

# Widening the tax net

Malaysia needs to gain more revenue. Why not introduce taxes like inheritance tax, withholding tax and capital gains tax? We discuss the pros, cons and implications if these taxes were to be imposed.



## Time to celebrate

Equatorial commemorates its 50th anniversary with an exclusive partnership with Seiko.

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IT'S rare for a hospitality brand to collaborate with a watchmaker for a limited edition release. There have been several orchestrated in the past but this month we will see, for the first time, a Malaysian hotel brand unveil a special edition timepiece in collaboration with a watchmaker.

The EQ x Seiko timepiece is a limited, custom-edition timepiece created to commemorate the hospitality brand's 50th year anniversary. Hotel Equatorial Kuala Lumpur opened on 27 December 1973 and it marked the beginning of a new era of hospitality in Malaysia's hotel industry. Half a century on, the brand has established itself as one of the leading hotel operators in the region.

To celebrate this significant milestone, the hotel group collaborated with Japanese watchmaker Seiko, to create a timepiece in conjunction with its anniversary. "It's an amazing feeling to be able to work with a renowned brand like Seiko, explains Donald Lim, Chief Executive Officer, Equatorial Group. "It would have been pretty straightforward to just buy a bunch of watches and re-package them ourselves and call it an anniversary edition, but to do so officially is a different matter altogether."

### Perfect timing

Lim elaborates that the collaboration was made possible with the help of Thong Sia Sdn. Bhd., the official

distributor of Seiko watches in Malaysia. "Everything that was done with this release had to be very carefully crafted as we are well aware of how particular a brand like Seiko is about quality," he adds.

"Even as we were working on this project, we could sense the excitement building as it all came together. Every bit of detail from prototyping to the final product required months-long efforts stretching back to 2022." The model chosen for this significant event is the Seiko Presage, an iconic line renowned for its attention to detail.

Featuring a domed Hardlex mineral crystal, the elegantly shaped 39.5mm case houses a dependable Seiko Cal. 4R35, automatic mechanical movement. According to Lim, having an elegant dress watch from Seiko's Presage line in the same EQ colour palette was just an alignment too good to be true.

"This particular piece perfectly matches the deep brown and rose gold palette of our new EQ hotel, which represents the pinnacle of our experience as hotel developers and managers to date," he adds. Aesthetically, the watch boasts a brown dial and calfskin strap, harmoniously complemented by rose gold-coloured hands and indices, beautifully reflecting the distinctive palette of EQ.

On the back, the watch's caseback proudly showcases the golden anniversary logo, paying homage to Equatorial's remarkable half-century journey of providing unparalleled hos-



(Left) The Seiko Presage watch chosen for the collaboration timepiece.

(Below) The timepiece commemorates 50 years of Equatorial.

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pitality. "The etching of our specially-designed 50th Anniversary logo on the clear caseback makes it the more meaningful to us," says Lim. The watch is also presented in packaging featuring elements of the Equatorial brand.

### A golden celebration

Lim reveals that only 50 pieces of the timepiece are being offered sold exclusively at the hotel. "The buzz has been incredible just from the teaser image that we've shared with some of our members," he adds. "Following the official launch on August, the watches will be sold at the hotel at RM5,000 each". A watch that believes in giving back, Lim explains that one timepiece has been offered up for auction, with proceeds channelled towards the Kasih Foundation.

In addition to the EQ x Seiko timepiece, there will also be a series of events tied to the hospitality brand's year-long golden anniversary. The festivities lined up by the hotel includes a special residency by Michelin-starred Brazilian Chef Alberto Landgraf at fine dining restaurant, Sabayon. There will also be a revival of property's legendary Blue Moon on Merdeka Day.

Lim states that there will be celebrations and collaboration announced later this year and next as part of its 50th anniversary. "For any enterprise, celebrating a golden anniversary is by itself a remarkable accomplishment. As anniversaries are all about time, what better way to commemorate it than with a special watch."



EQ x Seiko 50 Years Anniversary Watch. - Photos: Equatorial.