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For Release

Hong Kong-Based Ovolo Appoints Robert Wilson of 3R Hospitality Partners to Steer Asia-Pacific Expansion of Booming Service Apartment Brand

(Hong Kong, September 14, 2010) – Hong Kong serviced apartment brand Ovolo has engaged 3R Hospitality Partners to help facilitate the expansion of the brand across the Asia Pacific.

Fast-growing Ovolo recently acquired two new apartment buildings to become Hong Kong's largest independent serviced apartment operator with 174 'designer residences' in five apartment blocks on Hong Kong Island.

Ovolo's founder and Managing Director, Mr Girish Jhunjhnuwala, is now seeking to expand into hotel and serviced apartment management services across the region.

3R's Asia based principal, Robert Wilson, said he saw significant potential for the Ovolo brand and value proposition. "It is a fresh brand, modern, appealing and highly relevant brand" said Mr Wilson, "Most lodging owners are currently facing a combination of new opportunities and a variety of challenges and therefore require a flexible, bottom line driven approach to the management of their assets."

Expansion into regional management is already underway with Ovolo in active negotiations for hotel management agreements in Australia, Japan and China.

Mr Wilson has over 25 years experience within the hotel and property industry bringing experience from Australia, Japan, Korea, China and Hong Kong to this role at Ovolo.

Ovolo's niche in providing both short and longer-term serviced apartments focuses on award-winning intelligent design, state-of-the-art technology and communications, extensive concierge services and home-style, eco-friendly comfort.

"Ovolo is all about understanding what our guests really need and want – how to make their new lives as comfortable, appealing and effortless as possible," said Hong Kong-born Mr. Jhunjhnuwala.



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Business Development Director

– Robert Wilson