



ECOLE HOTELIERE
LAUSANNE

— Since 1893 —

A MEMBER OF EHL GROUP

THE INNOVATION VILLAGE BY EHL

REMI WALBAUM

05.07.2018


hotelleriesuisse
Swiss Hotel Association

Hes·so
Haute Ecole Spécialisée
de Suisse occidentale
Fachhochschule Westschweiz
University of Applied Sciences
Western Switzerland



"In a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks."

Mark Zuckerberg

HOTELS & THE SUPERMARKET SYNDROME

- OTAs
 - Are taking control over customer interaction
 - Acquiring customers
 - Closing the deals

- Hoteliers
 - Were not prepared for this
 - Lack of disruptive technology knowledge
 - Fight back with obsolete concepts (fidelity cards)

WHO IS NEXT EDUCATION ?

- New comers are walking in
 - They are selling education to targeted segments
 - They acknowledge the concept of continuous education
 - They close the deals
 - Some display us on their shelf
- Universities could lose because
 - Lack of preparation
 - Lack of technology knowledge
 - Fighting back with obsolete concepts



Qooco

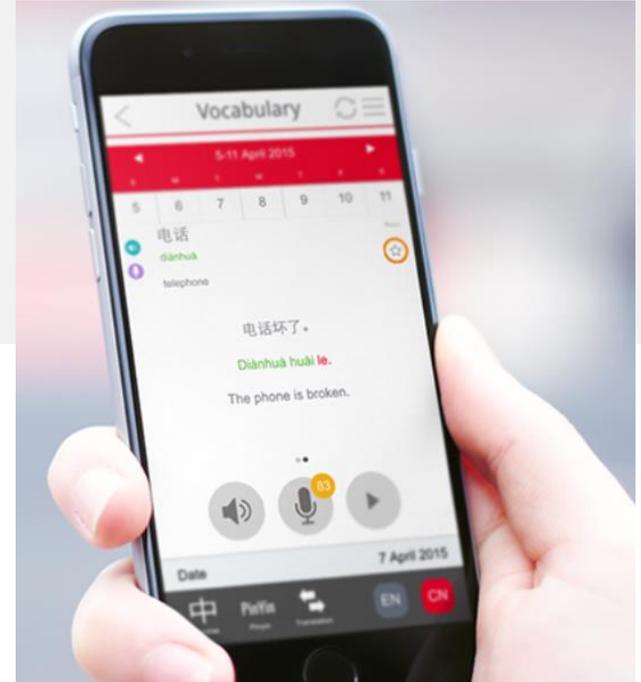
www.qooco.com/en/

Problem

**Train in English or
Mandarin for the
hospitality world**

Solution

**Online and mobile
language training, testing
and recruitment software**





Novility

www.novility.com

Problem

Train housekeeping staff for hoteliers

Solution

Video training in front of a TV analysing your posture and gesture





TRANSFRVR

www.transfrvr.com

Problem

**Staff turnover
& onboarding
in F&B**

Solution

**Train staff
efficiently using
virtual reality**





BetterStudy

www.betterstudy.ch

Problem

Accounting
differently and
simply

Solution

Online courses



EHL AND AMBIDEXTROUS ENTITY



EHL - School

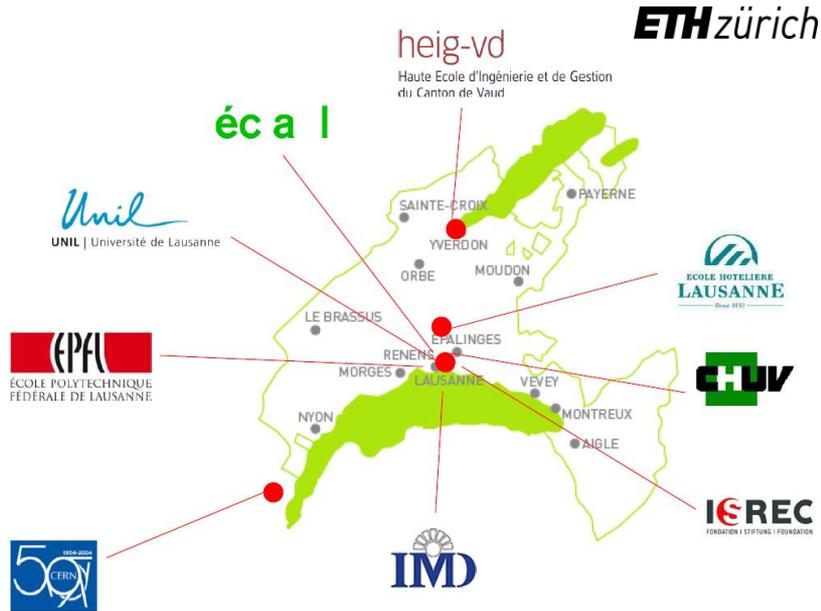
Established, classical, successful
World leader in hospitality education



Innovation village - A new culture

Inspiring, innovative, creative...
Incremental and disruption innovation

THE RIGHT ENVIRONMENT: WORLD CLASS ACADEMIC AND RESEARCH PARTNERS



A powerful network of world-renowned academic and research institutes within a small radius of EHL

THE RIGHT ENVIRONMENT: SWITZERLAND



THE RIGHT ENVIRONMENT: DIVERSIFIED HOSPITALITY DRIVEN ECONOMY

Hospitality

Kempinski
Expedia
MSC Cruises
PrivatAir
Beau Rivage Palace SA
Montreux Jazz Festival
Club Airways International
Compagnie Générale de la
Navigation sur le lac Léman

Nutrition

Nestle
Nespresso
General Mills
Cereal Partners Worldwide
Starbucks coffee trading
Chiquita
McDonalds
Proctor & Gamble
Diageo
PepsiCo

FMCG

British American Tobacco
Bata shoes
L'Oreal
Helen of Troy
Colgate-Palmolive
Japan Tobacco International

Luxury

Audemars Piguet, Blancpain
Caran d'Ache, Chopard
Breguet, Hublot
Rolex, Lombard Odier
Merill Lynch, Pictet & Cie
Citi Group, HSBC
BPE Rothschild, JP Morgan
Piaget

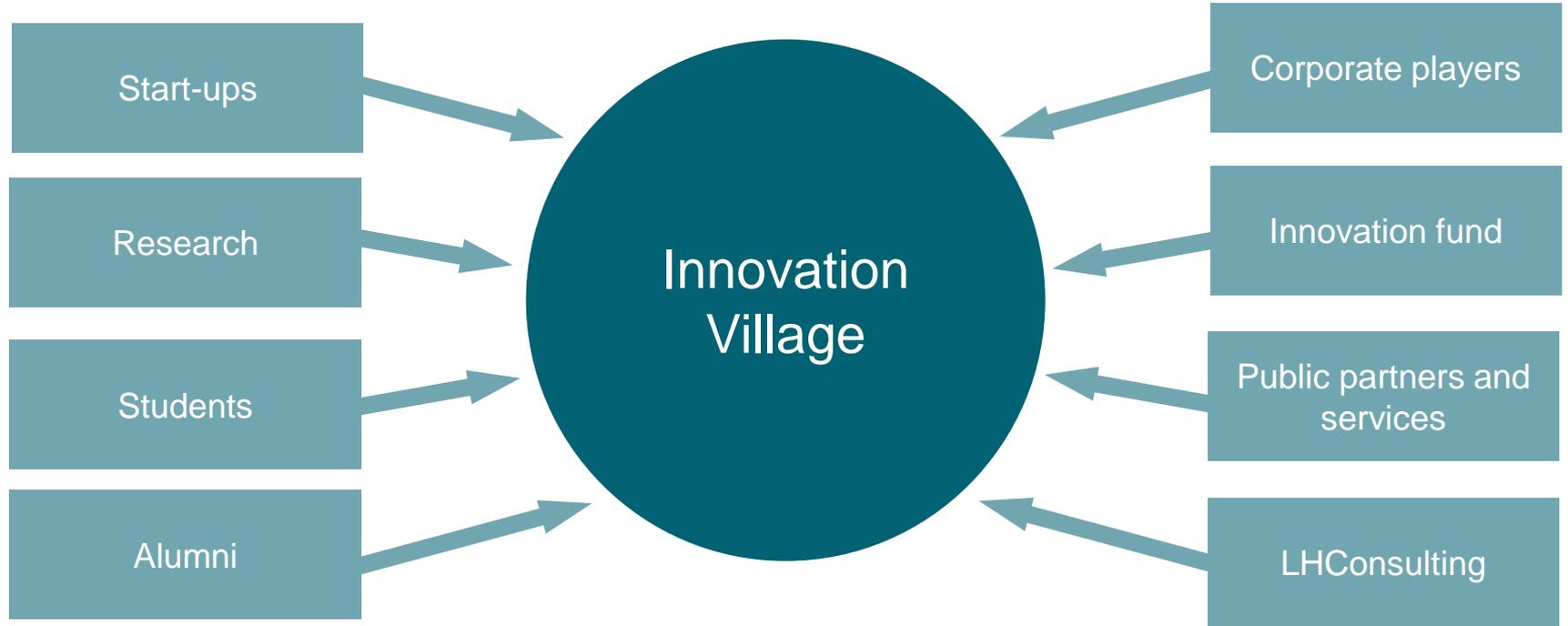
Headquarters

Adecco, SC Johnson
Tetra Laval, Honeywell
Philipp Morris, Nissan, Vale
Eaton, Owens Illinois
Parker Hannifin, Galderma
PPG industries
Firmenich, Givaudan
International Olympic
Committee

Technology

Logitech
Cisco
Siemens
Salt mobile
Sicpa
Nagra Kudelski Group
Salesforce
Swissquote

THE RIGHT MIX



INNOVATION FUND



IN THE RIGHT PLACE



Near EHL Specific DNA

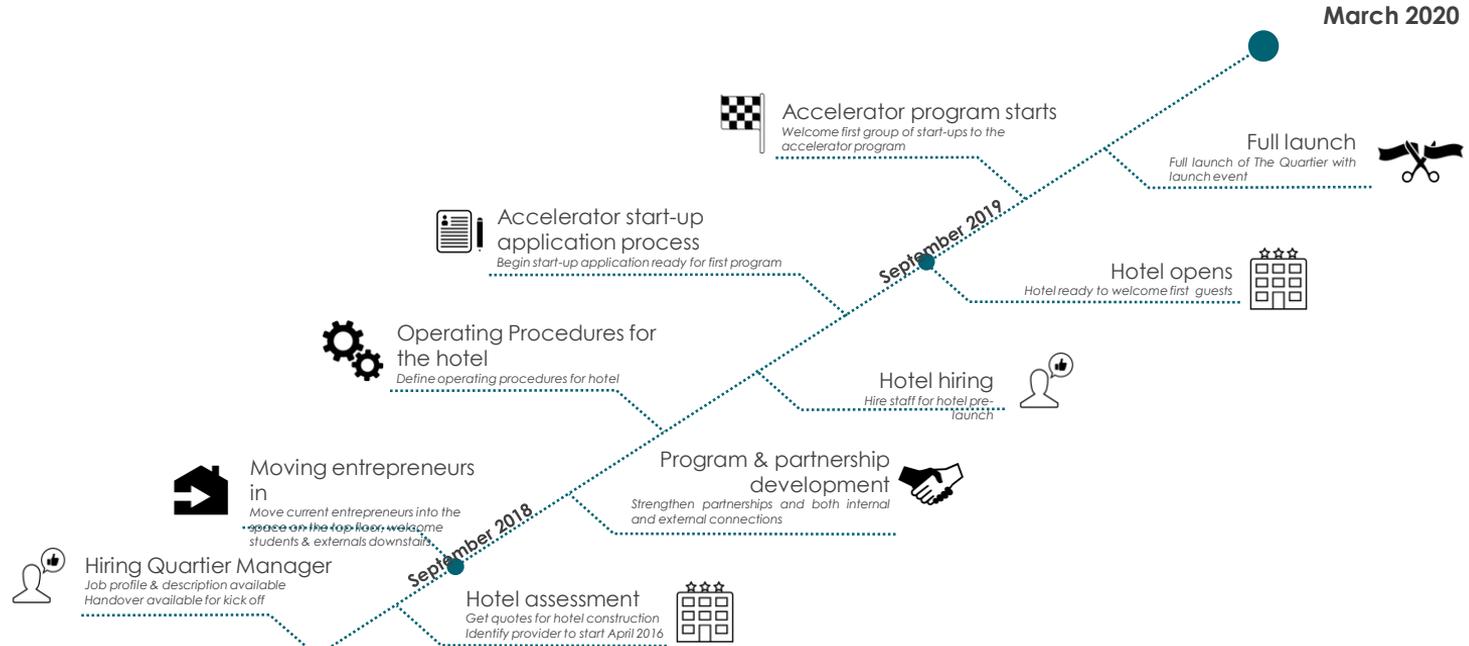
- **Academical collaborations**
- **Seed, incubate, accelerate and host start-ups**
- **Test and demonstrate innovative concepts and techno**
- **Active animations and events**
- **A hostel, restaurant and café, shop and services**
- **Creative and open-minded environment**



A NEW STYLE



THE TIMELINE



*Timeline is provisional and dependent on hiring of Quartier manager and partners' timelines

WHAT TO EXPECT ?

The Innovation Village, by EHL



QUESTIONS & ANSWERS