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## Dear Friends

With great pride I share that my publication, Global Features has been invited to attend the coveted Nobel Peace Prize Award Ceremony in Oslo - one of the few to be accredited to this prestigious ceremony which is held in the presence of the King of Norway, his Royal family, PM of Norway and other dignitaries. We will also have the opportunity to interact with the 2022 Nobel Laureates in Physics and Chemistry and Economic Sciences in Stockholm, Sweden.

The Nobel Prize is considered the most prestigious award in the world in its field and stands out for its superiority. The coveted Nobel Prizes are a result of Alfred Nobel, a wealthy Swedish industrialist and inventor of dynamite signed last will giving the largest share of his fortune to a series of prizes in physics, chemistry, physiology or medicine, literature and peace. The economics award – officially known as the Bank of Sweden Prize in Economic Sciences in Memory of Alfred Nobel – was not created by Nobel, but by Sweden's central bank in 1968. Each prize is worth 10 million kronor (nearly \$900,000) and will be handed out with a diploma and gold medal on December 10 – the date of Nobel's death in 1896. Nobel Prizes have been awarded to individuals 959 times (61 to women) and organisations 30 times between 1901 and 2022.

The annual tech pilgrimage for many techies, CES, returns to Las Vegas with full force as an in-person event as the organizer's expect over 1,00,000 visitors from across the globe with a view to see the latest innovations, gadgets and look out for tie-ups and investments.

Having been to the CES show several times (16<sup>th</sup> year to be one of the hosted media) we at Global Features are pretty excited to again to navigate the show floor. We expect again for CES to literally take over Las Vegas with events spread over Las Vegas Convention Center, Mandalay Bay Conference Center, The Venetian Expo Hall, the Aria hotel, Park MGM, Vdara, Westgate Hotel and The Wynn and visitors filling up literally all hotels.

Some of the topics covered at CES will be 5G, Accessibility, Artificial Intelligence, Augmented & Virtual Reality, Cryptocurrency & NFTs, Design, Sourcing & Packaging, Digital Health, Entertainment & Content, Family & Lifestyle, Fitness & Wearables, Food Technology, Gaming & Esports, Home Entertainment, Marketing & Advertising, Robotics & Drones, Smart Cities, Smart Home, Space Technology, Sports Technology, Startups, Sustainability, Travel & Tourism, Vehicle Technology, Web3 & Metaverse etc.

Bestival, Berlin is a stimulating event taking the participants through a variety of experiences spread across the city and we were impressed by some of the unique concepts of Bestival. Spread over two days tourism and convention professionals were enlightened by expert lectures, workshops, events and thematic tours. Bestival ended with the unique concept - Long night of the hotels where we all went on a Berlin-style bar hopping with the partner hotels.

The 30<sup>th</sup> IT&CM Asia and 25<sup>th</sup> CTW Asia-Pacific 2022 delivered an unforgettable edition, marking the events' first-ever hybrid edition with a buzzing show floor of activities and entertainment by major pavilions, increased demand for targeted networking sessions, and added knowledge sessions.

Welcoming over 1,200 validated and qualified unique in-person and remote delegates over 3-days, the 2022 show saw 363 exhibitors from 27 new and returning Territories / Countries like Hong Kong SAR, Indonesia, Japan, Malaysia, Monaco, Philippines, South Korea, Taiwan, Thailand and many more. Including the 414 MICE, Association and Corporate Buyers and over 60 Media, who took advantage of the bountiful procurement and networking opportunities.



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Empowering Readers: Our Most Precious Asset

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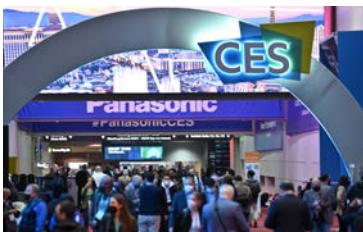
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# Noble Deeds Fetch Nobel Prizes

While I have had the pleasure of meeting the royalty, PMs, Presidents, Chancellors across the globe, this will be my first chance to meet and interact with Nobel Laureates, says **Chandragupta Amritkar**



2018 Nobel Week Dialogue © Nobel Media. Photo: Anna Svanberg

The Nobel Prize is considered the most prestigious award in the world in its field and stands out for its superiority. The coveted Nobel Prizes are a result of Alfred Nobel, a wealthy Swedish industrialist and inventor of dynamite signed last will giving the largest share of his fortune to a series of prizes in physics, chemistry, physiology or medicine, literature and peace. The economics award – officially known as the Bank of Sweden Prize in Economic Sciences in Memory of Alfred Nobel – was not created by Nobel, but by Sweden’s central bank in 1968. Each prize is worth 10 million kronor (nearly \$900,000) and will be handed out with a diploma and gold medal on December 10 – the date of Nobel’s death in 1896. Nobel Prizes have been awarded to individuals 959 times (61 to women) and organisations 30 times between 1901 and 2022.

## The Nobel Prize awarding institutions

**The Royal Swedish Academy of Sciences** - Prize awarder for the Nobel Prize in Physics, the Nobel Prize in Chemistry and the Prize in Economic Sciences

**The Nobel Assembly at Karolinska Institutet** - Prize awarder for the Nobel Prize in Physiology or Medicine

**The Swedish Academy** - Prize awarder for the Nobel Prize in Literature

**The Norwegian Nobel Committee** - Prize awarder for the Nobel Peace Prize (By the terms of Alfred Nobel’s will the Nobel Peace Prize has been awarded by the Norwegian Nobel Committee since 1901. Alfred Nobel left no explanation as to why the prize for peace was to be awarded by a Norwegian committee while the other four prizes were to be handled by Swedish committees.)

## 2022 Nobel Laureates

### The Nobel Prize in Physics 2022

Alain Aspect, John F. Clauser and Anton Zeilinger “for experiments with entangled photons, establishing the violation of Bell inequalities and pioneering quantum information science”

### The Nobel Prize in Chemistry 2022

Carolyn R. Bertozzi, Morten Meldal and K. Barry Sharpless “for

the development of click chemistry and bioorthogonal chemistry”

### The Nobel Prize in Physiology or Medicine 2022

Svante Pääbo “for his discoveries concerning the genomes of extinct hominins and human evolution”

### The Nobel Prize in Literature 2022

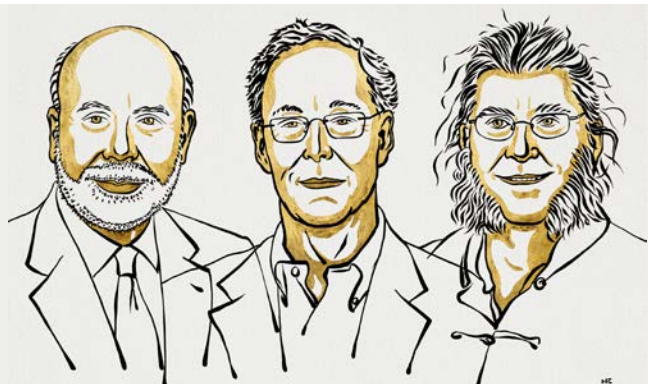
Annie Ernaux “for the courage and clinical acuity with which she uncovers the roots, estrangements and collective restraints of personal memory”

### The Nobel Peace Prize 2022

Ales Bialiatski, Memorial, and Center for Civil Liberties. The Peace Prize laureates represent civil society in their home countries. They have for many years promoted the right to criticise power and protect the fundamental rights of citizens. They have made an outstanding effort to document war crimes, human right abuses and the abuse of power. Together they demonstrate the significance of civil society for peace and democracy.

### Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel 2022

Ben S. Bernanke, Douglas W. Diamond and Philip H. Dybvig “for research on banks and financial crises”.

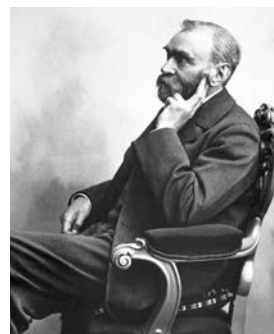


Ben S. Bernanke, Douglas W. Diamond, Philip H. Dybvig Prize in Economic Sciences © Nobel Prize Outreach, Ill. Niklas Elmehed.

## Record number of laureates on hand in Stockholm for this year’s Nobel Week

December 6 – 12 will mark the 2022 Nobel Week. The Nobel Foundation has invited this year’s Nobel Prize laureates together with laureates from 2020 and 2021. No fewer than 27 laureates will attend this year’s festivities in Stockholm. A number of other previous laureates will also participate in the Nobel Week Dialogue science conference on 9 December.

“After two years of cancelled festivities, we are finally able to welcome the Nobel Prize laureates to Stockholm. This will give



Alfred Nobel  
© The Nobel Foundation  
Archive





us a fantastic opportunity to celebrate science, literature and peace efforts during an entire week. Given the challenges the world faces, it feels especially important to highlight Alfred Nobel's idea of international community, respect for knowledge and a belief in humankind's ability to bring about changes," says Vidar Helgesen, Executive Director of the Nobel Foundation.

It will be a busy period for the laureates who visit Stockholm during the Nobel Week. The prize-awarding institutions will organise press conferences and Nobel lectures featuring the 2022 laureates. In keeping with tradition, all 27 laureates will be invited to the Nobel Prize Museum to sign a chair and hand over an artefact to the museum's collection. During the week, there will



Medal © Nobel Prize Outreach. Photo: Clément Morin

also be time for them to visit schools and experience the Nobel Week Lights light festival, among other things. On 10 December, it will be time for this year's Nobel Prize award ceremony and banquet.

#### The Nobel Prize amount

Alfred Nobel left most of his estate, more than SEK 31 million (today approximately SEK 1,702 million) to be converted into a fund and invested in "safe securities." The income from the investments was to be "distributed annually in the form of prizes to those who during the preceding year have conferred the greatest benefit to mankind."

The Nobel Prize amount for 2022 is set at Swedish kronor (SEK) 10.0 million per full Nobel Prize.

#### Two Nobel Prize laureates declined the prize

Jean-Paul Sartre, awarded the 1964 Nobel Prize in Literature, declined the prize because he had consistently declined all official honours.

Le Duc Tho, awarded the 1973 Nobel Peace Prize jointly with

US Secretary of State Henry Kissinger. They were awarded the prize for negotiating the Vietnam peace accord. Le Duc Tho said that he was not in a position to accept the Nobel Peace Prize, citing the situation in Vietnam as his reason.

#### Forced to decline the Nobel Prize

Four Nobel Prize laureates have been forced by authorities to decline the Nobel Prize. Adolf Hitler forbade three German Nobel Prize laureates, Richard Kuhn, Adolf Butenandt and Gerhard Domagk, from accepting the Nobel Prize. All of them could later receive the Nobel Prize diploma and medal, but not the prize amount.

Boris Pasternak, the 1958 Nobel Laureate in Literature, initially accepted the Nobel Prize but was later coerced by the authorities of the Soviet Union, his native country, to decline the Nobel Prize.

#### Multiple Nobel Prize laureates

The work of the International Committee of the Red Cross (ICRC) has been honoured by a Nobel Peace Prize three times. Besides, the founder of the ICRC, Henry Dunant, was awarded the first Nobel Peace Prize in 1901.

Linus Pauling is the only person to have been awarded two unshared Nobel Prizes – the 1954 Nobel Prize in Chemistry and the 1962 Nobel Peace Prize.

#### Nobel Foundation

The Nobel Foundation is a private foundation established in 1900 on the basis of the will of Alfred Nobel and the founding statutes promulgated in connection with the will. Its primary purpose is to ensure that the intentions of the will of Alfred Nobel are fulfilled. The Foundation is responsible for ensuring that the assets made available for awarding the Nobel Prize are managed in such a way as to safeguard the economic base of the Prize in a long-term perspective and guarantee the independence of the prize-awarding institutions in their work of selecting Laureates. The Nobel Foundation is also entrusted with managing and carefully developing the trademarks and intangible assets that have been built up during the more than century-long history of the Nobel Prize.

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Stockholm City Hall will be illuminated with the artwork "Conscience".

# CES 2023 returns with more new categories

The annual tech pilgrimage for many techies, CES returns to Las Vegas with full force as an in-person event as the organizer's expect over 1,00,000 visitors from across the globe with a view to see the latest innovations, gadgets and look out for tie-ups and investments feels **Chandragupta Amritkar**.



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## Touchless Venue Experience for CES 2023

Visitors will witness a more touchless venue experience for CES 2023 as part of its commitment to create a healthy environment to conduct and further global business. Health and safety measures will be taken across all CES 2023 venues and will include increased fresh air flow and filtration systems, hand sanitizing stations, door greeters, and touchless public facilities.

“As producer of the world’s most influential tech event, we are proactively committed to creating an environment that reduces health risks for our attendees,” said Gary Shapiro. “In-person events such as CES are critical to advancing business. A more touchless venue experience at CES 2023 will provide a roadmap for future industry events on health and safety efforts for attendees.”

CES 2023 will likely be the largest in-person, audited business event to take place in the U.S. since early 2020, with an exhibit footprint 40% larger than CES 2022. As an industry leader, CTA will implement measures at CES 2023 to create a healthy business environment, including:

- Fresh Airflow and Door Greeters
- Fresh airflow has been increased in ventilation systems across venues, including the Las Vegas Convention Center, Venetian

- Expo and ARIA.
- Exterior doors will be opened and monitored to allow fresh air flow where possible.
- Door greeters will be stationed at remaining doors to open as attendees enter.
- Hand Sanitizing
- Touchless, hand sanitizing units will be installed throughout all facilities in high traffic areas.
- All meeting rooms, conference areas, food areas, lounges, customer service areas, information kiosks, elevators, escalators, lounges and offices will have hand sanitizing stations.
- Touchpoints



From left to right, is CTA Director of Research Lesley Rohrbaugh, SVP, Membership & Sales Kinsey Fabrizio, VP and Acting Show Director, CES, John T. Kelly, and CTA president and CEO Gary Shapiro

- Badge pickup locations will utilize touchless badge printing.
- Customer service centers will offer touchless payment for onsite registrations.
- All microphones and shared AV equipment will be sanitized between use.
- Restrooms, handrails and doors will be cleaned throughout the day.
- Sinks, toilets, paper towel dispensers will be touchless.
- Cashless payment systems will be available at venue food outlets and business centers.

### Indian Exhibitors

Indian Exhibitors	Booth
Artificial Machines Pvt. Ltd	50018
Cache Technologies Limited	9278
Dimension NXG Pvt. Ltd.	15788
ESC	55732, 55735, 55828
Kamtech Associates Private Limited	55735
NeoSOFT Technologies International	55735
Softude	55828
Sparx IT Solutions Pvt Ltd	55732
Sunfox Technologies Pvt Ltd	55732
VVDN Technologies	Suite 2993
XRC Studios Private Limited	55828

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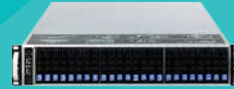
## IT Products



Laptops



Tablets



Servers & Workstation

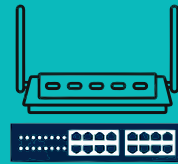


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## Telecom



Phones



Routers & Switches

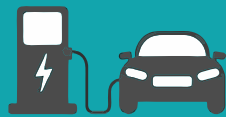


Firewall



4G/5G/Wifi Devices

## Others



EV Charging Station



Solar Solution



POS Machines



Self Checkout Kiosk

Annual Production Capacity  
1 Million Devices and  
Adding ...

Production Linked  
Incentive for IT Hardware  
& Telecom

## OEM / ODM for ICT & IOT Design & Manufacturing Services Company

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**New Category: Human Security**

CES has partnered with the World Academy of Art and Science (WAAS) to showcase the critical role of technology in support of the United Nations’ efforts to advance human security around the world. For CES 2023, CTA introduced a new category of Innovation Awards showcasing technologies advancing human rights. The Human Security for All category includes eight new tech subcategories.



“We didn’t create these rights or securities, but we realized they correspond perfectly to parts of CES, and that’s why we’ve identified with them,” Shapiro explained. “You’ll hear the keynoters speaking about them, you’ll see we have Innovations Awards based on them,” as well as in conference sessions and in dedicated areas of the show floor. Shapiro noted that CTA is partnering with the World Academy of Arts and Sciences (WAAS) “to tell the story about how some of the world’s challenges are being met through innovation and technology.”

**CES 2023 Innovation Awards honorees**

At CES Unveiled New York, CTA the announced the CES 2023 Innovation Awards honorees, including those recognized as Best of Innovation honorees. The CES Innovation Awards is an annual competition honoring outstanding design and engineering in consumer technology products across 28 product categories. The CES 2023 Innovation Awards program received a record-high number of over 2100 submissions.

Many honorees will showcase their product in the Innovation Awards Showcase at CES. The full list of Best of Innovation and all honorees will be announced during CES 2023.

**Conference Program**

The CES 2023 conference program will highlight advancements in AI and robotics, environment and sustainability, metaverse and



gaming, digital health, vehicle tech and advanced mobility, home entertainment and streaming, smart home and lifestyle, and more. New this year will be content on creator economy and NFTs and Web3.

Some of the prominent speakers include

- Oliver Zipse, Chairman of the Board of Management, BMW AG
- Dr. Lisa Su, Chair and CEO, AMD
- Ed Bastian, CEO, Delta Air Lines
- Chantal Line Carpentier, Chief, UNCTAD New York Office of the Secretary General
- Rajeev Chand, Partner, Wing
- Jen Easterly, Director, CISA
- Laura Jones, CMO, Instacart
- Michael Kassan, Founder and CEO, MediaLink
- George Kurtz, CEO, CrowdStrike
- John May, Chairman and CEO, John Deere
- Travis Montague, CEO & Co-Founder, Group Black
- Gary Shapiro, President and CEO, CTA
- Tiffany Moore, Sr. VP, Political and Industry Affairs, CTA



Owned and produced by Consumer Technology Association (CTA), CES 2023 will take place in Las Vegas on Jan. 5-8, 2023 with Media Days taking place Jan. 3-4, 2023 (exclusively for journalists). Attendees will experience new technologies from global brands, hear about the future of technology from thought leaders and collaborate face-to-face with other attendees. The show will highlight how innovations in sustainability, transportation and mobility, digital health, the metaverse and more are addressing the world’s greatest challenges. Audiences will hear from industry experts during live keynotes, including leaders from John Deere, BMW and AMD.

- CES 2023 Tech Trends to Watch Jan. 3, 2023 – Las Vegas, NV
- CES Unveiled Las Vegas Jan. 3, 2023 – Las Vegas, NV
- CES 2023 Media Days Jan. 3-4, 2023 – Las Vegas, NV
- CES 2023 Jan. 5-8, 2023 – Las Vegas, NV

## LG Electronics smart life solutions catches attention at IFA 2022

LG Electronics (LG) shared the brilliance of its new products/ technology at IFA 2022, showcasing a diverse range of smart life solutions. Under the exhibition theme of 'Life, Reimagined,' the company presented its cutting-edge consumer-centered innovations. These included the jaw-dropping 97-inch OLED evo Gallery Edition TV. Apart from this there the award-winning 88-inch LG SIGNATURE OLED TV 8K, LG's massive 136-inch 4K Micro LED (3,840 x 2,160). LG's booth also included the Lifestyle Zone. A few of the attractions were

### Smart Shoe Case

I always felt ladies were crazy for buying shoes till I met my friend Shahrukh Patel, MD, Puffs n Rolls who has an enviable collection of expensive shoes. So I could immediately co-relate to LG's ShoeCase space-friendly storage solution. LG's internal research found that these 'sneakerheads' would benefit greatly from a solution that not only made their cherished shoes stand out more, but also provided them with the optimal care.

LG Styler ShoeCase with transparent panels is a space-friendly solution for shoe storage and showcasing shoes.

It employs the company's proven TrueSteam technology to deliver a 'refreshing' shoe management experience. It also



leverages the Zeo-Dry filter's absorbent properties of zeolite to soak up moisture and help remove smells from footwear, making shoes more pleasant to wear and to have around. The product can refresh up to four pairs of shoes in

only 37 minutes while operating at just 35 decibels while drying out the insides of the shoes being refreshed.

"LG's new Styler ShoeCase and ShoeCare form a total shoe care solution for hygienically cleansing, storing and displaying one's footwear," said Lyu Jae-cheol, president of LG Electronics Home Appliance & Air Solution Company.

### LG's 97-Inch G2 OLED evo Gallery Edition TV

LG showcased the world's largest OLED TV, the LG OLED evo Gallery Edition TV, model 97G2. This leverages LG's self-lit OLED technology to deliver immersive viewing experiences on a grand scale. According to a recent market research report OLED TVs will account for 66 percent of the European premium TV market by 2023.

The 97-inch LG OLED evo Gallery Edition TV utilizes the company's OLED evo technology, a (Alpha) 9 Gen5 AI Processor and advanced picture algorithms to deliver lifelike images and a genuinely immersive, cinematic viewing experience. The 97-inch G2 series model also incorporates LG's flush-to-the-wall Gallery Design, offering a seamless, integrated look that will instantly elevate the most luxurious home movie theater.



### LGs 'MoodUP' Fridge - Colour-Changing Door Panels

Creating new trends in the home appliance space LG showcased its MoodUP refrigerator with colour-changing LED door panels. It is equipped with LG's advanced refrigeration and smart technologies for better food freshness and enhanced convenience. It also delivers a completely new kitchen experience, allowing users to choose a wide range of vibrant colours to its LED doors and play music via its built-in speaker as per their personal tastes and moods.

Through the LG ThinQ app, users can choose from 22 colours for the upper door panel and 19 colours for the lower, giving them the ability to change the look of the fridge and their kitchen environment as per the occasion. Users can also customize the panels' appearance and refresh the mood by applying various, evocative colour themes

including Season, Place, Mood and Pop. In addition to its stunning, changeable colours,

LG's new refrigerator provides excellent sound via a built-in Bluetooth speaker that can be easily connected to a smartphone, tablet or laptop. The fridge even makes things easier at night time, its freezer door glowing brighter to help midnight snackers find and open the door.



## IFAs “Ready, Steady, Show” a grand success

After a three years absence it was great to see the global event for consumer and home electronics show in Berlin, The Internationale Funkausstellung (IFA) spring back and make the industry happy

The IFA opening press conference made us from media feel positive and optimistic as the first major tech show post pandemic. It’s “Ready, Steady, Show” as the world’s top consumer electronics and home appliances brands and retailers returned to Berlin for the first large-scale IFA since 2019.

Dr Sara Warneke, Managing Director of gfu Consumer & Home Electronics GmbH which organizes IFA, said: “2022 is a year full of challenges, many of which are interlinked. Despite the declines in turnover and the negative influences, there are opportunities for positive developments in our industries. We are convinced that IFA will once again live up to its role as the world’s most important platform for consumer electronics and home appliances and, thanks to its convincing mix, will act as a sustainable growth



Kai Mangelberger, Director IFA 2022, David Ruetz, Senior Vice President IFA, Dr. Sara Warneke, Managing Director of gfu, Melina Crane, Moderator, Martin Ecknig, CEO, Messe Berlin GmbH (l.t.r.)

and innovation driver.” IFA takes place during the important run-up to big retail drivers like Singles Day, Black Friday, Christmas and Chinese New Year.

Martin Ecknig, the Chief Executive of Messe Berlin, said: “IFA Berlin is back again, and what you see at IFA 2022 will shape our everyday world for the time after the pandemic. Global brands, retailers, innovators, trade visitors and journalists are coming to IFA, because they finally have the opportunity to meet in person again and to see the full range of the connected life, end-to-end.”

Despite the lockdowns and other restrictions that continue to affect parts of Asia, exhibitors took up more than 80% of floor space at the Messe Berlin fairgrounds, with brands keenly taking up the opportunity to finally reconnect face-to-face with retailers, media and the public. Overall attendance at IFA 2022 was strong as well, especially considering the ongoing travel restrictions in Asia. Just over 161,000 people came to IFA Berlin during the five days of the show; compared to pre-pandemic years, industry professionals and trade visitors made up a higher proportion of all attendees. Many exhibitors reported an unusually high number of business meetings taking place during the show.

Once again, IFA attracted a strong media presence; more than 2,500 journalists came to Berlin and around half of them were representing international media organizations.



### Positive feedback from global brands and retailers

Despite global challenges like ongoing supply chain disruption and inflationary pressures, the exhibitors at IFA 2022 recorded a huge order volume.

Dr. Sara Warneke, gfu’s Managing Director, said: “After the pandemic-related break, IFA made an impressive comeback with the most important trends for products and solutions in the fields of consumer electronics and home appliances as well as related industries, especially in the area of sustainability. It was once again the proven meeting place for industry and trade, trade visitors, the media and, of course, consumers.”

Martin Ecknig, the Chief Executive Officer of Messe Berlin said: “It’s been fantastic to see our halls packed once again. I’ve had really positive feedback from all the global brands and retailers that I spoke to, and I’m especially pleased that we recorded such large numbers of industry professionals and trade visitors attending IFA Berlin. We are on track for IFA to regain its full strength in 2023.”

Berlin’s Governing Mayor Franziska Giffey said: “Showcasing smart innovations and energy-efficient technologies, this leading trade fair is a driving force for the economy and for markets worldwide.

It’s one of Berlin’s flagships, not only as a trade fair and congress, but also as a leading European hub for innovation

and technology. IFA 2022 is a beacon of sorts, not least because it stands for a resurgence after two difficult years.”



### Sustainability key focus for consumer and home electronics

Sustainability was one of the biggest themes at this year’s IFA in Berlin, alongside intelligent connectivity of devices and Smart Home solutions.



This was also reflected in some of this year's IFA Keynotes, with Hakan Bulgurlu, the Chief Executive Officer of Arçelik, issuing a passionate plea to the consumer and home electronics industry to collaborate and do its part to contain climate change and reduce pollution. Gwenaëlle Avicé-Huet, the Chief Strategy and Sustainability Officer of Schneider Electric, expanded on the theme, exploring how Smart Home devices can make our homes more sustainable.

Another big topic was intelligent connectivity and how it enables seamless experiences. Cristiano Amon, the Chief Executive Officer at Qualcomm, explored the huge potential of connected services and devices in the future. George Zhao, the CEO of Honor, and Tony Ran, the President of Honor Europe, showed how these experiences are coming to life already, while William Tian, the President of Huawei Consumer Business Group Western Europe, showcased the integration of devices from the smartphone and smart office all the way to the health and fitness space.

### Strong demand for digital access to IFA 2022

Digital channels like IFA Virtual, the new IFA App and across IFA's social media platforms were in strong demand, garnering more than 1.6 million impressions on all social media channels alone. Videos streamed across IFA's own channels and that of exhibitors and keynote partners reached more than 11.8 million views.

### IFA NEXT an audience favorite

As always, IFA's innovation hub IFA NEXT was packed with visitors, who wanted to see the latest and most cutting-edge ideas from start-ups, innovators, research institutes and forward-thinking businesses.



### IFA GLOBAL MARKETS

The sourcing show for OEMs and ODMs returned to the fairgrounds at Messe Berlin this year and attracted huge interest from industry professionals.

### IFA+ Summit

The IFA+ Summit brought together leading experts from business, politics and science to discuss the future of globalisation – and de-globalisation. While most agreed that without global trade our world would suffer a significant drop in both wealth and quality of life, the discussions also showed that global trade flows have to be made much more sustainable, so that our world can contain climate change.

### SHIFT Mobility - The mobility event without limits

The two-day innovation conference SHIFT Mobility 2022 was a great success. The convention brought together automotive companies like Volkswagen, Ford, BMW and Mercedes Benz, tech giants like AWS and Qualcomm, newcomers like Lilium, Pivt, Lexgo and Autobrains, alongsidetop researchers from places like the Fraunhofer Institute and the University of Toronto, plus very young startups.



### Gadgets

Some of the attractions included - Foldable displays like The Lenovo ThinkPad X1 Fold (16.3-inch foldable display), ASUS Zenbook (that folds in the middle creating two side-by-side 12.5-inch displays), Garmin Venu Sq 2 a GPS smartwatch, Samsung Odyssey OLED G8 Monitor, Leica Cine 1 Projector, JBL Tour Pro 2 Headphones, Honour Pad 8 Tablet, LG's OLED evo Gallery Edition TV (the world's largest OLED TV with 97-inch screen), the Bang & Olufsen BeoSound Theatre, Jabra Elite 5 TWS that offers Hybrid Active Noise Cancellation, Lenovo Glasses T1 offering a larger virtual screen, the VivoWatch 5 Aero and new ExpertBook devices, Intel's 12th-gen U9 processors etc.





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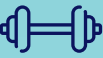
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## Bestival, Berlin: Truly an innovative format



Bestival, Berlin is a stimulating event taking the participants through a variety of experiences spread across the city feels our editor **Chandragupta Amritkar** who was impressed by some of the unique concepts of Bestival.

Post Covid I planned to visit one of my favourite countries, Germany (my 56th visit to Germany) this time to cover a totally new event - Bestival in Berlin. In its 2nd edition visitBerlin team spared no efforts in bringing 800 trade and meeting professionals from across the globe (happy to inform Global Features was the only Indian media present) to Berlin. Spread over two days tourism and convention professionals were enlightened by expert lectures, workshops, events and thematic tours. Co-ordinating with Joyce Olivia Bernitt, Market Management/ Project Manager, Press and Fam Trips, visitBerlin I planned the visit

The festival kicked off with a welcome party at the 100+ year old Clärchens Ballhaus (a ballroom) providing a chance to interact with ones fraternity as well as the organisers. For me it was such a pleasure meeting Joyce face to face after all the e-correspondence and also catching up with my dear friend Robert Luft, Senior Business Development Manager Conventions. It also provided an opportunity to interact with the visitBerlin top management - Burkhard Kieker, CEO, Ralf Ostendorf, Director Market Management (including India) and Marco Oelschlegel, Director Conventions.

The next day the inauguration of Bestival was done at Kino International (a film theatre located in East Berlin and now a prominent venue for Berlinale, the annual Berlin Film Festival) by Burkhard Kieker, CEO visitBerlin.

In a pleasing tone he said "More than 800 national and international industry experts from the visitor economy and the convention industry are coming together in Berlin today for the Bestival. In a unique mix of lectures, workshops and live experiences, we will introduce them to our city and discuss current trends. Thanks to the excellent teamwork with many Berlin partners, we were able to realize this event."

Stephan Schwarz, Senator for Economics, Energy, and Public Enterprises, welcomed the participants via a video message "I am pleased that event and tourism experts from all over Europe are coming together in Berlin for this innovative event format. Berliners and the city's guests, love the capital for its creativity, its innovations and its diversity. It is great that all of this can be experienced on site and in person again this year."

Post Burkhard Kieker speech the audience was enthralled by

Jocelyn B. Smith performance and her keynote Matla Ahuna – The Power is Within Me as well as her compositions. She touched the audience with her motivational and inspirational story. A "Science Slam" was also held with audience voting the best science project presented.

In the afternoon we all shifted to Café Moskau, right across the road for a diverse programme of informal presentations, workshops, tastings, fashion shows etc. The space was divided into 5 thematic areas: "Urban Jungle" - with sustainability-themed offers such as urban gardens and vegan restaurants; "Glamor and Lifestyle" - dedicated to fashion and fine dining; "Wild Berlin" - which presents avant-garde culture and the scene of partying in clubs; "Art and Music" - street art, galleries, museums and concerts; "Berlin Innovative" - to talk about science and start-ups.

Apart from interaction with partners of Bestival – DMC, hotels, venues, restaurants, catering services agencies, there were numerous talks and panel discussions enlightening participants with their experiences, ideas and vision. Some of the eminent personalities involved included Enver Duminy, CEO of Cape Town Tourism (Cape Town and Berlin have become Sister Cities), Cornelia Wiemeyer, CEO of greenstorming GmbH, Mariette Rissenbeek, MD of the Berlin International Film Festival etc.

The pleasant surprise was meeting the charming and delightful Julia Sonnemann, PR Manager (ITB Berlin, ITB Asia, ITB China, ITB India), Messe Berlin. We sat together at the panel discussion of the CEOs of the sister cities - Enver Duminy, CEO of Cape Town Tourism and Burkhard Kieker, CEO visitBerlin creating a marketing "twinning" concept driven by mutual benefits.





The last day was focused on experiences. During the day I visited The Circus Hotel (while it was quite warm the whole week as I reached The Circus Hotel there were heavy showers which lasted the whole day), which was recently renovated. Being close to the tube station was a blessing.

The dynamic duo Juri Westermann and Anne Fillard took us all on a journey of this boutique property. The reception is located adjacent to a lounge, a library and a bar. The rooms are cosy and the rooftop terrace is nice place to relax watching a sunset. We noticed the solar panels and Juri explained “Sustainability is a top priority. We are eco-friendly with solar panels, Sustainable Cooling System etc.” The hotel has a lovely little courtyard garden and they have some of the softest, crispy and large Croissants. Assured them that I will visit to experience and do a full review.

From there I proceeded to visit The Ritz-Carlton and Berlin Marriott Hotels both located just 150 meters away and right next to the historic Potsdamer Platz – the famous Berlin wall. Marina

Sol Raniolo, Multi Property Sales Manager at The Ritz-Carlton, Berlin & Berlin Marriott Hotel took us around. Both have excellent rooms and great views from the top.

I was not able to visit MOA Berlin hotel which was on my agenda (thanks to the dynamic and persuasive Marc Henning, Sales Manager) due to heavy rains. Hopefully next time.

Bestival ended with the unique concept - Long night of the hotels where we all went on a Berlin-style bar hopping with the partner hotels. Out of the several hotels you can choose several that you feel worth visiting. Feeling a bit fatigued I chose just two hotels starting with Waldorf Astoria where Jan Martensen, Director of Government Sales was the contact point. While explaining the history of the brand Martensen pointed out the lobby and said, “Called Peacock Alley it is in every Waldorf Astoria hotel as well



as the Grandfather’s Clock.” The hotel has 149 Deluxe Rooms and 79 suites - providing spectacular view over Berlin. The Presidential Suite spread over 280 square meters occupies the entire 31st floor. The Signature Wall in the lobby has signatures of famous visitors.

My next halt was Novotel Berlin Am Tiergarten where I met Sebastian Loelf, stellv. Direktor. The hotel has 274 rooms and 11 meeting rooms. The S bahn station is just across the road making it convenient for both leisure and business travellers.

Late night I returned to my hotel Bristol Berlin (Ex- Kempinski brand) which was one of the first high-end hotels in the 1950's. The hotel has 246 rooms and 55 suite. Though a historic place to stay, the hotel does need refurbishing of their rooms. The breakfast was superb with a lavish spread and the staff is quite friendly.



## Sustainability in focus

The entire conception, organisation and realisation of "Bestival" follows a sustainability strategy based on the "Sustainable Meetings Berlin" initiative's criteria as well as ISO 20121 for sustainable event management issued by the International Organization for Standardization (ISO). For example, full CO2 compensation is provided by Atmosfair, a gold standard certified provider. All of the service providers, including their supply chains, are obliged to work ecologically and to measure and document the emissions they produce. In Café Moscow, which is the main “Bestival” venue, daylight is used and lighting is reduced to a minimum and their ventilation system is only used for ventilating and not for cooling if possible. All of the catering for “Bestival” is vegetarian or vegan. The aim is to implement "Bestival" in a long-term and climate-neutral way. The event is part of the restart programme for Berlin's event and tourism industries and is funded by the Berlin Senate Department for Economics, Energy and Public Enterprises.





## FlixBus: Affordable and comfortable

Having been to Germany several times had always used their Deutsche Bahn trains, so when I heard of FlixBus from my Indian friends I thought why not give it a try. As I was visiting four countries I decided to give it a try and worked out various combinations to provide an honest review. – Long day trip, short day trip, a night journey with connecting services (as most companies don't guarantee connections), and an airport destination.

FlixBus has the largest network in Germany with its buses usually green in colour. Most buses typically stop near central (train) stations or central bus station ZOB (Zentraler Omnibus Bahnhof).

FlixBus is one of the best buses that I've experienced. Globally some buses are smelly, not well maintained, noisy, not so comfortable seats, many a times delayed, no inbuilt rest rooms etc. In contrast I found FlixBus super clean (bathrooms on one journey was not clean while on the double-decker it was). The bus always (surprisingly) reached all the destinations and stops a few minutes before time (I strongly suspect - believe they keep a buffer time of 15 minutes). The WiFi worked pretty well on my mobile (can't comment on laptop as I did not use).

The day journey buses were quite comfortable and I did not feel the strain and the excellent roads made the ride smooth. While I did take a nap I could relish the country side sights and greenery. An issue that I faced was communicating with the driver and his attendant – both did not understand much English. I

think this where the Flix team can put in more efforts to train them in Basic English.

The overnight bus I took was from Berlin ZOB to Munich airport (with a connection at Nuremberg) reaching at 8.15 am (my flight was at night). The bus left 10 minutes late from Berlin at 23:40 with one change at 05:15am at Nuremberg. The bus arrived at 5.10. The transfer time was one hour and the connecting bus came at exactly 06:15 and – delete. The driver was aware that I was going to board it (made me feel nice and comfortable) and then reaching – we reached Munich Airport at 08:10. On both the legs the bus wasn't full so I had my next seat empty.

Being green the buses are easy to spot in a terminal. The FlixBus prices are pocket friendly and even for 10-15 euro one can travel a substantial distance - only book a bit in advance. But do note it costs extra to reserve a seat (around 2-3 euro). One can buy tickets directly from the driver prior to boarding but the prices will be extremely steep. Cancellations are relatively easy before departure of the bus. For the tech savvy the FlixBus app is easy to use and gives latest updates.

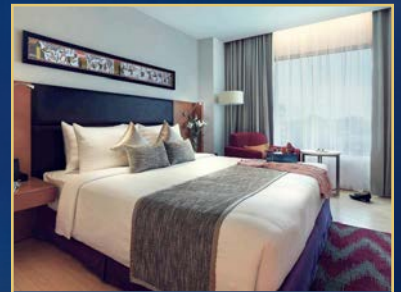


Finally Flix offers affordable travel by train (yet to experience FlixTrain but will do so when I again travel to Berlin for ITB) and bus to over 2,500 destinations in 36 countries offering 400,000 daily connections. They are also deeply committed to sustainability (as the green colour does reflect).

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## Erfurt: Experience the medieval spirit

When my invite for Bestival, Berlin came I thought it would be a good idea to tap a new city in Germany (this was my 56th visit to Germany and I try to visit a new town in Germany) – this time I choose Erfurt. Putting forward my request to Dr. Carmen Hildebrandt, MD, Erfurt Tourism and Marketing GmbH who in turn connected me to the charming and delightful Kristin Luther, Manager Tourism Marketing, Erfurt Tourism.



Arriving into Erfurt from Frankfurt, Kristin was kind enough to book a hotel (Intercity Hotel) adjacent to the main station. After some rest, in the afternoon met Kristin and my guide Corinna Köhlert (a very knowledgeable person).



Erfurt, the capital of the Thuringia, is an off the beaten path town where one can see and experience the true medieval spirit. It's also home to one of Europe's best-preserved medieval synagogues. As we walked through the streets the guide took us on a trip full of history. First we crossed the amazing Town hall and Fischmarkt Square before going to the 14th-century Krämerbrücke, or Merchant's Bridge—a medieval stone arch bridge (initially in wood but rebuilt in stone in 1325) - the lengthiest continuously inhabited bridge in Europe. Beautifully restored, with cobblestone lanes and half-timbered two- and three-story homes with cafes,

galleries, and boutiques offering traditional crafts, Thuringian blue printed fabrics, hand-painted ceramics etc. giving a vibrant village-like feel. Around the turn you will be surprised to see water flowing under the streets that you just walked.

Our next halt was the St. Mary's Cathedral and St Severus' Church, located on a hillside overlooking the main town square (Domplatz, Cathedral Square) giving a scenic view. Mainly built



in the International Gothic style the central tower houses the "Gloriosa", the world's largest medieval free-swinging bell with a diameter of 2.56-metres. As a unique architectural ensemble, both churches together form the city's landmark.

We then proceeded to the Old Synagogue, one of the best preserved medieval synagogues in Europe. Constructed during the Middle Ages on the "via regia", one of the major European trade routes, it's very close to the Merchants Bridge and the town hall. After extensive restoration, the building was reopened in 2009 as a museum where medieval artifacts (discovered during archaeological excavations) from Erfurt's Jewish community were made accessible to the public. This includes 3,140 silver coins, 14 silver ingots, approx. 6,000 works of gold smithery from the 13th and 14th centuries and an intricately worked wedding ring of the period, of which only two others are known to exist anywhere in the world.

A nice hike brings you to the Petersberg Citadel that towers over Erfurt like a crown and provides tourist with a bird's eye view. The fortress surrounded by 2,180 metres of stone walls dates back a 1,000 years and has a star-shaped layout that was almost



impregnable for enemies. There are tunnels within the walls called 'listening passages' so that soldiers could walk through them to listen for anyone trying to tunnel into the fortress or if attackers tried to dig a tunnel into the mountain and to sound the alarm. A guided tour through the historic listening passages (generally an hour) would be of interest to tourists.



The Citadel was originally built on the site of a medieval Benedictine Monastery and this baroque fortress was in military use until 1963. Post German reunification (in 1990), the citadel has undergone significant restoration. The Visitor Center, which I noticed immediately due to its modern glass facade is in great contrast to the historic buildings. It provides you the history of the fortress.

A former church and monastery complex dating from the 13th century, St. Augustine's Monastery is almost one hectare (2.5 acres) in size. It is most well known as the former home of Martin Luther (1483–1546), the father of the Reformation, who lived there as a friar from 1505 until 1511. The Luthertzelle (Luther's cell) can be visited as part



of the exhibition. Since 1988 the monastery has been used as an ecumenical conference centre and a memorial to Luther. St. Augustine's Monastery, along with 11 other sites, added to the UNESCO World Heritage Site designated "Luther Sites in Central Germany".

Later in the night we proceeded to have dinner in an Indian restaurant 'Masala'. Apart from Masala restaurant Erfurt has two more Indian restaurants - Restaurant Bombay and Punjabi Virsa.

The next day I proceeded by the local tram to Légère hotel which is located right next to the Messe Erfurt Exhibition Center and the Congress Centrum. This conference hotel is optimal for presentations and customer meetings. Due to the functional design the hotel can be used as an event location.

### Radisson Blu Hotel

From Légère hotel I proceeded to Radisson Blu Hotel, easily noticeable as it majestically stands 60 meters tall. Impressed by the façade, I was greeted by Ulrike Zelinski, corporate & leisure group coordinator and Michael Rosin, GM of the property. Ulrike took me around the wonderful property with 284 rooms and suites. The hotel also has two on-site restaurants and two bars.



Then we proceeded to see the MICE facilities – with a choice from 11 conference rooms that can host from ten to 400 guests making it an ideal venue for a corporate or social event. Located on the 1st and 17th floors, meetings on the top floor can be accompanied by stunning city views.

"One of our biggest advantage is the location right in the center of the old town, surrounded by medieval architecture and historic churches, just a kilometre from Erfurt Central Station making it convenient for both tourists and corporate. Apart from this our stunning views from the top which I would like to show you," said Michael Rosin.

As I was short of time (I had to proceed to taking my train to Berlin), with a heavy heart I had to decline. But the GM was kind enough to invite me to experience his property on my next visit. Which I humbly accepted and awaiting to visit this city again.







**Umaid Bhawan Palace**  
Jodhpur, India



## IT&CM Asia and CTW Asia-Pacific 2022 - First-Ever Hybrid Edition tastes success

It was such a pleasure to be back for an in person event in Bangkok for IT&CM Asia and CTW Asia-Pacific 2022 (it was my 3rd event post COVID, after ATM, Dubai and Bestival, Berlin). Located at Centara Grand & Bangkok Convention Centre at CentralWorld the 30th IT&CM Asia and 25th CTW Asia-Pacific 2022 delivered an unforgettable edition, marking the events' first-ever hybrid edition with a buzzing show floor of activities and entertainment by major pavilions, increased demand for targeted networking sessions, and added knowledge sessions.



Welcoming over 1,200 validated and qualified unique in-person and remote delegates over 3-days, the 2022 show saw 363 exhibitors from 27 new and returning Territories / Countries like Hong Kong SAR, Indonesia, Japan, Malaysia, Monaco, Philippines, South Korea, Taiwan, Thailand and many more. Including the 414 MICE, Association and Corporate Buyers and over 60 Media, who took advantage of the bountiful procurement and networking opportunities.

Meeting and exchanging contacts for potential business in the Asia-Pacific regions and garnering fresh perspectives was the highlight for Team Umbrella Events' Mi Anna Karin Johnsson, who attended for the first time.

### IT&CMA and CTW APAC 2022 Previews An Immersive Line-Up of Activities

Navigating the post-pandemic landscape is one of the key focuses of the event this year. The Opening Keynote presented



by Chiruit Isarangkun Na Ayuthaya, President of Thailand Convention and Exhibition Bureau (TCEB) shared insights on critical ways the MICE industry have and should progress, emphasising on the continued value of “phygital” – a blend of physical and digital events; embedded wellness; and inclusive events that are universally accessible for a diverse audience.

The distinguished keynote panel included Max Boontawee Jantawan, President of SITE Thailand Chapter; Waikin Wong, Regional Director Asia Pacific of ICCA; and moderated Karen



Yue, Group Editor of TTG Travel Trade Publishing, explored the various changes the business events and travel industry had to face during the pandemic, and discussed the strategies moving forward into the future.

The first evening culminates with the ever-popular Opening Ceremony and Welcome Reception, co-hosted with our strategic destination partner and host country, Thailand Convention and Exhibition Bureau (TCEB). The two-hour extravaganza features a delectable variety of foods accompanied with a dazzling performance by The SwingKings.

Throughout the 3-day event, delegates can also look forward to other education components like the IT&CM Asia MICE knowledge sessions, CTW Asia-Pacific conference sessions and partner event Future Leaders Forum, emphasised a forward-looking theme, helmed by leading industry partners and experts, to deliver their expertise.

### 2-Day Exhibition and Appointments Open at IT&CMA and CTW APAC 2022

Opportunities were boundless for delegates to meet new people and reconnect with familiar faces after a 2-year long of meeting virtually. Arunroj Phitthayapruerk, Bangkok International Trade & Exhibition Centre (BITEC) shared with event organisers, “You can expect an appetising array of business and networking activities at this event. It’s a valuable source for corporate, agency and association buyers that need the Asian connection. This event also put us in touch with everything from buyers and suppliers to services, conferences, seminars, pre-show city tours and post-show incentive trips.”

Delegates also had the chance to obtain first-hand information



from NTOs such as Thailand Convention & Exhibition Bureau (TCEB), MEET Taiwan, Tourism Promotions Board, Philippines (TPB), Promotion Bureau of the Principality of Monaco – Asia, Korea Tourism Organisation, Incheon Tourism Organisation and Gyeonggi Tourism Organization on their latest highlights and development during the Brand Engagement sessions over the 2 days. Over 30 shortlisted buyers had the opportunity to hear about the Thailand’s latest MICE updates during the 20-minute Exhibition Walkabout by TCEB. Prizes were also given away at the end of the session.

Destinations and organisations also displayed experiential elements at their booths with activities, giveaways and entertainment. The highlights included taking selfie with the



Magic Thailand AR Graffiti and receiving “Thai Dessert Soap” at the Thailand booth, DIY handicrafts at the Taiwan booth along with a virtual reality experience showcasing Taiwan in 360°.

The networking and educations opportunities did not end there as the event continued on the virtual platform, EventsAir till October 5th that was extended from September 28th due to overwhelming requests. Exhibitors and buyers were still able to conduct business appointments at the 3D Virtual Exhibition and Walk-in meets and watch the on-demand content including knowledge sessions, brand engagements, buyer procurement showcases.

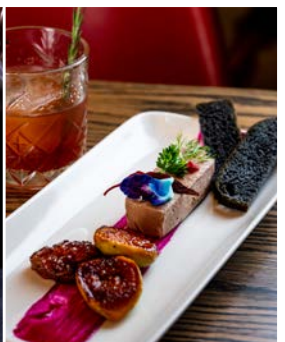
*IT&CM Asia and CTW Asia-Pacific 2023 is scheduled from 26 – 28 September 2023 at Bangkok, Thailand*

## Vandal Lounge Bar: The happening Place

Located at Meluha The Fern, Hiranandani Gardens Powai, Vandal Lounge Bar is the newest bar in central suburbs offering sparkling interiors, captivating music, amazing cocktails and a dazzling night life. Vandal is already taking Mumbai's night club culture by storm as the bar lounge has dedicated days for bands and other performing artists giving a flexibility to patrons to choose when to visit.

Vandal is a great way to break free from the din and clatter around you and groove to some scintillating numbers. The moment you enter inside, you are enamoured by the unique chandelier with hundreds of shimmering lights, a nicely lit, L shaped bar in the corner and on top of the bar, there’s a DJ console perched on the first floor, fitted with the state-of-the-art music system. The mind-blowing speakers are dangling on chains from the high ceiling. To top it all up, the myriad of funky luminescent and phosphorescent lights add up to the entire ambience.

The elaborate drinks menu has been curated keeping everyone’s preferences in mind. Starting from signature cocktails to martinis, crafted gin & tonic to shooters, aperitifs to scotch, single malts to bourbons, we have everything on the menu. We also have



extravagant champagnes, red and white wines. Besides, the regulars like vodka, tequila, rums, beers are also available in plenty with a variety of best options to choose from.

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# COMO Metropolitan Bangkok: Unique in itself



Rohaan Chandra

When my media invite for IT&CM Asia, Bangkok came, I was quite excited (again one of the few hosted media from across the globe) as this was my 3rd event post COVID, after ATM, Dubai and Bestival, Berlin. Deciding to use this opportunity to cover another hotel group in Bangkok I contacted my dear friend Doris Goh, VP, Commercial, COMO Hotels and Resorts who in turn connected me to the dynamic Rohaan Chandra, GM, COMO Metropolitan Bangkok.

Deciding to arrive a day earlier before IT&CM Asia event (later concluded that a day is not



sufficient to cover this wonderful property) Rohaan was kind enough to send a BMW for pick up. A 50 minute drive brought me to this wonderful property.

COMO Metropolitan Bangkok opened its doors in 2003 and Rohaan has been in the role of GM since April 2018. Located in the heart of one of the city's main commercial districts it is easily accessible by the nearby Sky Train and MRT train networks. The hotel looks amazing with its delightful interiors that were designed by Singaporean designer Kathryn Kng.

“At COMO, we are endeavour to create meaningful experiences which are worth reliving. We offer our guests a contemporary retreat in the heart of the city. Our accommodation is spacious and we have always been at the forefront when it comes to cuisine and wellness, two incredibly important elements in Thai culture. However, to me it's our employees, the passionate service and their individuality that truly sets us apart,” said Rohaan.

The hotel has 169 guest rooms and suites ranging from 280 - 2,583sq ft area. I liked the Penthouse Suites - a two-floor duplex. The Como Shambhala bathroom products is another attraction for the guests. On the F&B front the hotel has a Michelin-starred restaurant nahm where I savoured a vegetarian lunch with Rohaan.

“With Cuisine being one of our brand pillars, it is a key element of the COMO experience globally. Here we have been awarded a Michelin star for the fifth consecutive year in the Michelin

Guide Thailand 2022. nahm features Thai cuisine, with dishes incorporating rare ingredients from all regions of Thailand. Thai cuisine is full of joy and flavour,” said Rohaan. COMO Shambhala Cuisine uses ingredients that are rich in nutritional values with the goal to boost vitality.

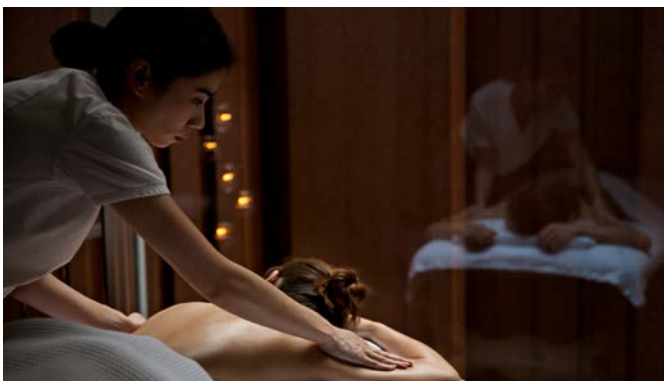
On the MICE front the Metropolitan Event spaces can accommodate up to 80 people. In addition to this the Penthouse Suite is available for events, accommodating cocktail parties up to 20 people. Add to this the COMO Shambhala Urban Escape with state-of-the-art facilities, therapists and Asian-inspired treatments. The hotel has a 25m outdoor lap pool. The hotel also provides daily complimentary yoga classes.



But I thoroughly took pleasure in the COMO Shambhala massage which certainly is worth a try as it has been specially curated (It was one of the best massages I had in Thailand). The signature massage uses long massage technique strokes from the feet to the shoulders working on one side of the body and then the other.



“It was developed with our Owner and Founder and various notable physical therapists and body specialists to ensure that the end result was a body therapy that would assist to rebalance the senses, ease out muscular tension and a feeling of deep relaxation. Essential for those that travel long distances for work or for pleasure,” said Rohaan.



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