

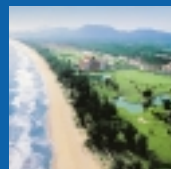
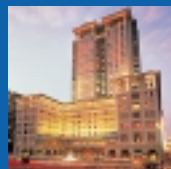
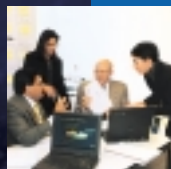


Lhc

LAUSANNE HOSPITALITY CONSULTING

a division of Ecole hôtelière de Lausanne

Solutions for the Hospitality Industry



OUR PURPOSE

Covering all sectors of the hospitality industry, LHC is established as a benchmark provider of:

- Management Consulting
- Technical and Behavioural Development
- Executive Training

LHC provides world-class services through:

- Mutually beneficial relationships with our business partners in the hospitality industry
- Close links with senior teaching members and alumni of Ecole hôtelière de Lausanne
- Continuous improvement in the quality of our professional service delivery

“Competitiveness
in this millennium will mean
disseminating knowledge and
implementing people’s ideas”

OUR CLIENTS

- International hotel chains
- Independent hotel properties
 - Company executives
- Foreign and domestic government agencies
 - Service companies
- Hospitals and healthcare organisations
- Catering companies (including cruise line and airline caterers)
 - Tourism organisations
- Hospitality vocational and management schools

Who are we?

Born from the world's oldest & foremost hospitality institution

Since 1893, Ecole hôtelière de Lausanne (EHL) – located on Lake Geneva – has consistently provided the elite corps of the global hospitality industry. With over 100 years of experience in high quality education, EHL's reputation is second to none when it comes to excellence and refinement in teaching the art of living and receiving in a demanding environment.

However, hospitality does not survive on savoir-vivre alone. In the global economy, the travel and tourism industries are expected to triple in size within the next 10 years, with an overall turnover of USD 5 billion daily.

Therefore, in response to an already growing demand from the industry to have access to EHL's unique know-how and expertise, the International Business Development Division (IBD) was created in 1976. Since then, IBD has adapted to the fast-changing environment, offering an array of training programmes and consulting services in some 30 countries worldwide.

New millenium & new identity

It has become commonplace to state that the new millennium will mark or confirm recent trends in the hospitality industry. In this context, the obvious need for innovation, reactiveness and focus has contributed to further improve the way we operate. Starting 2001, LHC stands for Lausanne Hospitality Consulting, acting as an independent division of EHL, in other words, a company operating internationally with its own brand identity.

For this purpose, LHC consultants are of different nationalities and have multidisciplinary and hospitality industry experience. We bring to our partners the wide range of expertise required to successfully deal with the continuing and complex challenges of our industry, as well as an awareness – crucial today – of cultural specificities.

Close synergy with EHL

Moreover, LHC cooperates with leading professionals throughout the world.

We have powerful links with the industry not only through our partners but also thanks to the extensive EHL network of more than 5000 alumni in 96 countries.

Today LHC has the unique opportunity to draw upon senior EHL faculty members and their expertise, not to mention the Lausanne Institute of Hospitality Research, in order to support our clients' assignments. LHC consultants work in task-forces with EHL senior professors on projects and partnership programmes. This is LHC's guarantee that appropriate solutions are applied to specific issues.

Partners, not just clients

The same team-based approach is used in the partnership relation with our clients, their interest coming first at all times, while LHC adds to their own skills and expertise with relevant analysis leading to meaningful action.

We do not believe in change for change's sake, but always learn from the past and apply sound and discerning analysis to natural creativity. This is our way to ensure that clients receive advice that is really suitable and tailor-made.

LHC international perspectives

Recent LHC assignment locations

- Brazil
- China
- Dubai
- Egypt
- Germany
- Hong Kong
 - India
 - Italy
 - Japan
- Malaysia
- Mauritius
- Mexico
- Morocco
- Poland
- Portugal
 - Spain
- Switzerland
- Thailand



EHL Campus



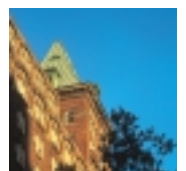
Le Berceau des Sens, EHL



The Widder Hotel, Zürich



The Sukhothai, Bangkok



The Mark, New York

Management Consulting

- Strategic business analysis
- Consulting for the establishment of hospitality operators
- Merger, acquisition and alliance consulting support
- Pre- and post-opening strategy for hospitality facilities
- Change management programmes
- Development of Hospitality Learning Centres

Recent associations

Our client *Jumeirah International* (United Arab Emirates) is the owner and operator of some of the world's leading luxury hotels, including the Burj Al Arab Hotel.

- LHC supported the creation of the Emirates Academy of Hospitality Management (EAHM).
- We provide long-term academic consulting support to EAHM, including the hosting of two academic semesters of the EAHM programme at EHL itself.

Based in Malaysia, *Resorts World Berhad* is the owner and operator of an international network of hotels, casinos, theme parks and cruise lines.

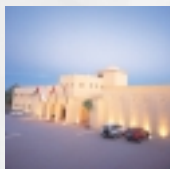
- LHC established the Genting Centre of Excellence (GCE) hospitality management school.
- We provide academic and marketing consulting support to GCE.



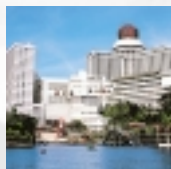
The Burj Al Arab, Dubai



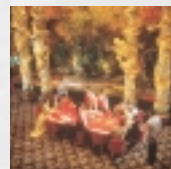
The Jumeirah Beach Hotel, Dubai



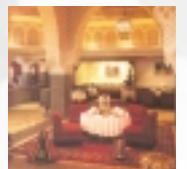
The Emirates Academy, Dubai



The Genting Highlands Resort, Malaysia



The Genting Casino, Malaysia



Palmeraie Golf Palace, Marrakech

Technical & Behavioural Development

- Operational performance audits
- Social audits
- Development training for operational personnel
- Academic and operational quality audits for existing Hospitality Learning Centres



The Polish Business Roundtable Club, Warsaw

Recent associations

Weichert Investments, a part of the ITI Group, Poland's leading media and Internet conglomerate, has recently renovated the majestic Sobanski Palace to develop the premier business club in Poland: *The Polish Business Roundtable Club*.

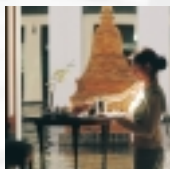
- LHC provides consulting in design, operational and technical services and supports the Palace with executive training and performance audits.

The Sukhothai (Thailand) is member of the Leading Hotels of the World and one of the leading five-star hotels in Bangkok.

- LHC provides professional development programmes for its executives and outlet managers, as well as management and marketing consulting services.



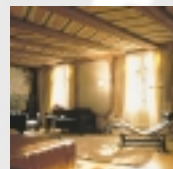
The Sukhothai, Bangkok



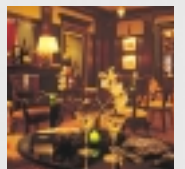
The Sukhothai, Bangkok



LHC Development Workshop



The Widder Hotel, Zürich



The Mark, New York

Executive Education

- Tailor-made professional development programmes at the client's site
- Multi-client professional development programmes, i.e. the LHC Hospitality Management Programmes at Ecole hôtelière de Lausanne



Professional Development Workshop

Recent associations

The *Swiss Federal Department of Foreign Affairs* represents Swiss interests abroad, acting at the centre of a wide net of external relations.

- LHC provides cultural training at executive level.

In Germany, *Apollinaris & Schweppes GmbH & Co* owns the most famous brand of mineral water (Apollinaris) and is the leading German exporter of mineral water. Schweppes is the synonym for mixer drinks in Germany, distributed in over 190 countries.

- LHC elaborates professional development programmes for the key accounts of Apollinaris & Schweppes GmbH & Co.

LHC Hospitality Management Programmes

LHC Hospitality Management Programmes have been created to improve the competitiveness of the hospitality industry, offering progressive middle to senior executive management different modules that tackle priority issues of the business environment and are dedicated to improving practical management skills. Taught by talented and highly qualified module leaders and experts, our annual courses are held inside or outside the premises of Ecole hôtelière de Lausanne and address executives of various levels, in small-sized groups to ensure an interactive and homogeneous learning environment.



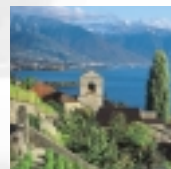
Tschumi Auditorium, EHL



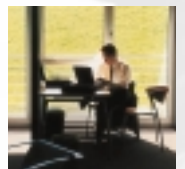
EHL Campus



EHL Lobby



Vineyards above Lake Geneva



Project Analysis, EHL

Tomorrow's world

We live in a rapidly and ever changing world [and this is not just stating the obvious]. The impact of technology on business is increasing dramatically. New and old markets cohabit and business cycles grow shorter by the day. In a world where effectiveness and efficiency are paramount, where creativity and innovation are key drivers, sustaining strategic and tactical advantage – be it processes, systems, technology or perhaps, most importantly, the value of the human factor – has never been this crucial.

Our industry

The hospitality world is no stranger to change. Technology apart, we are among the first affected by events of any nature, from political and social upheavals to environmental issues. In addition, competitiveness and competition have become omnipresent parameters, the latter emanating even from traditionally non-hospitality sectors. Who could have predicted that computers would allow consumers to bypass travel agents and hotel reservation systems?

Lausanne Hospitality Consulting

LHC covers all aspects of the hospitality business, and in only that business – its focus is its forte. LHC has the expertise of vocation-driven specialists whose deep understanding of the business requirements become its partners' forte too. The company is supported by the senior academic staff of Ecole hôtelière de Lausanne, the world's premier business school for hospitality management. And, backed by a 5000-member alumni network in 96 countries, LHC can thus provide consultancy services that give you solutions for success – both sustained and sustainable.

In your field of activity, you are a decision-maker, knowing what always being at the top is about. So do we, in our own field.

We look forward to being of service to you.



The Emirates Towers, Dubai

Dr. J. Maurice Zufferey
Chief Executive Officer
Ecole hôtelière de Lausanne

Stephen G. Head
Vice-President
Lausanne Hospitality Consulting



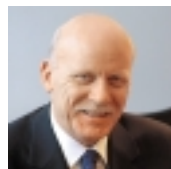
The Beau-Rivage Palace, Lausanne



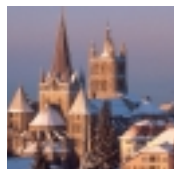
EHL Campus



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Lausanne