

VIEWS FROM THE TOP 11

BT CEOs e-Club

Members of the BT CEOs e-Club are Singapore's top corporate leaders whom BT editors would like to interact with in an atmosphere of informality and trust. This 'club' is a virtual one, with interaction mainly via e-mail. Each week, we will invite comments from these top executives on various economic and corporate issues. Their views will then be published in this weekly section, Views from the Top.

NEW York, Paris, Sydney, Tokyo, Hong Kong – if we look at the cities around the world that have a bustling night scene, a few elements resonate in the minds of people: cosmopolitan, a laid-back attitude and fun. The city of Sydney in Australia has long been regarded as one of the world's top cities for nightlife. What is the key to its success? Quite simply, the beaches, bars, nightclubs, cafes, world-class restaurants, casinos and shopping – the whole package. One other important factor in creating a world-class night scene is the activities that these tourists can do during the day. In Sydney, any time of the year, streets are filled with people exploring the plentiful beaches and sights the city offers. Shopping in the numerous markets allows tourists to satisfy their shopping cravings while some bars stay open until 4 am or later. As a break from the stress of sunbathing and the simple pleasures of wandering in the streets, there are theme parks, nature reserves and even fancy modern art galleries.

If we look at Singapore, we have the infrastructure in place. Zouk is a highly regarded night club in this part of the world. The night safari is the first of its kind in Asia. We have some of the most prestigious names in the hotel industry such as Raffles and Shangri-La, and the soon-to-open St Regis. For the entertainment segment, bringing in The Crazy Horse Cabaret is a start to re-invigorating Singapore's night life.

In my opinion, Singapore is already on its way to becoming one of the top cities in the world, not just for night life but as one of the best cities to live in. One key element that does appear missing from Singapore is day-time activities for tourists. What we also need are character and attitude. We need to develop a likeability factor for prospective tourists coming to Singapore. And I believe that the key to that lies in the hands of the people living in Singapore. Singaporeans and residents, and those in the services industry in particular, need to embrace the ideals of a vibrant happening city.

– Anton Ravindran
Group CEO & Co-Founder
Genovate Solutions