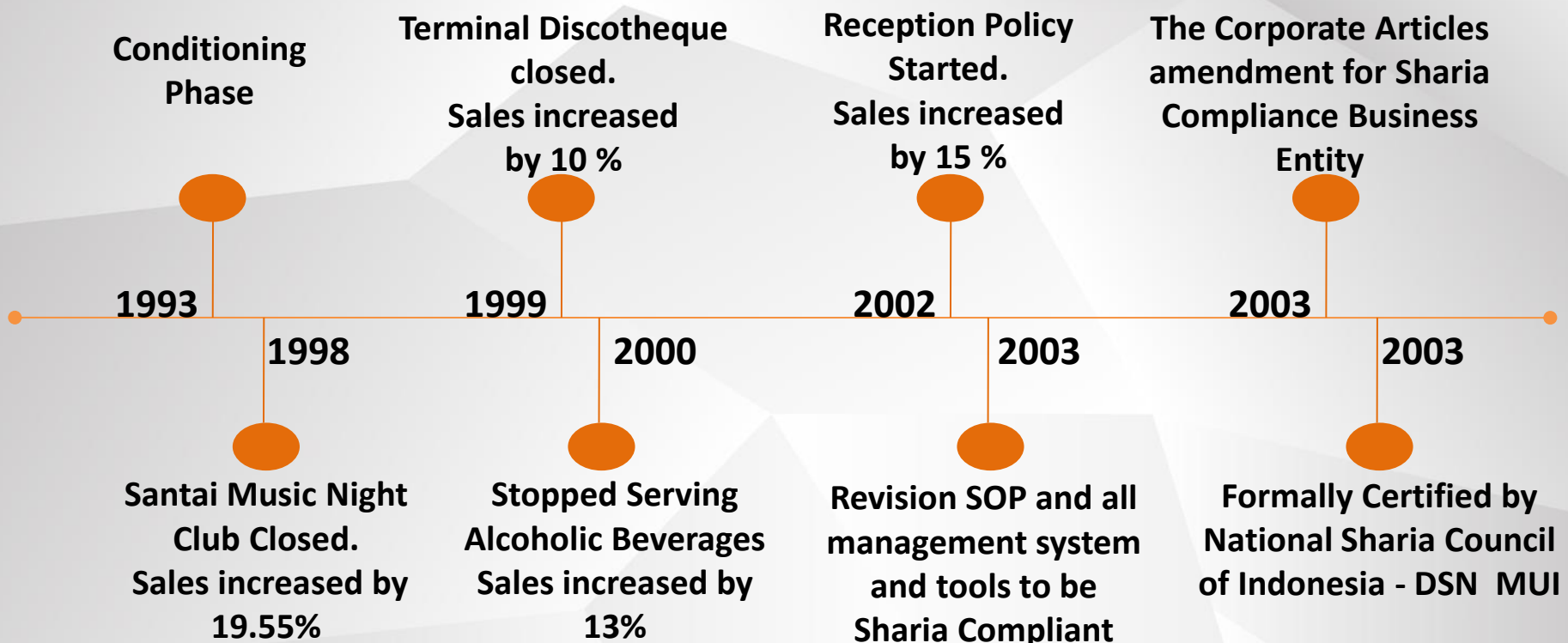
***“Comfort for all,
Enjoyable by all,
Friend for All”***

Treasured Cuisine

- Halal Japanese Food
- Halal Chinese Cuisines
- and Halal Thailand cuisines.



The Growth



Average Growth Rate on Revenue by 15% p.a. during Transformation Period

Year	2011	2012	2013	2014	2015
Number of Hotels	3	5	11	13	19
Number of Rooms	335	416	820	1131	1786

Average Growth Rate on Hotels Portfolio by 49% p.a. from 2011 - 2016



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The Commitment



SOFYAN HALAL HOSPITALITY STANDARD



DSN MUI



KAN
Komite Akreditasi Nasional




Sofyan Institute

 **HALAL or SHARIA COMPLIANCE
TRAINING CENTER FOR
HOSPITALITY PROFESIONALS**

 **Integrated Halal Hospitality
Management Software**


Sofyan Technology



OUR CONTRIBUTIONS

Indonesia



Ministry of Tourism and Creative Economy
Republic of Indonesia



OIC Islamic Member States



SofyanHospitality
Where Hospitality is a Virtue



halal tourism
indonesia
Where Permissible is Unmissable

Malaysia



South Korea



Japan



THE ACKNOWLEDGEMENTS

SofyanHospitality
Where Hospitality is a Virtue



Organisation of Islamic Cooperation

halal tourism
indonesia
Where Permissible is Unmissable

Awarded as “The World’s Best Family Friendly Hotel” World Halal Travel Award 2015

Certificate of Excellence from Minister of Tourism, Republic of Indonesia



WORLD HALAL TRAVEL
AWARDS 15
20th October 2015, Emirates Palace, Abu Dhabi, UAE



THANK YOU

www.sofyancorp.com

www.sofyanhospitality.com

www.sofyanhotel.com



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