

M1NT managing director has big plans

Nie Xin

Clubs in this city come and go, but Shanghai needs something exclusive and permanent. Constantly gaining in recognition, M1NT Shanghai is one of the city's leading entertainment venues.

Started in London 10 years ago, M1NT is the world's first shareholder's club. After moving to Hong Kong and France, M1NT arrived in Shanghai five years ago.

The spectacular venue has changed concepts of upscale entertainment. Today's M1NT continues to advance in services, restaurant menu, events and wine business.

It also plans to launch in other locations in the city and elsewhere in China.

Shemsi Danielo Hoti, the managing director who came to Shanghai five years ago with the M1NT concept, discusses the secret of success and the future of M1NT with Shanghai Daily.

"People in this city like going out and M1NT has changed the way they enjoy their nightlife. When we came here five years ago, many of them drank whisky with green tea," Hoti says.

As for the "secret" of the club, Hoti says simply, "They know what people want."

"People come here for good ser-



Led by Managing Director Shemsi Danielo Hoti (left), M1NT Shanghai has become one of the city's leading entertainment venues.

vice and exciting events — we make changes slowly, slowly, and keep moving forward," he adds.

The new chef Lukas Ziesel is one of the most notable young European chefs, and he plans to release a new menu soon.

The Black Swan party held last July gained a lot of public attention — thousands of people tried to get in.

The next Black Swan will be held in September, according to Hoti, but it's only one of many regular events at the club, such as the collaboration with Formula One, Shanghai International



Film Festival and other "carnivals."

"M1NT is not a crazy park. We always make our events exclusive — keeping good quality, making the venue high-end, and ensuring our customers enjoy the party in comfort," Hoti says of the club's philosophy.

Hoti has been working in the M1NT group for 10 years. He designed the bar of M1NT Shanghai and now leads a team of 200 employees.

"I started with the first day of M1NT. I know the real M1NT and the behind-the-scenes M1NT. What I am doing is keeping the brand strong and the

strongest. I communicate with coworkers and make sure they are clear about the brand — this is my secret to being a good manager," says Hoti.

"Night life is very important for people in Shanghai — what people do after work is going out. That provides us a lot of space to make efforts as well as fierce competition," he says.

"We will open new places only if we find the right location as location is very important," Hoti says.

"We are here to stay we are the best and we are committed to Shanghai — M1NT is priceless," he says.