

Press release

Swiss Education Group signs new partnership with TAG Heuer

Montreux, 11 July 2018 – Hotel Institute Montreux (HIM), a member of Swiss Education Group, the largest private hospitality educator in Switzerland, has announced an exclusive partnership agreement with TAG Heuer, one of the leading luxury watch manufacturers in Switzerland.

With the aim to strengthen students' learning experience, this new collaboration will focus on an exchange of knowledge and expertise in the field of luxury business marketing.

As part of their coursework, students from HIM's Luxury Marketing and Business Specialization will work on case studies assigned and evaluated by TAG Heuer's leadership on topics that are relevant to today's luxury watch industry. Students will also visit TAG Heuer's factory in La Chaux-de-Fonds, once every term, to engage directly with the people behind the fascinating art of watchmaking. The student with the highest academic achievement in the Luxury Marketing and Business Specialization, will also receive an award sponsored by TAG Heuer for their academic accomplishments.

"Our objective at Swiss Education Group is to work with leading companies to ensure our students are learning from the best in the industry. This partnership reaffirms our strong relationship with the industry worldwide and I am confident that it will allow our students to further hone their skills in luxury marketing and business and provide them with the knowledge and experience to excel in this global and dynamic industry," commented Mr. Benoit Samson, Chief Brand Officer at Swiss Education Group.

Mr. Jean-Claude Biver, Chief Executive Officer of TAG Heuer added, *"We are honoured to work with Swiss Education Group to share our 150 years' expertise in watchmaking. This partnership reflects our commitment to engage with the younger generation and impart values that will allow them to embrace the challenges they will face as future leaders of the luxury industry."*

All students will receive exclusive VIP invitations to the world's largest watch-and-jewelry trade show, *Baselworld 2019* and the prestigious *Salon International de la Haute Horlogerie Genève (SIHH)* where they will get to meet and engage with the best people in this craft. Students will also be given an opportunity to purchase customized TAG Heuer watches and a portion of the sales proceeds will go to *La Fondation Swiss Education Group* that offers study grants to help students successfully complete their education despite facing challenging times.

"Since our establishment, we have remained committed to giving our students quality education and furnishing them with the skills required in today's workforce. Innovation is vital to the educational experience our students receive and I look forward to nurturing our partnership with TAG Heuer who are bold leaders of innovation in the luxury industry," concluded Mr. Florent Rondez, Chief Executive Officer of Swiss Education Group.

Hotel Institute Montreux (HIM)

Founded in 1985, HIM has forged an excellent reputation across the world for the quality of its programmes, which are tailored to the needs of the market. HIM offers a range of postgraduate and bachelor's degrees in hotel management with specialisations in finance, marketing or human resources, combining the best of Swiss hotel training with American management practices. The bachelor's degrees are delivered in partnership with Northwood University (United States).

About Swiss Education Group

With five schools based across seven campuses throughout Switzerland, Swiss Education Group is Switzerland's largest private hospitality educator. In total, the Group has over 6,500 students from over 110 countries and the campuses are beautifully located in the French and German speaking regions of Switzerland. Partnerships with the University of Derby (UK), Northwood University (USA) and Washington State University (USA) ensure that students' qualifications are internationally transferable. Courses are conducted in English and all schools offer Diploma, Bachelor and Master programmes, with a variety of subjects and specialisations. As a worldwide ambassador of best practices in Switzerland, Swiss Education Group enjoys the benefit of being highly esteemed by tourism and hospitality industry professionals. Locally, the group is an esteemed economic player, bringing many international students and visitors to the regions where the schools operate.

About TAG Heuer

About TAG HEUER

In 1860, at the age of 20, Edouard HEUER founded his watchmaker's workshop in the Jura Mountains of Switzerland. Creating the mikrograph in 1916, sponsoring F1 teams in the 70s or launching the first luxury connected watch in 2015 are just some examples of the major technical innovations, ultimate accuracy and passion for disruptive design that define our unique spirit. Headquartered in La Chaux-de-Fonds, TAG Heuer operates in 4 production sites, mastering the whole watchmaking process, and is active on all continents through 4500 points of sale, including 170 TAG Heuer boutiques, now directly on www.tagheuer.com in a selection of markets. TAG Heuer timepieces are designed for those who love challenges. Our influence is enriched by our unique communication strategy based on three pillars, Sport, Lifestyle and Heritage. Broad and disruptive, it embodies our legacy and DNA. Partnerships and ambassadors illustrate our open-minded and open-doors culture. The most prestigious and avant-garde names team up with TAG Heuer: RedBull Racing Formula 1 team, Monaco F1 Grand Prix, Formula E Championship, the biggest football leagues around the planet in Europe, Americas and Asia...- Manchester United; Trendsetters like it-girl Bella Hadid, the American star quarterback Tom Brady, Hollywood actors like Chris Hemsworth or Patrick Dempsey; and the first appointed Art Provocateur by a brand, Alec Monopoly!

#DontCrackUnderPressure is more than a claim - it is a mindset. More information on www.tagheuer.com

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