



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

PETER C. BORER

**Chief Operating Officer, The Peninsula Hotels
Executive Director, The Hongkong and Shanghai Hotels, Limited**

Mr. Peter Borer was appointed Chief Operating Officer of The Peninsula Hotels and an Executive Director of The Hongkong and Shanghai Hotels, Limited (HSH) in April 2004. The Peninsula Hotels is a subsidiary of HSH, an international property and hotels group headquartered in Hong Kong and listed on the Stock Exchange of Hong Kong.

Mr. Borer joined the Company in 1981 after acquiring extensive working experience in luxury hotels in Europe and the United States. In the next four years he was successively promoted to senior executive positions in The Peninsula Bangkok and the Company's flagship hotel, The Peninsula Hong Kong, culminating in his appointment as Resident Manager of the latter.

In 1985 he was promoted to Director of Sales & Marketing at the Company's head office and by 1990, after several promotions, had risen to the post of Senior Vice President, The Peninsula Hotels. In this capacity, he was responsible for planning the renovation of The Peninsula Hong Kong and the construction of its new tower extension.

In 1994 he returned to operations as General Manager of The Peninsula Hong Kong, charged with opening the hotel extension and steering it through the revolutionary changes required to pave the way for the future of The Peninsula – the 'Grande Dame' of Hong Kong hotels.

In 1999, he assumed wider responsibility for The Peninsula Hotels' portfolio of Asian properties (Hong Kong, Manila, Bangkok and Beijing) as Regional General Manager, and was then further promoted to Group General Manager (Asia) in 2002.

Mr. Borer holds a degree in hotel management from the Ecole Hôtelière Lausanne in Switzerland and is a member of the International Advisory Board of the school. He is also a member of the Advisory Board of the School of Hotel and Tourism Management of The Chinese University of Hong Kong. He has been awarded an Adjunct Associate Professorship and Chapter Honouree of Eta Sigma Delta of the School of Hotel Management, The Chinese University of Hong Kong in 2001 and 2004 respectively.

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