

Rosita Yiu (French nationality)

France

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Languages

- English : Fluent, spoken and written
- French : Fluent, spoken and written
- Chinese : Mandarin, Cantonese, Fujian, Chaozhou
- Spanish : Working knowledge
- Italian : Working knowledge
- Japanese : General knowledge

Diplomas

- 1979-1980 Degree Middle Class in French Civilization, Université de la Sorbonne, Paris (France)
- 1978 French Civilization Studies – Université de Nice (France)
- 1975-1976 Diploma in Hotel Management – HUMBER Technical College, Toronto (Canada)
- 1974-1975 Diploma in General Business – MOHAWK Technical College, Hamilton (Canada)
- 1972 Baccalaureate in Sciences (Hong Kong)
Certificate of Commercial Secretary (Hong Kong)

Professional Experience

International Tourism Development / Alliance Global Development

Nov 09 to Present **Principal**

- Development and investment in hotels in China and other countries
- Consultancy practice in tourism and hospitality sectors doing analysis, consulting, advice and coaching for destinations
- Travel and tourism business development
- Innovation, training and set-up the Asian Standard
- Representative for hotels for development of sales in the Asian market

ACCOR International Sales Division

March04 to Oct 09. **Vice President Sales Development Incoming Asia**

- Develop and implement all distributions strategies and programs of Accor Hospitality in Asia
- Identify and develop new opportunities of business and segments with key payers, tour operators and land operators in Europe.
- Providing updates on market trends to the Hotels and Sales Offices in Europe
- Innovation in the training on sales and marketing to improve staff sales skills.
- Innovate and set up the Chinese Standard within ACCOR Hotels: training staff and cooking lessons in 70 hotels in Europe.
- Represented ACCOR Group during the 120 years anniversary Diplomacy between France and South Korea in 2006

Jan 03 to Feb 04 **Sales Director Incoming Asia**

- Determine the level of hotels tariffs for the China and Korea markets
- Advisor on China
- Handled outbound Asian tourism
- Innovate and set up the Chinese standard for ACCOR Hotels - 30 hotels in Paris
- Innovate "ACCOR Awards" for the loyalty Asian Agencies
- Organize Education Tours in Europe to discover the new destinations for Tour Operators and Journalists in China as well as Incoming Agencies in Europe
- Strengthen good relationships with Tourism Partners (Airline companies, Tourist Boards, Journalists, etc.)
- Represented ACCOR during the cross Cultural year between France and China, 2004-2005, involved in Cultural and Intuitional committees.

Oct 98 to Dec 02 **Sales Manager Asia**

- In charge of outbound to Europe from China, Korea, India
- Follow up, develop and motivate Clients accounts
- Reinforce and create loyalty collaboration
- Presentation of new products
- Determine the suitable level of tariff and the type of hotels
- Improve and develop the turnover from the Clients accounts (Tours Operators, Land Operators, etc...)

June 93 to Sept 98 **ACCOR Coralia – Credit Manager**

- Technology Training
 - In charge of Credit Collection Department of ACCOR Coralia (98 Hotels)
 - Negotiation of bad debts (Tours Operators in France and foreign countries)
 - Legal assistance
 - Follow up and set-up the judicial settlement
 - Coordination between the Hotels and Sales Offices
 - Intermittent assignments at the Credit Department in the hotels
 - involved in control of outstanding debts, training of staff on new technology and set up of the Credit procedures
- Spain: Hotel Don Pablo
Cuba: Hotel Sevilla and Cuatro Palmas
Guadeloupe: Sofitel Auberge de la vieille tour, Novotel Fleur d'Epée, and Hotel Marissol
Tanzania: Novotel Mont Meru and Lodges

Dec 89 to May 93 **ACCOR Polynesia - Regional Credit Manager**

- In charge of Sofitel Maeva Beach Tahiti, Sofitel Ia Ora Moorea, Sofitel Marara Bora Bora and Sofitel Heiva Huahine
- Delegation, control the outstanding debts of the Region
- Negotiation of bad debts
- Training of staff on new technology
- Follow-up tariff policy

Apr 88 to Nov 89 **SOFITEL Maeva Beach Tahiti – Front Office Manager**

- In charge of a team of 22 persons
- Management, Organization, Control, Corporate Sales, research new contracts, training new technology, installation of the computer system,
- Strengthening relationship with Airlines and Airports services.

May 87 to Mar 88 **IBIS BAGNOLET – Front Office Manager**

- In charge of a team of 15 persons
- Involved in Organization, Management, Control, Corporate Sales

Oct.1986 **Opening Hotel SOFITEL Tiare Tahiti (Six month assignment)**

- Instructor of the Front Office for the « Centre de Formation Hôtelier » of the Hotel Sofitel «TIRARE » in Moorea, French Polynesia

1979 - 1986 **Hotel SOFITEL Roissy**

- June 84 to Sept 86: **Credit Manager** in charge of the Credit Department, outstanding debts.
- Aug 83: **Sales Assistant**: Public Relations, in charge of the airlines companies at the C.D.G. Airport; in charge of Special « V.I.P. » Services, Organization of special events in hotels
- Nov 82: **Assistant Front Office Manager** (Supervision Room Division Department)
- July 79: **Reception** clerk

Other Companies

- 1977 Restaurant Manager – Bombay India Restaurant (Hong Kong)
- 1976 Executive Manager – Estoril Hotel & Sintra Tours (Macau)
- 1972-1974 Tour guide – Sightseeing Tours (Hong Kong)

Decorations and Distinctions

- 2008: Chevalier of the National Order of the Legion of Honour – France
- 2004: “Routes to Success” in the “Entreprise” category at the “Forum of Success Stories of French People from Afar”, by Hervé Gaymard, Minister of the Economy, Finance and Industry in France.
- 1996: **Bronze Bernache** on the theme “Working Differently”, Accor Group

Awards

- 2009: "The Best Service Hotel Chain Group" of Chinese Outbound Tourism in China
- 2007: Chinese Tourists Welcoming Awards category “Product Innovation” in Beijing
- 2004: “Over All Performance” award in Silver at ITB Berlin
- 2003: “European Chinese Tourists Welcoming Awards” in Gold at ITB in Berlin
- 1989: The Best Service of Front Office, Sofitel Polynesia

Interests / Sports / Hobbies

- Member of SKAL International
- Administrator of Chinese Committee "MEDEF" in France (2005-2009)
- Member of Club XXI Siècle in France
- Member of Le Cercle Franco-Chinois
- Member of the Hong Kong Association in France
- Tennis, fishing, sailing, horseback riding and cooking