



TAG Heuer
SWISS AVANT-GARDE SINCE 1860



NEWSFLASH

Swiss Education Group and TAG Heuer in partnership

Montreux, the 4th of September 2018 – In view of the opening of their first training hotel – The Freddy Mercury – the partnership that was announced during the summer has just been officialized between Swiss Education Group and TAG Heuer. Through the exchange of knowledge and expertise, this collaboration aims to strengthen the student's learning experience in luxury marketing.



« We are proud to showcase this partnership which is only at its beginnings as there are many activities planned which will encompass our shared values of excellence », commented Sylvain Verdon, Director of Switzerland for TAG Heuer. «This mounted clock symbolizes our commitment to the younger generation of students who are the future leaders of tomorrow».

As a reminder, the students following the specialization in Luxury Marketing and Business in Hotel Institute Montreux, will have assigned case studies that will be evaluated and guided by TAG Heuer. These projects will be focused on today's current challenges and problematics of the luxury watchmaking industry. Planned at the start of every term, a first visit to the manufacturer based in La Chaux-de-Fonds has just been completed with over thirty students who had the opportunity to converse directly with the watchmakers.

« We are very excited about this partnership. With all of the interesting career prospects offered by the luxury sector, we are convinced that TAG Heuer's expertise as an innovative and heritage watch brand will enable our students to exclusively interact and gain hands-on experience. This partnership will contribute to the success of our students as candidates who are talented, multi-skilled and capable of responding to the needs of this sector' », said Ulrika Björklund, Academic Director of HIM.

Press kit about the partnership and HD pictures available upon request or [here](#)

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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.

<https://www.swisseducation.com/en>

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

Instagram : @tagheuer, Twitter : @TAGHeuer, Facebook : <https://www.facebook.com/TAGHeuer>