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BUSINESS & INVESTMENT WEEKLY

THE WEEK OF AUGUST 22 — AUGUST 28, 2011 486

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UEM LAND

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Northern EXPOSURE

Luxury homes, shopping malls, commercial buildings, schools and universities, a theme park and film studios are quickly taking shape in Iskandar Malaysia. Is Singapore missing an opportunity? Turn to our Cover Story on **Pages 16 to 19.**

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Born to be wild

The union between Tudor and Ducati, two of the world's most performance-driven brands, leaves Alvin Wong wondering why it didn't happen sooner

Hands up, those of you who think there is more room for collaborations between automobile and watch brands. After witnessing the triumphant alliances between the likes of TAG Heuer and McLaren Mercedes-Benz, JeanRichard and MV Agusta, and Bell & Ross and Harley Davidson — all of which have given birth to sexy limited-edition watches and chest-thumping rides to make boys dream and grown men weep — the answer must surely be an emphatic “yes”.

This year, the buzz among fans of macho timepieces and showy two-wheelers is the partnership between Swiss watchmaker Tudor and Italian motorcycle manufacturer Ducati. While it is an inaugural collaboration, both brands are not new to each other's area of specialisation.

Tudor has always claimed a motoring-inspired heritage. Since the 1950s, Tudor advertisements have depicted its watches on the wrists of motorcyclists to evoke sporting style and performance. More recently, it was named the official timing partner for the Porsche Motorsport Supercup for the third year running. Of course, the brand's motoring influence has also resulted in racing-inspired timepieces,

seen recently in the Grandtour and Heritage Chrono watches, both with silhouettes inspired by Porsche GT cars.

Ducati, on the other hand, previously partnered Italian watch brand Breil to produce a line of timepieces that evoked the motorcycle manufacturer's style.

While it seems astonishing that both brands have taken decades to recognise each other as soulmates, less surprising is the result of their long-overdue union — a testosterone-charged watch collection.

Known as the Fastrider, this series of stainless steel chronographs is driven by the Tudor 7753 automatic chronograph movement with a power reserve of 46 hours, and housed in a 42mm stainless case with satin-polished finish. Meanwhile, sporting spirit is evoked by the tachymetric scale engraved on the bezel, and black PVD-coated chronograph push-buttons to resemble engine pistons.

The watches are available with a stainless steel bracelet, and a leather or black fabric strap featuring three stripes in contrasting colours — a look that has become one of Tudor's signature style details.

Two versions of the Fastrider are available: one from the main collection, which



The Fastrider series of stainless-steel watches is driven by the Tudor 7753 automatic chronograph movement



sports a silver dial, and a commemorative range brandishing Ducati's red-and-black colourways on the dial and fabric strap. For bragging rights, the latter comes highly recommended.

Besides watches, the Tudor-Ducati partnership also sees the former signing on as the latter's official timing partner — particularly handy since Ducati is a fixture in the MotoGP World Championships.

Interestingly, both brands also share a number of similar milestone years, including their founding in 1926; their first epochal products in 1946 (Ducati's Cucciolo and Tudor's Oyster); and global promi-

nence in 2007 (Ducati for winning its first MotoGP title for riders and manufacturer, and Tudor for its successful brand repositioning).

Having said that, even as brand marketers wax lyrical over the partnership, the one thing that gets enthusiasts truly excited about this collaboration is nothing more than the prospect of having more mechanical toys to play with. Ask true-blue Tudor and Ducati fans, and they'll tell you it's really as simple as that. **E**

Alvin Wong is an intrepid traveller and appreciator of music and fine living

SIPS & BITES



Indulge in Japanese dishes

Akari Japanese Dining & Bar offers a sumptuous Sunday buffet with a spread of more than 50 dishes that includes all-you-can-eat premium sushi and sashimi. Other favourites include Soki Tatsuta Age (deep fried, tender pork rib), Unagi Tofu, Gindara Saikyou Yaki (black cod with miso) and Saikoro Steak. The lunch buffet is priced at \$68++ per person (with free flow of green tea or soft drinks) and \$98++ per person (with free flow of Charles LaFitte champagne, wine, beer and sake). Dinner buffet is available at \$78++ per person and \$128++ per person (both with free flow of beverages as with lunch). A child under 12 eats for free if accompanied by two paying adults. Additional children will be charged at \$15++ each.

Akari Japanese Dining & Bar is located at Marina Bay Financial Centre, 8A Marina Boulevard, 01-02 Marina Bay Link

both indoor and outdoor seating areas, it is a veritable haven for tea connoisseurs to enjoy the world's largest selection of fine teas. Culinary aficionados can expect to be delighted by a fine-dining experience with dishes carefully developed and infused with select TWG Tea blends, such as a seared foie gras salad that is drizzled with a Chocolate Tea-infused vinaigrette, and braised beef ragout served with Burgundy wine sauce infused with Singapore Breakfast Tea. You can also savour a wide range of meticulously handmade delectable patisseries by executive pastry chef Philippe Langlois.

TWG Tea 'Garden' Salon and Boutique is located at The Shoppes at Marina Bay Sands,

Mall. For reservations, call 6634 0100.

Tea party at TWG

TWG Tea has opened its largest and grandest retail space: the TWG Tea 'Garden' Salon and Boutique at Marina Bay Sands. Standing at 4,040 sq ft with

B2-65/68A, 2 Bayfront Avenue. For reservations, call 6565 1837. Operating hours are from 10am to 11pm; and 10am to midnight on Fridays, Saturdays and the eve of public holidays.

Chase the blues away

Overcome Monday blues with a buffet spread at The Line at Shangri-La Hotel. You can also drink as much as you want of the award-winning Tiger beer, up to 5,000 litres, that is. You will see the remaining volume of the beer in a giant beer bottle stand installed at the restaurant's entrance. The promotion ends with the last drop of the 5,000 litres. With the buffet spread of international cuisine at The Line, you can indulge in culinary highlights from 16 theatre kitchens, including freshly shucked oysters, salads, freshly made pasta upon demand and Cantonese dim sum. There is also an array of local and Western sweet

treats such as a one-metre-high chocolate fountain, freshly made crêpes and ice cream.

Priced at \$72+++ per person, the buffet comes with free flow of beer and is served from 6.30pm to 10.30pm. For reservations, call 6213 4275 or email dining.sls@shangri-la.com.

Steak-and-lobster combo

Other than its renowned beef that is cooked to your desired rareness, Morton's of Chicago will be serving a Classic Combination of prime beef and lobster. The new promotional menu starts with a Centre Cut Iceberg Wedge salad featuring chopped egg, tomato and bacon, drizzled with Morton's Blue Cheese or Thousand Island dressing and served in a crisp iceberg shell. The main course consists of a single-cut Filet Mignon and cold-water Lobster Tail, served with a generous portion of grilled jumbo asparagus in a balsamic glaze. You can savour this menu until Dec 31 at every Morton's at Chicago



in Asia. In Singapore, it is priced at \$198 per person. The restaurant is located at Mandarin Oriental Singapore, Fourth Storey. For reservations, call 6339 3740 or visit www.mortons.com.

Dining with a view

Enjoy the gorgeous sunset view and seascape of the South China Sea with authentic Italian cuisine at il Lido. Known to bring out the natural flavours of the ingredients he works with, il Lido's new chef Alessandro Delfanti, 34, is also skilled at assembling each dish to evoke the comfort and familiar spirit behind all good Italian cooking.

il Lido is located at Sentosa Golf Club, 27 Bukit Manis Road. For reservations, call 6866 1977 or email reservations@forlino.com. For details, go to www.il-lido.com. Lunch is served from 11.30am to 2.30pm and dinner is served between 6.30pm and 11pm. — Compiled by Alicia Webb **E**

