



4 December 2008

MEDIA RELEASE
For Immediate Release

The CEO of E-Hors Invited to be a Guest Speaker at the Hospitality and Leisure Conference

The CEO of E-Hors, Mr Wouter Piët, has been invited to speak at the Hospitality and Leisure Conference organized by Asia Business Forum.

Mr Wouter Piët has worked in the IT industry for 31 years with experience in multinational companies. Piët started his IT career with NCR when NCR was the absolute market leader in retail and hospitality systems. Being responsible for the hospitality division in Holland, he built up a great expertise and know-how about the hospitality industry.

From NCR, he moved on to Ingres, Uniface and UD-400 holding important positions in Europe before founding E-Hors in Malaysia.

Given his reputation and expertise in the hospitality industry, he was invited to give a speech about leveraging technologies in the hospitality industry. Below are some key points that he will touch on:

- How to take advantage of the new opportunities in the world of advancing technology, changing customer demands and competitive differentiation.
- The adding value of new information and communication technologies to the customer.
- New information and communication technologies and customer relationship.

This conference is targeted at tourism and travel industry professionals and stakeholders who want to learn more about the latest challenges, new developments, technology, trends and strategies. They are able to gain practical and up-to-date information that they can adopt and use. It is also aimed at businesses operating in this sector to provide better services and communicate more effectively with their customers and other organisations.

This event will be held on the 13th to 14th of January 2009 at the Prince Hotel and Residence, Kuala Lumpur, Malaysia.

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E-HORS

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