YOUR SWISS ALLIANCE OF PRIVATE HOSPITALITY MANAGEMENT SCHOOLS
With five schools based across six campuses, Swiss Education Group is Switzerland’s largest private hospitality educator. In total, the Group has over 6,000 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.

We are the Largest Private Hospitality Educator in Switzerland

- 70% Bachelor in Hospitality
- 10% Bachelor in Culinary Arts
- 20% Postgraduate in Hospitality

6000+ Students enrolled
111 Nationalities
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:

- in partnership with Chef Anton Mosimann OBE, by appointment HRH The Princes of Wales Caterers
- IHTTI School of Hotel Management becomes the first hospitality school to be accredited by the Chartered Society of Designers
- Creation of La Fondation Swiss Education Group to offer study grants to select students who need financial aid to successfully complete their education
- Swiss Hospitality Management School becomes first hotel management school to receive Apple Distinguished School recognition
- Opening of Limelight building in Culinary Arts Academy’s Lucerne campus
- Acquisition of Swiss Education Group by Summer Capital
- Opening of The Freddie Mercury, Swiss Education Group’s first private hotel
- Opening of Apicus building in Culinary Arts Academy’s Le Bouveret campus

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)

Opening of Swiss Hotel Management School’s campus in Leysin, after acquisition of the Mont-Blanc and Belvédère hotels

2008
Acquisition of Swiss Education Group by Invision AG

2009
First edition of the International Recruitment Forum in Montreux

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

2013
Launch of the alumni platform Konnect, linking over 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,

History

Founded by Dr Andreas Kunzli 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 2018, Summer Capital Limited, a leading investment management company based in Asia, acquired the Group from Invision AG. The involvement of this major shareholder attests to the Group’s commitment to continue investing and ensuring its growth.

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

### 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 six campuses, the IRF is considered an unmissable event that allows 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.**
- **72% of alumni currently work in the hospitality or restaurant business.**
- **Five years after graduating 96% of alumni in the hospitality sector are employed in luxury hotels.**
- **32 alumni chapter presidents around the world.**

### A UNIQUE NETWORKING OPPORTUNITY

**Bringing Students & Recruiters Together Under the Same Roof!**

**International Recruitment Forum**

**TOP TEN INTERVIEWERS**

1. Marriott International
2. Mandarin Oriental
3. White Lodging
4. The Burgenstock Selection
5. Rosewood Hotels & Resorts
6. Sandals Resorts International
7. Wharf Hotels Management Limited
8. Aman Resorts
9. Accor Hotels
10. Palladium Hotels & Resorts
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:

- Bachelor of International Business in Hotel and Tourism Management / Bachelor of Arts in Hospitality Business Management
- Master of International Business in Entrepreneurship for the Global Hospitality and Tourism Industry / Master of Arts in Entrepreneurship for the Global Hospitality and Tourism Industry
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.

Through privileged partnerships with Montreux Jazz Festival, Edmond de Rothschild, Swiss Sustainable Finance, Four Seasons Hotels & Resorts, John Paul and TAG Heuer, students are offered an additional specialisation in Finance, Human Resources, Senior Living Management or Luxury Brand Management, allowing them to tailor their education to a broad range of career options.

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.

Culinary Arts Academy Switzerland

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:

- Bachelor of International Business in Culinary Arts / Bachelor of Arts (Hons) in Culinary Arts
- Swiss Grand Diploma in Culinary Arts
- Swiss Grand Diploma in Pastry & Chocolate Arts

Discover the Business of Hospitality

Entrepreneurship Meets Culinary Arts: The Perfect Recipe for Success
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.

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 close-knit environment the emphasis is on students’ professional and leadership development. IHTTI prides itself on the personal attention offered to each student, small class sizes and a personal approach.

The school is housed in beautiful and historical former palace hotels. These traditional settings provide inspirational surroundings for students to concentrate on furthering their studies. Students share a campus with Swiss Hotel Management School and this collaborative learning environment enables students to thrive collectively and individually.

IHTTI School of Hotel Management offers the following programmes:

- Bachelor of Arts (Hons) in International Hospitality & Design Management
- Master of International Business in Hotel & Design Management

Swiss Hotel Management School

Swiss Hotel Management School 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:

- Bachelor of Arts (Hons) in International Hospitality Management or in International Hospitality & Events Management
- Postgraduate Diploma in International Hotel Operations Management or International Hotel & Events Management
- Master of International Business in Hotel, Resort & Wellness Management
- Master of Arts in International Hotel Business Management / Master of International Business in Hotel Management
- Master of Science in International Hospitality Management
The Executive Management Team

Mr Florent Rondez
Chief Executive Officer

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 (El) 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 Yong Shen
Deputy Chief Executive Officer

Mr Shen brings over 20 years of global business management experience to Swiss Education Group, having worked in the US, Europe and Asia (Japan, Malaysia and China). As Deputy Chief Executive Officer, he oversees the day-to-day management and growth initiatives for the Group, and leads our senior executive team in the development and implementation of the company’s strategy.

Prior to joining Swiss Education Group in September 2019, Mr Shen has held senior leadership positions in multinational companies across several sectors globally in Retail, Commercial Real Estate, Oil and Gas, Investment Management and Financial Markets. He holds an Executive MBA from London Business School in the UK, a Master’s Degree in International Finance from the University of Amsterdam in the Netherlands and a BA in Social Studies and a Master in Japanese.

Mr Ronan Fitzgerald
Chief Sales and Marketing Officer

Mr Fitzgerald brings over 20 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.

As Chief Sales and Marketing Officer, Ronan plays an instrumental role in aligning the sales and marketing functions with Swiss Education Group’s market strategy and growth opportunities. He provides leadership and strategic direction in creating comprehensive marketing and business development plans for the Group. With a strong focus on global recruitment of students, he also works closely with the Group’s global offices to ensure continued growth.

Prior to joining 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.

Ms Françoise Bommensatt
Chief Financial Officer

Ms 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.

Mr Emanuel D. Donhauser
Chief Academic Officer

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 six 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 & Doltmetscher Institut in Munich and a Le Cordon Bleu Master of Arts in Gastronomy from the University of Adelaide, Australia. He is also a certified AH&LA educator where he was conferred with a Leadership Award. He also serves as an international committee member for the Teaching and Certification Commission of AH&LA’s El. Mr Donhauser is an appointed Fellow of the International Centre of Excellence in Tourism and Hospitality Education, Australia.

Mr Victor Gonçalves
Chief Operating Officer

Mr Gonçalves brings over 20 years of experience to his current role in international hospitality education. He joined Swiss Education Group in 2010 and prior to joining the executive team, was the Director of Operations at Swiss Hotel Management School. He was previously also a Food & Beverage Manager and Lecturer at both Swiss Hotel Management Schools and Hotel Institute Montreux.

As Chief Operating Officer, Mr Gonçalves focuses on the operational strategic planning and development of all schools and campuses under the Group. He ensures the schools and the Group as a whole, achieve its growth objectives by updating policies and implementing operational controls and reporting procedures. Mr Gonçalves is also directly responsible for a number of central support departments such as Centralised Purchasing Centre, Facilities & Project Development and Operation Events.

Before joining the education industry, Mr Gonçalves gained valuable experience in reputable establishments within the Food & Beverage sector. He holds a BA degree in Hospitality Management with honours (1st Division) from University of Derby and is a certified American Hotel & Lodging Association (AH&LA) Educational Institute Instructor in numerous hotel operation departments and also an Internal Auditor for the Quality – ISO 9001:2000.
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 Freddie 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.
PRESS CONTACTS

Patricia Iinuma
Avenue des Alpes 27
CH-1820 Montreux, Switzerland
Tel: +41 21 966 47 64
Email: pinuma@swisseducation.com

Janita Kumar
43 Pekin Street
#02-01, Far East Square
Singapore 048773
Tel: +65 67387025
Email: jkumar@swisseducation.com

www.swisseducation.com