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Plaza Premium Group Launches Global Corporate Choir to Inspire Unity, Social Impact, and Nurture Talent



Mr. Song Hoi See, Founder and CEO of PPG (Second from left); Mrs. Linda Song, Co-Founder and Executive Director of PPG, and Chairperson of the PPG Choir (Third from left); Cavin Loh, Regional General Manager for Southeast Asia - Malaysia, Indonesia, Cambodia, and Thailand of PPG (Left) ; and Susana Saw, Artistic Director of Malaysian Choral Eisteddfod (Right)



Plaza Premium Group sponsors the reputable Malaysian Choral Eisteddfod International Choir Festival; the Kuala Lumpur Chapter of the PPG Choir debuts

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Kuala Lumpur, November 13, 2025 – Plaza Premium Group (PPG), the world's leading provider of integrated airport hospitality and passenger service solutions, is proud to announce the formation of its corporate choir, **The PPG Choir**, a global social impact initiative to unite its diverse workforce through the universal language of music, with a purposeful statement - 'Harmonizing Journeys, Cultivating Voices'.

The PPG choir was launched in Hong Kong earlier this year, followed by the Kuala Lumpur chapter, which debuted on November 9 at the Festival Gala Concert at the Malaysian Choral Eisteddfod (MCE) – International Choir Festival 2025. Organised by the Young Choral Academy, the festival featured concerts, competitions and workshops for both international and local choirs.

With 141 colleagues across many nationalities currently participating in the Hong Kong and Kuala Lumpur chapters, the PPG choir is egalitarian in spirit, with colleagues participating from a wide cross-section of teams, from headquarters to regional offices, leadership teams to frontline colleagues.

It is spearheaded by Mrs. Linda Song, Co-Founder and Executive Director of PPG, and Chairperson of the PPG Choir. The inspiration for the global choir stems from her lifelong passion for music and her vision of using the arts as a social impact tool within the corporate setting.

Mrs. Linda Song says: "I sang in school, paused for many years, then picked it up again recently and rediscovered how joyful singing is. Over the past year, I've attended workshops, competitions, and festivals, meeting choral experts from around the world. The more I learn, the more I realise how choral music brings people together, representing every culture, language, and touches hearts across the world. With over 80 nationalities and 6,000 employees worldwide, our PPG Choir will embody the rich tapestry of cultures within the company."

Of the MCE Festival, she shares: "We are delighted and honoured to have supported this prestigious event which brought together such exemplary and talented choristers together under one roof. As we join hands with MCE to celebrate the shared joy of choral harmony, we extend our heartfelt congratulations to all performers and the organizer, the Young Choral Academy."

Renowned choral conductor Kelvin Lau, Artistic Director and Founder of The Hong Kong Virtuoso Chorus, is also the PPG Choir Director. Through his mentorship and guidance, the choir helps to nurture confidence, teamwork, and well-being among colleagues, while reinforcing the spirit of inclusivity that defines the brand.

"I founded the PPG Choir earlier this year with the support of renowned Hong Kong conductor Kelvin Lau to share that joy. Our choir brings colleagues from every department and level together, from headquarters to the regions. Watching them

P L A Z A
P R E M I U M
G R O U P

rehearse, despite their busy schedules, and sing with heart fills me with pride. Music builds bridges that no meeting room can match,” Mrs. Linda Song added.

“This is a milestone in my musical career,” stated Mr Lau. “Having built interschool choirs for the past 15 years, being part of PPG’s first corporate choir is a unique opportunity to champion harmony and diversity in the corporate world.”

Through continuous support and collaboration with charitable choral music organizations within the PPG network, the company aims to leverage music to support youth development, as part of its ESG initiatives to make an impactful contribution to society.

Plans are already underway to expand the choir across PPG’s other global locations, and a virtual choir initiative has been launched, providing options for employees from every corner of its worldwide operations to participate.

PPG’s commitment to sustainability and employee wellbeing is reflected not just in its hospitality services but also in investing in the personal growth and satisfaction of its staff. “The choir is more than a recreational activity—it is a meaningful tool to connect people, improve workplace dynamics, and reflect our brand’s commitment to social responsibility,” added Roy Pang, Global Chief Human Resources Officer.

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PLAZA PREMIUM GROUP

Plaza Premium Group (PPG) is the global leader in integrated airport hospitality and passenger service solutions, operating the largest network of airport lounges worldwide and offering a 360-degree airport hospitality experience with 14 brands under its portfolio, operating in 150 countries across 600 international and domestic airports and serving 24 million passengers annually. With a mission to Make Travel Better, the group introduced the world's first independent airport lounge concept in 1998. Plaza Premium Lounge, Plaza Premium First - award-winning airport lounges, Aerotel - the world's largest airport transit hotel chain, Refreshhh by Aerotel, ALWAYS - airport passenger services, airport dining concepts, Smart Traveller - innovative digital experience and rewards platform, and One Travel Experience Ecosystem (OneTECO), the group is at the forefront of transforming airport experiences for the better through innovative and human-led solutions. PPG's commitment extends beyond its brands, as it also provides lounge management and hospitality solutions to leading airlines, alliances, and corporations worldwide. Plaza Premium Group has over 100 accolades, demonstrating its exceptional achievements and commitment to service excellence. Notably, the group has received the prestigious "World's Best Independent Airport Lounge" award at the World Airline Awards by Skytrax for nine consecutive years from 2016 to 2025. With a team of over 6,000 dedicated professionals worldwide, and through a continuous pursuit of innovation and excellence, the group is experiencing exponential growth globally.

To learn more: <https://www.plazapremiumgroup.com>

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