



THE HONGKONG AND SHANGHAI HOTELS, LIMITED
香港上海大酒店有限公司

**The Hongkong and Shanghai Hotels, Limited opens applications for
“Kaleidoscope Lab”, a bespoke ignition programme for startups**

The 12-week mentorship-driven programme is the first of its kind in Hong Kong, is organised in collaboration with Stanford Research Institute, and will define what's next for luxury hotels

Hong Kong, 4 September 2018 – The Hongkong and Shanghai Hotels, Limited (owner and operator of The Peninsula Hotels, The Repulse Bay and The Peak Complex) is delighted to open applications for its newly-launched Kaleidoscope Lab. This 12-week mentorship-driven ignition programme, in collaboration with Stanford Research Institute, is the first of its kind in Hong Kong in the hospitality sector, and will offer Hong Kong-based startups a unique opportunity to get behind the scenes of luxury hospitality.

HSH Kaleidoscope Lab, powered by The Hongkong and Shanghai Hotels, Limited will allow HSH to bring technology innovation in-house. In 2019, following a sophisticated pitch process, two successful startups will join the team and will be based at the HSH Research and Technology Lab in Wong Chuk Hang in Hong Kong.

“The boundaries of service, technology, personalisation and design have continued to blur. As we subtly transform into a technology-assisted, future-facing group, we are excited to open our doors to fast-growing tech specialists with smart ideas to help us to create new experiences for our staff and guests,” said Sally Osborne, Technology Innovation and HSH Kaleidoscope Lab. “We believe this programme will help us seek out new revenue streams or business models and to help the group evolve for the long-term.”

An exclusive learning programme will be facilitated by Stanford Research Institute’s Centre for Innovation Leadership (SRI), including two SRI innovation partners coming to Hong Kong to facilitate the learning part of the programme. SRI offers a variety of programmes for entrepreneurs, universities and research labs who want to improve their innovation processes and commercialise and launch new business initiatives.

To be a part of the first cohort startups are invited to apply to the 12-week mentorship-driven 2019 programme HERE: www.kaleidoscopelab.io

The programme will run from late January 2019 to April 2020 with a pre-pitch briefing event in early December 2018. For selected applicants, a main pitch and demo evening will be held in January at The Peninsula Hong Kong.

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About The Hongkong and Shanghai Hotels Limited

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Paris, The Peninsula Bangkok, and The Peninsula Manila. Projects under development include The Peninsula London, The Peninsula Yangon and The Peninsula Istanbul. The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and St. John's Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; and 21 avenue Kléber in Paris, France. The clubs and services portfolio of the Group includes The Peak Tram in Hong Kong; Thai Country Club in Bangkok, Thailand; Quail Lodge & Golf Club in Carmel, California; Peninsula Clubs and Consultancy Services, Peninsula Merchandising, and Tai Pan Laundry in Hong Kong.

For further information on this release, please contact:

The Hongkong and Shanghai Hotels, Limited

For more about HSH Kaleidoscope Lab: www.kaleidoscopelab.io

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