YOUR SWISS ALLIANCE OF PRIVATE HOSPITALITY MANAGEMENT SCHOOLS
With five schools based across seven campuses, Swiss Education Group is Switzerland’s largest private hospitality educator. In total, the Group has over 6,500 students from 111 countries within the current student body, with each school offering a diverse international experience on beautifully located campuses in the French and German speaking regions of Switzerland.

Amassing over 30 years of experience in hotel management and culinary arts education, Swiss Education Group’s core educational values are based on the excellence of the Swiss hospitality tradition, focusing on the practical aspects of hotel management.

As a worldwide ambassador of best practices in Switzerland, Swiss Education Group enjoys the benefit of being highly regarded 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.
History

Founded by Dr Andreas Künzli in 1986, Swiss Education Group began with the launch of Swiss Language Club (SLC). In 1994, Swiss Hotel Management School (founded in 1992) joined and marked the Group’s first foray into hospitality education.

Swiss Education Group has since grown rapidly and in 2008, Invision AG, a private equity firm, acquired the Group. The involvement of this major shareholder attests to the group’s commitment to continue and significantly invest, ensuring its growth.

Swiss Education Group’s Headquarters is in Montreux, Switzerland, with additional offices located in North America, South America and Asia.

Key Milestones

- 1994: Acquisition of Swiss Hotel Management School in Caux (founded in 1992)
- 2002: Acquisition of Hotel Institute Montreux (founded in 1985)
- 2004: Acquisition of IHTTI in Neuchâtel (founded in 1984)
- 2008: Acquisition of Swiss Education Group by Invision
- 2009: Opening of Swiss Hotel Management School’s campus in Leysin, after acquisition of the Mont-Blanc and Belvédère hotels
- 2011: César Ritz Colleges Switzerland joins the group (founded in 1982)
- 2012: DCT European Culinary Arts (founded in 1991) joins the group and is renamed Culinary Arts Academy Switzerland
- 2008: First edition of the International Recruitment Forum in Montreux
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 on offer, including:

**Investments**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
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<th>2014</th>
<th>2015</th>
<th>2016-2018</th>
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<tr>
<td><strong>IT</strong></td>
<td>1 Mio</td>
<td>1 Mio</td>
<td>2.5 Mio</td>
<td>2.5 Mio</td>
<td>Approx. 5 Mio</td>
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<tr>
<td><strong>Maintenance &amp; Renovation</strong></td>
<td>5.7 Mio</td>
<td>5.4 Mio</td>
<td>6.8 Mio</td>
<td>7.8 Mio</td>
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<tr>
<td><strong>Acquisition &amp; Construction</strong></td>
<td>5.7 Mio</td>
<td>5.4 Mio</td>
<td>6.8 Mio</td>
<td>7.8 Mio</td>
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2013
Launch of the alumni platform Konnect, linking 21,000 alumni worldwide

2014
Launch of the Group-wide 1:1 iPad programme

First edition of the “Freddie For A Day” festival in Montreux in partnership with the Mercury Phoenix Trust

2016
Inauguration of The Mosimann Collection – A Culinary Heritage at César Ritz Colleges Switzerland in Le Bouveret, in partnership with Chef Anton Mosimann OBE, by appointment HRH The Princes of Wales Caterers
Founded by Dr. Andreas Künzli in 1986, Swiss Education Group began with the launch of Swiss Language Club (SLC). Switzerland’s reputation as the birthplace of hospitality was established over one hundred years ago when the first palace-style hotels were built.
Quality Academic Programmes Endorsed by Reputed Universities

Swiss Education Group is committed to training tomorrow’s professionals to meet the needs of employers in the hospitality industry and beyond. Graduates are prepared for the working world armed with an excellent understanding of the hospitality industry and extensive practical experience gained through internship placements. All curricula combine theoretical courses with practical internships. Students are required to gain industry experience of between eight to 12 months during the first two years of their studies.

At the academic level, the schools are associated with universities reputed for studies in the hospitality, tourism and business sectors. Lecturers are internationally recognised practitioners with both academic and industry experience. They share a firm commitment to excellence and a passion for hospitality education. Many of the staff remain abreast of industry best practices through periods of immersion in the world of business.
Providing a Dynamic Learning Environment

The Swiss Education Group’s schools reflect the reality of the hospitality industry, offering students the most authentic learning environment and furnishing them with the skills required in the workplace today. The Group is committed to focusing on technological breakthroughs that revolutionise pedagogical approaches and ensure graduates develop the skills required in the international job market.

In 2012, Swiss Education Group tested new tablet technology with iPads at César Ritz Colleges Switzerland and subsequently decided to provide a tablet to each of its students at all five schools. In doing so, the Group became the first company in hospitality education to launch a 1:1 iPad programme. Although the core of hospitality education remains unchanged, introducing the tablets supports and enhances teaching practices and makes for a more interactive and rewarding learning environment.

In 2017, Swiss Hotel Management School became the first institute of higher education in Switzerland and first hotel management school in the world to receive the acclaimed Apple Distinguished School recognition. This is an invitation-only honour, reserved for schools that meet the criteria for innovation, leadership and educational excellence, demonstrating a clear vision of exemplary learning environments.

EduQua
EduQua ensures the quality of educational institutions by setting minimum standards and supports quality improvements in its certified institutions.

THE-ICE
THE-ICE is an international accreditation organisation dedicated to the recognition, benchmarking, development and promotion of quality programmes.

Swiss Hotel School Association (ASEH)
The Swiss Hotel School Association (ASEH) is an association in Switzerland that evaluates and recognises hotel schools and imposes strict eligibility requirements.
Over the years, Swiss Education Group has established strong links with many of the world’s leading hotel and hospitality businesses. These companies provide the Group with valuable feedback, ensuring programmes remain industry-relevant. Many of these companies also endorse specialised programmes in their field of expertise.

The Group also formed a Panel of Leading Experts, consisting of experts from the hospitality industry, business leaders and leading academic institutions. The Panel convenes twice a year and contributes to the review of the curricula for all school programmes to ensure consistent high quality and direct relevance to the global hospitality industry.
Encompassing three main roles, Swiss Education Group’s Career Services department works hand-in-hand with each school to offer all students a five-star service.

To do this, the Group has established three pillars:

To **EMPOWER** students’ career development by providing them with the tools to be successful.

To **ENHANCE** the quality of each student’s search with tailored career opportunities.

To **ENGAGE** with members of our community (students, parents, faculty, alumni, corporate partners) to nurture key relationships.

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**Career Advice**

Every campus has a career management team dedicated to providing one-on-one support to students. As creators of opportunities, each team encourages wise career decisions and tailors their service to each student’s uniqueness.

**Mycareer App**

This is Swiss Education Group’s bespoke business networking application that is exclusive to all of the Group’s students. With this application, students and alumni benefit from direct access to over 1,000 industry professionals and over 500 jobs available on a daily basis.

**Global Alumni**

With 32 chapter presidents and more than 21,000 alumni members, Swiss Education Group has one of the largest hospitality alumni networks in the world. Regular meetings allow alumni to stay in touch, network and ultimately enhance their careers.

**The International Recruitment Forum**

Twice a year, students are given the opportunity to meet more than 100 hospitality leaders from around the world at the International Recruitment Forum (IRF). Open to all seven campuses, the IRF is considered an unmissable event that allow students to network with future employers and get exclusive access to the best career opportunities before they complete their studies.
Career of our Graduates

Five years after graduating 89% of alumni hold management positions or have created their own company.

Five years after graduating 96% of alumni in the hospitality sector are employed in luxury hotels.

73% of alumni currently work in the hospitality or restaurant business.

32 Alumni chapter presidents around the world.

One of the largest Alumni networks in the industry, with over 21,000 members!

INTERNATIONAL RECRUITMENT FORUM

KEY FIGURES

- 213 companies
- 392 recruiters
- 3,650 of students present
- 53 roundtables

INTERVIEWS PER AREA

- Asia: 934
- Europe: 1,697
- Switzerland: 446
- MEA: 774
- Americas: 1,005

TOP TEN INTERVIEWERS

- The Ritz-Carlton: 801
- Marriott Hotels: 428
- Mandarin Oriental Hotel Group: 317
- Accor Hotels: 181
- Sandals Resorts International: 155
- Regent Hotels & Resorts: 133
- Royal Caribbean Cruise Line: 116
- Old Edwards Inn & Spa: 114
- Four Seasons Hotels & Resorts: 114
- Centor Hotels: 107

INDUSTRY DELEGATES’ LEVEL

- CEO: 4%
- General Managers: 6%
- Directors + Assistants: 13%
- Other managers & Execs: 14%
- Executive Chefs: 4%
- Others (non-decision makers): 23%
Swiss Education Group boasts partnerships with international companies including:
César Ritz Colleges Switzerland

The name César Ritz is synonymous to luxury hospitality. César Ritz Colleges Switzerland is proud to continue his tradition of excellence and innovation. The school aims to give students the best of both worlds: a ‘Ritzy’ Swiss hospitality education combined with an American/British approach to business management and entrepreneurship.

The programmes are both academically challenging and hands-on. Thanks to close partnership with industry leaders, students benefit from practical internships at highly sought-after establishments where they get to apply their academic knowledge and develop leadership skills.

César Ritz Colleges Switzerland is comprised of three campuses: Le Bouveret, Lucerne and Brig in the French and German speaking parts of Switzerland where students enjoy a unique multicultural experience. As an extra bonus, Le Bouveret and Lucerne students share their campus with Culinary Arts Academy students. This arrangement offers students the chance to develop their hospitality skills alongside future chef entrepreneurs.

César Ritz Colleges Switzerland offers the following programmes:

- Swiss Higher Diploma in Hotel and Tourism Management
- Bachelor of Arts in Hospitality Business Management awarded by Washington State University, USA/ Bachelor of International Business in Hotel and Tourism Management awarded by César Ritz Colleges Switzerland
- Master of Arts in Entrepreneurship for the Global Hospitality and Tourism Industry awarded by University of Derby, UK
- Master of Arts in Hospitality, Health and Wellbeing awarded by University of Derby, UK
Established in 2006 as part of César Ritz Colleges, the Culinary Arts Academy Switzerland is an internationally renowned institute for culinary education based on the quality and excellence of Swiss hospitality traditions. The Academy is located within the César Ritz Colleges’ campuses in Lucerne and Bouveret, offering students a unique exchange with hospitality management students.

With a focus on entrepreneurship, students have the opportunity to develop their craft both inside and outside of the kitchen and classroom. The state-of-the-art kitchens offer students the most advanced culinary facilities in any school in Switzerland.

The Le Bouveret campus is also home to The Mosimann Collection: A Culinary Heritage. This unique collaboration houses memorabilia gathered by Chef Anton Mosimann (OBE) throughout the span of his highly successful career. With multiple professional partnerships, including Ritz Paris and Ritz Escoffier School, students benefit from a wealth of expertise as well as unique internship opportunities in some of the most renowned establishments.

The Culinary Arts Academy Switzerland offers the following programmes:

- Swiss Advanced Certificate in Culinary Arts
- Swiss Higher Diploma in Culinary Arts
- Bachelor of Arts (honours) in Culinary Arts awarded by University of Derby, UK/ Bachelor of International Business in Culinary Arts awarded by César Ritz Colleges Switzerland
- Postgraduate Diploma in Culinary Arts
- Master of International Business in Culinary Management
- Certificate in Swiss Pastry and Chocolate Arts
- Professional Diploma in Swiss Pastry and Chocolate Arts

Entrepreneurship Meets Culinary Arts: The Perfect Recipe for Success
Hotel Institute Montreux

Hotel Institute Montreux is located in the heart of Montreux, on the shores of Lake Geneva with the Alps providing a spectacular backdrop. The school is housed in three former hotel buildings within walking distance of each other: Hotel Europe, Leman Residence and Hotel Miramonte. The buildings have been renovated and equipped to provide state-of-the-art accommodation and modern learning facilities.

At Hotel Institute Montreux, students learn traditional Swiss hospitality values combined with American business management skills. Specialisations in finance, human resources and luxury marketing and business management are respectively endorsed by Banque Privée Edmond de Rothschild, Four Seasons Hotels and Resorts, Hublot, John Paul and Montreux Jazz Festival.

The inspiring environment at Hotel Institute Montreux and the specialisations offered in partnership with leading companies enhance students’ professionalism that drives them to become successful hospitality and business leaders.

Hotel Institute Montreux offers the following programmes:

- Swiss Diploma in Hotel Operations Management
- Swiss Higher Diploma in International Hotel Management (with specialisation)
- Bachelor of Business Administration (with specialisation) awarded by Northwood University, USA and Hotel Institute Montreux
- Postgraduate Diploma in Hospitality Business Management
- Master of International Business in Hospitality Business Management (with specialisation)
IHTTI School of Hotel Management

IHTTI School of Hotel Management is an intimate, design-style school where students develop a better understanding of design and new trends and strategies in luxury hotel management.

In its “small” environment (the school does not exceed 280 students in one single semester) the emphasis is on students’ personal and professional development. IHTTI prides itself on the personal attention offered to each student, small class sizes and a family-oriented approach.

The boutique-style campus in a vibrant university city of Neuchâtel offers a unique study experience thanks to its diverse student body and state-of-the-art teaching facilities. The school also has a dedicated design studio where students learn the principles of interior design to personalise and transform the look and feel of a space.

IHTTI School of Hotel Management offers the following programmes:

- Swiss Certificate in Food and Beverage Studies
- Swiss Diploma in International Hotel Operations Management
- Swiss Higher Diploma in International Hotel and Design Management
- Bachelor of Arts (Honours) in International Hospitality and Design Management awarded by University of Derby, UK and IHTTI School of Hotel Management
- Postgraduate Diploma in International Hotel & Design Management
- Master of International Business in Hotel & Design Management
Housed in historical former Swiss Palace hotels, Swiss Hotel Management School is focused on "Learning By Doing," offering a world-class hotel management education based on Swiss hospitality traditions.

The school is also one of the most technologically advanced schools as it is the first hospitality school in the world to be recognised as an Apple Distinguished School, given in recognition for use of technology in learning.

With operational facilities such as lavish banqueting halls, a grand theatre, fully equipped wet and dry spas and multiple restaurants, students have many opportunities to perfect their skills in hospitality management.

Swiss Hotel Management School offers the following programmes:

- Swiss Diploma in Hotel Operations Management
- Swiss Higher Diploma in chosen specialisation
- Bachelor of Arts (Honours) in chosen specialisation awarded by University of Derby, UK and Swiss Hotel Management School
- Postgraduate Diploma in chosen specialisation
- Master of International Business in Hotel & Resort Management (with specialisation)
- Master of International Business in Hotel Management
- Master of Science in International Hospitality Management awarded by University of Derby, UK
Mr. Rondez has more than 20 years of experience in international hospitality management and education. He is a key player in the Group, in which he has held several operational positions since 2000. As Chief Executive Officer, Mr. Rondez oversees the positioning and promotion of Swiss Education Group and its reputation as a world leader in hospitality education. He also leads the development of strategic relationships with Swiss and foreign government authorities to improve the image of Switzerland abroad.

Prior to joining Swiss Education Group, Mr. Rondez had the opportunity to hone his skills in a number of locations including Hong Kong, Macau and San Francisco. He graduated from Ecole hôtelière de Lausanne and is a certified American Hotel & Lodging Association (AH&LA) Educational Institute (EI) instructor. Mr. Rondez is involved in several local associations, holding positions as Vice President of the Leysin Private Schools Association and Vice President of the Switzerland Hotel Schools Association (ASEH).

Mr. Samson has extensive experience in both hotel management and international hospitality education and has been with the Swiss Education Group since 2008. As Chief Brand and Marketing Officer, he is responsible for building and protecting the Group’s brand equity and reputation worldwide. In his current role, Mr. Samson leads the Group’s PR activities and media presence on a global scale. He has contributed significantly to the development of strong industry partnerships, enhancing student employability and optimising the international network of the Group and its alumni.

A graduate of Ecole hôtelière de Lausanne, Mr. Samson has managed several hotels in Switzerland and Belgium. He served as a member of the Management Committee of Small Luxury Hotels of the World prior to becoming Managing Director at the Institute of Higher Education at Glion. Mr. Samson is an Executive Board member of Montreux Riviera Tourism and member of the Executive Committee of ASEH.
With over 20 years of management experience in international education, Mr. Donhauser has been with Swiss Education Group since 2003 and has served on the Executive Board since 2008. As Chief Academic Officer, he is responsible for the strategic academic development of the Group’s five schools and seven campuses, Mr. Donhauser’s key achievements for the Group include the establishment of relationships with top academic partners around the world, including the University of Derby (UK), Northwood University (USA) and Washington State University (USA).

Before joining Swiss Education Group, Mr. Donhauser served as General Manager for the 12 Swiss schools of the Wall Street Institute. He holds a Bachelor’s degree in Applied Languages and Interpretation from the Sprachen & Dolmetscher Institut in Munich and a Le Cordon Bleu Master of Arts in Gastronomy from the University of Adelaide, Australia. He also served as an international committee member for the Teaching and Certification Commission of AH&LA’s EI.

Mr. Donhauser is an appointed Fellow of the International Centre of Excellence in Tourism and Hospitality Education, Australia.

Mr. Emanuel D. Donhauser
Chief Academic Officer

Mr. Ronan Fitzgerald brings more than 10 years of management experience to his current role in international education. He joined Swiss Education Group in 2004 and prior to being appointed to the executive team, served as Managing Director of César Ritz Colleges Switzerland and Academic Dean at the Hotel Institute Montreux. In his current role, Mr. Fitzgerald is in charge of enhancing IT solutions and developing the infrastructure to provide the Group with quality 21st-century learning tools and study environments. He is also responsible for putting in place operational controls and reporting procedures to assist the Group in striving for its growth objectives. He is directly responsible for a number of central support departments, including Operations, IT, Administration, Admissions, Facilities and Project Development.

Prior to joining the Swiss Education Group, Mr. Fitzgerald worked in various social care management positions in Ireland. He is a graduate of the Irish Institute of Public Administration and Athlone Institute of Technology in Dublin; he holds a BA in Social Studies and a Master in Management.

Mr. Ronan Fitzgerald
Chief Operating Officer

Ms. Françoise Bommensatt brings more than 20 years of global financial management experience to Swiss Education Group. As Chief Financial Officer, she oversees the Group’s and schools’ financial performance, whilst ensuring that employees enjoy the most favourable working conditions. In her current position, Ms. Bommensatt heads up the Finance and Human Resource Departments and is responsible for corporate governance. She also monitors financial growth and is the main contact for banking and insurance partners.

Before joining Swiss Education Group in 2013, Ms Bommensatt served for over six years as Executive Managing Director and President of the Pension Fund at Collège du Léman, an international private school in the Geneva region. She has also held a broad range of senior management roles, providing leadership and making valuable contributions to the financial operations and business planning processes of several multinational and international organisations including General Electric Medical Systems in France, Accenture in Germany and CERN in Switzerland, from 1989 to 2007. She holds a Postgraduate Diploma in International Finance and a Master in Economics and Business Management from the University Louis Pasteur in Strasbourg, France.

Ms. Françoise Bommensatt
Chief Financial Officer
Corporate Social Responsibility

We are proud of our hospitality ethos and we extend our hospitality to friends, family and strangers. As students learn from their time at our schools, there is always a way to give back and we encourage them to extend their hospitality to those in need.

The Mercury Phoenix Trust
The charity was formed in 1992 in memory of the late Freddy Mercury, lead singer of the group Queen and former Montreux resident. Since its debut, the trust has donated over 15 million dollars to more than 700 projects around the world.

As the official charity of the Swiss Education Group, each semester, students from all five schools donate money from their fundraising activities, to support projects run by the fund in 57 countries around the world. Through education and awareness, the fund raises awareness and teaches people to protect and respect themselves.

Swiss Education Group Foundation
The Foundation was created with the sole purpose to offer study grants to current students at Swiss Education Group’s schools and help them successfully complete their education despite facing challenging times.
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