

# Italian brand luxury hotel opens in Suzhou

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On June 3, the launch of Shanghai Join In hotel management company — a fashionable, luxurious, high-end international hotel (resort) management company, and the first Asian Tonino Lamborghini brand hotel — Tonino Lamborghini Boutique Hotel Suzhou was held near the Jinji Lake of Suzhou Industrial Park.

More than 300 officials, foreign diplomats, entrepreneurs, celebrities attended the celebration including Chairman of Join-In Group Gao Jianrong, founder of the Tonino Lamborghini Group Tonino Lamborghini, Deputy Director of National Tourism Administration Zhu Shanzhong, Board Chairman of Century Golden Resources Group Huang Rulun, Czech Ambassador to China Libor Secka, Italian Consul General in Shanghai Vincenzo De Luca and Portuguese Consul General in Shanghai Joaquim Moreira De Lemos, actresses Liu Jialing and Huang Yi.

As a well-known city operator, Join-In Group has always been committed to establishing China's high-end brand, focusing on innovation and breakthrough. In late 2011, Join-In Group successfully signed with Ital-

ian Tonino Lamborghini Group, introducing the world's top well-known brand — Italian Tonino Lamborghini to China. Since then, Join-In group together with Tonino Lamborghini Group lifted the curtain on the management of a high-end, luxury hotel (resort).

As the only company authorized to use the Tonino Lamborghini brand worldwide in the field of hotel and hospitality in Asia and the first Chinese wholly-owned hotel management company to purchase the right to use the international hotel management brand, Join-In Group's innovation on business model of high-end hotel (resort) is praised by insiders on a large scale.

In order to better promote this international brand, Shanghai Join In hotel management company, the subordinate of Join-In Group, positioning in the management of the global high-end hotel (resort), will be fully responsible for the promotion of Tonino Lamborghini brand in China, Japan and Canada and other North American countries or regions.

It is expected that in the next 10 years Shanghai Join In hotel management company will be at least manage more than 40 five-star hotels (resort) in the countries listed above, striving to show the essence of East-West culture and high-end boutique hotel

services to every VIP in a perfect way.

In celebration of the day, Tonino Lamborghini Boutique Hotel Suzhou, the first high-end luxury boutique hotel of Italian style and Chinese architectural style, managed by Shanghai Join In hotel management company, opened grandly.

Tonino Lamborghini Boutique Hotel Suzhou was built near the water, with the overall architectural style combining Suzhou Gardening — “restrained, delicate, pretty” with the modern design concept, and thus the fusion of Italian fashionable, open style and tranquil, refined Chinese gardening stood out. The superior environment, decent service, rich literature atmosphere make up a paradise-like place for guests at home and abroad.

The hotel owns 92 extreme lake view rooms, advanced French restaurant, spa, gym, indoor swimming pool, multi-function rooms, bookstore, lobby bar, panoramic waterside and other function facilities.

The most unique feature is suites room with bookshelves, which displays Chinese and foreign classics, allowing guests to read in their leisure time; bright and spacious rooms mark a unique design, and guests can linger between the classical and modern, luxury and elegance.

Tonino Lamborghini Boutique Hotel Suzhou will be recorded in the development of this historic city, showing the Chinese elegant taste of literature and the essence of Italian quality of service. It will be another landmark of hotels in the Yangtze River Delta region.

It is reported that the opening of Tonino Lamborghini Boutique Hotel Suzhou is just the first step for Shanghai Join In hotel management company to achieve the strategic objectives of global management and operation of the high-end hotel (resort).

On the inaugurated day, the company signed the hosting agreement with nine high-end hotel (resort) separately in Sanya, Zhuhai, Hangzhou, Xuzhou, Huangshi, Kunshan, Suzhou and other cities.

It is believed that in the near future, Tonino Lamborghini brand managed and operated by Shanghai Join In hotel management company will achieve great success in different countries, different cities, with its bold innovation and focus on integration about the hotel business philosophy. It will open a new chapter in



From left to right: Join-In Group Chairman Gao Jianrong, actress Huang Yi, Tonino Lamborghini Group founder Tonino Lamborghini, actress Liu Jialing and Tonino Lamborghini Group President Gianluca Filippi stand together at the opening celebration of the hotel.

the hotel industry at home and abroad.

Join-In Group is a leading large-scale private enterprise group with rich experience in urban operations. It owns diversified industries including real estate development, investment and operation of five-star hotels, high-end property management, comprehensive city supporting services. Since its foundation, Join-In Group has always adhered to the development concept — “create tomorrow's value”, committed to creating Chinese high-end enterprise brand.

Over the years, Join-In Group has been striving for innovation and pursuing perfection with relying on quality products, making customer demand as the source of power, firmly grasping the condition of the market.

Based on the Yangtze River Delta, it aims to radiate to the whole China with investment in various provinces and cities covered by real estate development, high-end hotel (resort), IT, mining, medicine, business, finance, property management, and many other fields.

Join-In Group attaches great importance to comprehensive cooperative rela-

tions with business partners, establishing a strategic partnership to achieve common development with many international and domestic well-known brands such as Carrefour of France, South Korea's Samsung Group, the Malaysian Lion Group and other Fortune 500 companies, the British InterContinental Hotels Group, the Singapore ALILA Hotel (holiday) Management Limited, SMG Media Group, and Shanghai BesTV.

The Tonino Lamborghini Group was founded by Tonino Lamborghini in Italy and today its headquarters are in the beautiful “Palazzo del Vignola”, a renaissance villa of the 500 century nearby Bologna. Drawing inspiration from previous professional experiences in the fields of engineering and design, the group extends the concept of luxury to products capable of evoking a world based on technology and innovation: watches, mobile phones, eyewear, perfumes, fashion accessories, furnishings, apparel lines, sports accessories created with the best quality and most sought after materials, a coordinated universe of style which expresses “Puro Talento Italiano”.



On June 3, Suzhou Industrial Park welcomed the Tonino Lamborghini Boutique Hotel, a new landmark luxury hotel owned by Join-In Group.



“We create not only hotels, but also a lifestyle of unusual luxury.”

JOIN IN Hotel Management (Shanghai) Co. Ltd. is proud to unveil Tonino Lamborghini Hotel & Hospitality with the exclusive rights from Italy. When Chinese and Italian culture meet in the paradise city of Suzhou, you are going to experience a brand new lifestyle of unusual luxury at Tonino Lamborghini Boutique Hotel Suzhou.



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