



## **Formosa International Hotels Corporation**

### **Company Overview:**

Formosa International Hotels Corporation is the largest and most profitable hotel company listed on the Taiwan Stock Exchange.

FIHC was founded in 1991 and owns an international luxury hotel brand REGENT, a lifestyle hotel brand SILKS, and an affordable business hotel chain JUST SLEEP. FIHC has also taken the lead in management, thereby paving the way for corporation between itself and two premium residences and luxury service apartments in China and Taiwan: Tomson Riviera and Jasper Villa Xin Yi.

Beginning in 2004, FIHC operates multiple restaurants in National Palace Museum, Taoyuan International Airport, Taipei 101 shopping mall, and other renowned attractions in Taiwan. In December 2006, FIHC acquired the ownership of Domino's PIZZA in Taiwan and became the owner of the second largest international pizza chain store- Domino's in Taiwan. After the grand opening of Silk Palace in the National Palace Museum, the restaurant presents a unique nine-course Imperial Treasures Feast featuring dishes resembling items from National Palace Museum's signature collections, which was praised by Newsweek magazine saying "It gives a whole new meaning to the concept of a museum restaurant". With FIHC 's expert knowledge in food and beverage, Silks Palace aspires to become the emblem of fine Chinese cuisine for the world.

Formosa International Hotels Corporation aims at providing services that exceeds the expectations of distinguished business travelers and local patrons alike.

### **Business Scope:**

#### **Regent**

In June 2010, Formosa International Hotels Corporation (FIHC) acquired the Regent brand from Carlson Group, which includes Regent's worldwide trademarks and licensing rights as well as management contracts. Currently, Regent has existing and pipeline hotels in Europe, Asia, the Americas and the Middle East with a total of 17 hotels and over 4,000 rooms. Also under a licensing contract is the Caribbean based



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Regent Seven Seas Cruise. The acquisition of the Regent brand not only makes FIHC the first Taiwan company to own an international luxury hotel brand, but also falls in line with the Taiwanese government's Tourism Pilot Program aimed at promoting Taiwan's development and status in the international arena.

Regent Hotels & Resorts is an iconic name in the global hospitality industry. Born in Hong Kong in the 1970s, it became the world's most admired hotel brand and for many years set the benchmark for 5-star hotels worldwide.

### **Silks Place**

Formosa International Hotels Corporation (FIHC) announced in February 2008 its newest global subsidiary – silks. With the two missions of “welcoming opportunities to deeper root the local market” and “expanding opportunities to infiltrate the worldwide market”, FIHC shall operate silks using a multi-brand strategy, positioning itself across both sides of the Taiwan Strait in hopes to accelerate the speed of silks' development.

The orientations of “Silks Place” in the “Silks” brand series are: a 5-star hotel in the area, in respect to local culture as well as incorporation of local elements in the construction plan and interior design. Both “Silks Place” hotels: Silks Place Taroko and Silks Place Yilan are located in world-renowned tourist attractions in Taiwan.

### **Just Sleep**

In November 2009, Formosa International Hotels Corporation (FIHC) announced its new affordable business hotel chain- Just Sleep. With convenient location, perfect amenities, a cozy environment, a chic décor, Internet capabilities and 5-star hotel service at an affordable price, Just Sleep offers travelers and locals a spectacular and most worthwhile living experience.

Already in operation are the Ximen Ding branch, which is located on Zhonghua Road in the hip Ximen Ding area, with a total of 150 cozy rooms, travelers can revel in the roots of Taipei's flourishing businesses and see the blossoming development of Taiwan's trends and culture. The Linsen branch is located at the heart of Taipei's cultural, financial, entertainment, and shopping districts, the 70 chic rooms provide a little something for everyone, so regardless if here for business or pleasure, guests may readily feel the beating pulse of the city and explore all that it has to offer.

台北晶華酒店



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### **Luxury Residences and Service Apartments Management**

In the luxury hospitality service, Formosa International Hotels Corporation's 5-star hotel, the Regent Taipei, is an industry leader with a long-standing history of achievement and success. In more recent years, Formosa International Hotels Corporation has taken the lead in management, thereby paving the way for corporation between itself and Tomson Riviera. Also managing Taiwan's most premium residence—Jasper Villa Xin Yi, this next venture with Tomson Riviera is a move into China's growing luxury residence market.

Formosa International Hotels Corporation imports its popular personal butler service concept and brings its meticulous and refined services to cater to the residents of Tomson Riviera. With a wealth of professional and practical "know how" and the application of the "golden rule" to provide the most thoughtful service to meet the needs of all residents, residents can enjoy premium 5-star services right from their home.

### **Restaurant Management**

Formosa International Hotels Corporation (FIHC) has also extended its restaurant services at various offsite locations. These restaurant brands include Japanese buffet- **WASABI**, Thai seafood restaurant- **Spice Market**, authentic Japanese cuisine- **Mihan**. Silks Palace is located in the National Palace Museum that features dishes resembling items from National Palace Museum's signature collections. FIHC aims at providing customers with quality cuisine with reasonable price. Other offsite venues include, an outdoor banquet spot located in Wugu- Garden Villa, and Just Café that locates inside Taoyuan International Airport, with more than 120 Domino's retail outlets in Taiwan.