



FOR IMMEDIATE RELEASE



ESCP Europe and FERRANDI Paris launch Hosted (Hospitality Service Tourism and Education)

May 2, 2018 – ESCP Europe Business School and FERRANDI Paris are to combine their expertise and launch a European institute promoting higher education and research in hospitality and tourism management.

A European vision combining training and research

Known as Hosted (Hospitality Service Tourism and Education), the institute will begin offering courses in Paris, Madrid and Turin from September 2018, covering both Bachelor and Specialised Master level programmes. From September 2019, the range of programmes will be expanded with an Executive Specialised Master for managers in the hotel industry.

Hosted will benefit from the international reputation of both brands and will draw on the expertise of the two schools in their respective fields. FERRANDI Paris is recognised as one of the most renowned in the field of gastronomy and hospitality management. ESCP Europe is already present in the tourism and hospitality management sector thanks to its Turin and Madrid campuses.

"Hosted aims to provide France with an academic and professional reference in the sector, addressing areas such as accommodation, food and beverage management, events, etc. With ESCP Europe, our vision is very clear: high-level professors, expert professional speakers, and student recruitment focusing on quality and not quantity," says Bruno de Monte, Director of FERRANDI Paris.

By 2022, 1,000 students will be trained at Hosted by a dedicated faculty of 30 high-level professors from both schools.

"If it is true that France is at the forefront of the sector, Europe is the relevant level, as evidenced by the activity of our campuses in Madrid and Turin," adds Frank Bournois, Dean of ESCP Europe. "With FERRANDI Paris, we share values of excellence and a strategy focused on innovation that will make Hosted an international reference in this growth market."

Studies and research, a central axis of development, at the service of professionals

In parallel with these training activities, the Institute will participate in the production of knowledge for professionals through its research laboratory, a genuine forum for exchanges between the academic and professional worlds. Placed under the co-direction



of Prof. Lola Herrero (Associate Professor and Scientific Director of the MSc in Hospitality & Tourism Management at ESCP Europe Madrid Campus) and Prof. Christophe Loué (Research Coordinator at FERRANDI Paris), the laboratory will be supported by a scientific committee.

Forthcoming projects include:

- A markets and trends Observatory for international hotel business
- A chair dedicated to hotel business innovation
- An annual workshop bringing together professionals, researchers and professors

Hosted will be co-directed by Frank Bournois and Bruno de Monte, supported by executive directors Damien Forterre for ESCP Europe and Victor Gervasoni for FERRANDI Paris. It will rely on an Advisory comprised of famous CEOs in the field.

###

Press Contact:

Maud Autrechy, ESCP Europe

Tel: +33 (1) 49 23 22 24

Email: mautrechy@escpeurope.eu

About ESCP Europe

Established in 1819, ESCP Europe has educated generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's true European identity enables the provision of a unique style of cross-cultural business education and a global perspective on international management issues. ESCP Europe welcomes 4,600 students and 5,000 executives from 102 different nations every year, offering them a wide range of general management and specialised programmes (Bachelor, Masters, MBA, Executive MBA, PhD and Executive Education). ESCP Europe is among the 1% of business schools worldwide to be triple-accredited (AACSB, AMBA, EQUIS).

www.escpeurope.eu – Follow us on Twitter @ESCPeurope

About FERRANDI Paris

Founded in 1920 by the CCI Paris Ile-de-France, FERRANDI Paris offers a range of programmes up to Master level, all of which prepare students for a career in gastronomy or hotel management. An exemplary institution, FERRANDI is the only school in the hotel and restaurant sector in France whose Bachelor diplomas are recognised by the Ministry of Higher Education and Innovation. FERRANDI educates 2,500 students and 2,000 professionals and individuals seeking careers in the sector from France and abroad. FERRANDI Paris provides courses across four campuses: Paris, Jouy-en-Josas, Saint-Gratien and Bordeaux. FERRANDI is also a meeting place where businesses, chefs, associations and federations work and reflect for the advancement of the sector.