

Swiss Hotel Management School partners with the prestigious 26th Concours Mondial de Bruxelles

Leysin, Switzerland, 2 May 2019 – Swiss Hotel Management School (SHMS), a member of Swiss Education Group, the largest private hospitality educator in Switzerland, hosted over 250 esteemed wine professionals at the welcome party held in Leysin yesterday. In addition to the opening ceremony, SHMS students will also be providing hospitality services during the 3-day competition in Aigle, Switzerland.

The official opening ceremony took place in the halls of a former traditional Swiss palace – Mont Blanc Palace. Home of the Swiss Hotel Management School in Leysin, the impressive event, represented this semester's *World of Hospitality* – the campus' signature event organised by students, allowing them to apply the skills they have learned in the classroom into a real-life scenario. Industry guests, local residents and VIPs are invited to these events where students showcase local cuisine and entertainment from around the globe. This semester the client and event was Concours Mondial de Bruxelles and their official opening party.

The Concours Mondial de Bruxelles is a renowned international wine competition held annually since 1994. Originated in Belgium, it is one of the most recognised wine competitions and is respected globally by the industry and consumers. The Concours Mondial de Bruxelles visits different wine-producing countries every year and this year the town of Aigle was chosen to host the competition. From 2nd to 5th May 2019 more than 330 wine professionals, majority of whom are journalists, will sample and judge over 9'000 international wines – a record participation for the competition.

Over 100 students were involved in the opening ceremony – more than 30 student volunteers and 77 students from the Bachelor of Arts (third year) and Post Graduate Diploma programmes, who were being graded and evaluated by different groups of people of various levels, on how well they executed the welcome party.

“We strive to place our students in a real-world environment and such events are great opportunities for them to apply what they have learned in the classroom. This challenge-based learning approach gives them the responsibility of setting up an event, respecting a budget and making all managerial decisions that lead to the execution of an event for real clients and guests. The tutors are here to guide and advise them throughout the process, but it remains wholly their event,” said Eric Debatz a lecturer in Events Management at Swiss Hotel Management School's Leysin campus.

Designed to indulge all the senses, students took their guests on a journey through Switzerland. To complete the night, a myriad of traditional performances and virtual reality animations delighted everyone and finally, a chocolate workshop and an exquisite buffet of local specialties offered guests of The Concours Mondial de Bruxelles, a real taste of Switzerland.

From 2nd to 5th May students from the school's Postgraduate and Masters programme will also be involved in the tasting sessions that will be held at the World Cycling Centre. They will be in the main hall catering to every need of the tasting tables for the jury members, who come



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from over 43 different countries. “These students are uniquely qualified for the task, as they specialise in the operational part of hospitality with a focus on planning, organising and



delivering flawless service. Taking part in the Concours Mondial de Bruxelles gives students yet another opportunity to manage the complexities of large scale events,” said Andrea Leuenberger Swiss Hotel Management School’s Leysin campus.

“Chapeau! The students of Swiss Hotel Management School should be really proud of themselves. I was truly impressed by everything they did; from the logistics and flow of the event, to the service, the food and the entertainment provided. It’s amazing to see them show such professionalism at this age and I can only imagine the bright futures that awaits them when they step into the working world,” said Thomas Costenoble, Director of the Concours Mondial de Bruxelles.

About Swiss Hotel Management School

Established in 1992, the Swiss Hotel Management School (SHMS) has earned a distinct reputation for offering education based on traditional Swiss hospitality expertise combined with international management competencies. Housed in two beautiful former place hotels in the mountains, in Caux and Leysin, students can choose from several Bachelor and Master courses accredited by the University of Derby (UK).

Swiss Hotel Management School is the first hospitality school in the world to receive the prestigious *Apple Distinguished School* recognition, seamlessly blending 21st century learning in innovative ways to support learning goals. It is also benchmarked as one of the top three school worldwide in student support and number one worldwide for personal tutors by *i-graduate 2018*.

<https://www.shms.com>

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.

www.swisseducation.com