



PRESS RELEASE

FOR IMMEDIATE RELEASE

Hospitality Sales Solutions to train hotel professionals in China

London, July 9, 2007 – Hospitality Sales Solutions (HSSO) is to provide a specialised training programme in Global Strategic Sales to Chinese hoteliers through Sinporo Training International in China's Hainan Province. Sinporo is a recognised leader for training hospitality professionals in China and works with most leading Chinese and international hotel companies represented there.

China's hotel industry is going currently through a massive expansion phase and there is a huge demand for trained professionals. Sinporo's current training team is composed of senior hoteliers and training specialists with courses to cover all areas of hospitality. From their base in Hainan in the south of the country, the Sinporo team covers most of China's main cities.

London-based HSSO has pooled its expertise in global sales and strategic sales development to produce a customised sales training programme for the new age hotelier. Unlike traditional sales training, the programme focuses on empowering the hospitality sales professional with a range of skills in sales operations and the use of technology for optimising revenue generation. HSSO will be able to provide Sinporo students with a unique dimension and a truly global approach to hospitality sales.

“It is indeed a great opportunity for us to work with one of the largest and most established hospitality training companies in China. The industry is growing incredibly fast in China and we are delighted to be a part of it through Sinporo. HSSO will work closely with Sinporo to meet the rapidly changing needs of today’s hotelier in global sales and will provide an international perspective. In today’s global environment, it is critical to stay on top of the technological advances and leverage its benefits on a day to day basis and it is in this area where Sinporo and HSSO have seen a strategic fit”, said HSSO Director, Vineeth Purushothaman.

Visit www.sinporo.com and www.hospitalitysalessolutions.co.uk for more details.

Notes for Editors

About Hospitality Sales Solutions (HSSO)

Hospitality Sales Solutions Ltd (HSSO) offers customised solutions to small and mid-sized hotel companies to enhance their sales reach and potential for revenue generation. As a specialist business based in the dynamic business hub of London, HSSO works actively with expanding hotel companies to access new European markets. HSSO also work to optimise internal sales processes and to introduce effective sales technology.

For further information, please contact:

Sophia Wilkinson
20 Lexham House
53 Lexham Gardens
W8 5JT London
United Kingdom
Phone: +44 20 7341 4831
E-Mail: sophia@hospitalitysalessolutions.co.uk