



*The Liming*

TRANSFORMING HOTEL  
BUSINESSES IN THE CARIBBEAN

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A PARTNERSHIP OF HIGHLY  
EXPERIENCED OPERATORS,  
DEVELOPERS AND CARIBBEAN  
ENTREPRENEURS

The Liming is a new Caribbean hotel management group, brought to you by world-renowned and multi-award winning Inverlochy Castle Management Company and partners.

We are a partnership of highly experienced hotel operators, managers, developers and Caribbean entrepreneurs expanding our management portfolio of luxury properties around the world, including Inverlochy Castle, Cromlix and The Liming, Bequia.

Our services, from consultancy to full management, are available to:

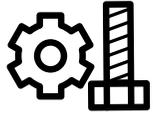
- New hotel developments, including design and construction
- Hotel takeovers, including funding and business planning support
- Exit strategies, including hotel sales and succession planning
- Receiverships

[www.icmi.co.uk](http://www.icmi.co.uk)



## OUR OFFER

The Liming management team has the expertise, experience and structure to assist small to medium-sized businesses to achieve profitability through sound management and robust innovative marketing. We drive occupancy, improve operational standards and help to increase the value of luxury hotels and resorts.



### Hotel operations

We have a world-renowned track record in training and retaining the best staff and helping ensure unrivalled standards of service – from the hotel cleaner to the head chef.



### Sales and Marketing

We work independently and in partnership with existing on site sales team to deliver a positive ROI via an extensive qualified database of contacts and a proactive, strategic team.



### Real Estate

We have extensive entrepreneurial experience in real estate, a useful adjunct to underperforming properties. We advise and assist with optimum land use, property development and estate planning, including residency rights.



### Investment

In certain circumstances we may consider investment opportunities.

# OUR TEAM

## Norbert Lieder Managing Director

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Norbert Lieder has worked in the hospitality industry for 30 years. He did his apprenticeship and graduated from hotel school in his native Hamburg, Germany. Subsequently he worked in management for Kempinski and Hilton International, and at the Datai in Malaysia. He held general manager positions at hotels in Asia, the Caribbean and Scotland before becoming GM of Inverlochy Castle Hotel. Under his stewardship, Inverlochy was transformed to being "The Best Hotel in Europe" according to the respected Travel & Leisure magazine and won numerous other awards.

For the last ten years Lieder has managed ICMI's multi award-winning portfolio, opening Cromlix and Crossbasket and delivering profitability at numerous other hotels.

## Jonathon Milne Director

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Jonathan Milne formed the FM Group in 1997. Over the years the company has received numerous property and business awards and completed some remarkable real estate projects. Jonathan and his team have successfully completed and sold thousands of residential homes and completed millions of sq ft of commercial property developments around the world.

Jonathan has significant business interests in the Caribbean.

## Kelly Glass Director

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New Zealand born Mr Kelly Glass is the CEO of K-Group, a Caribbean development and facilitation group which has built airports extensions, roads, bridges, marinas, boatyards, and telecoms infrastructure on land, including fibre optics and cellular, sub-sea fibre and copper. As operators, K-Group operates three hotels, two marinas and a boatyard in the region. Mr Glass discussed the practical issues of doing business on the island, and talked about the challenges and opportunities his firm has experienced as an investor in St Vincent and the Grenadines.



## OUR TEAM

### Dr Chai Chairman

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Dr Sin Chai was born to Malaysian Chinese parents and brought up in a large entrepreneurial family with businesses in tin, rubber, construction, real estate development, manufacturing, aviation, hotels, and farming; these businesses were based in Southeast Asia, Canada and Australia.

He qualified in medicine from London University and practiced as a physician for many years. Dr Chai established and managed his family's portfolio of farms in Canada and Australia and currently supervises the group's real estate, hotel and restaurant portfolio. The family have bought and sold numerous properties and developments under Dr Chai's aegis; current holdings include Inverloch Castle Hotel, Rocpool Reserve and Blanefield in Scotland, and diverse properties across the world.

### John Green Sales and Marketing

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John Green has worked in the hospitality industry for over 20 years. After graduating from university he began his sales & marketing career with Conrad Hotels, then moved into managerial positions with Four Seasons & Regent Hotels, and The Landmark London. He was general manager at The Hempel for three years prior to setting up John Green Communications (JGC) in 2004.

John has an extensive knowledge across all market segments and together with his team is focused on business development within the portfolio. John brings one of the industry's foremost international sales teams The Liming.

### Kerry Watson Operations Manager

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Kerry Watson has been involved with Inverloch Castle since she was 12. A graduate of Cornell, her career has encompassed living and working in Denmark and Australia and managing a Relais & Chateaux hotel in Scotland. She joined Inverloch Castle in 2005 and was appointed GM of Rocpool in 2008. Since 2010 Kerry has been a driving force on ICMI's senior management team, managing operations across all properties, supporting acquisitions and investments and developing teams to ensure consistent delivery of ICMI's world-renowned customer service.



## OUR PORTFOLIO



### The Liming, Bequia

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Currently under construction The Liming Bequia will offer exquisitely designed, private one, two, four and five-bedroom villas that will offer guests the unparalleled privacy that comes with an exclusive island location. The resort will offer dining at an exclusive restaurant set above the roof of the Caribbean Sea.



### Plantation Hotel, Bequia

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Situated on the beach front of the secluded southern end of Admiralty Bay, Plantation Hotel boasts breath-taking views of Bequia and its sparkling blue waters.

Guests of the hotel can select from a range of accommodation including garden and sea view rooms, beach suite rooms and the beach front villa. A restaurant offering fresh, local dishes and pizza known to be the island's best is also available.

## HEADS OF TERMS

- // Minimum five year agreement, fees must be guaranteed
- // Fee based on fixed monthly, profit and turnover share
- // Full operational control of the hotel
- // Owner communication with Managing Director of The Liming only
- // All staff remain employees of the hotel but report to The Liming only



For further information please contact  
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