

Press Release, Lyon
25 February 2020

Working together to promote the Hospitality industry professions, Club Med and Institut Paul Bocuse sign a unique partnership agreement and launch the first ever specialisation in 'Culinary Resort Management'.

Club Med, the world leader in luxury all-inclusive holidays and Institut Paul Bocuse, a leading French higher education institution for Culinary Arts, Hospitality and Food Service Management have signed a joint agreement to support the development of culinary and hospitality professions in holiday Resort environments internationally.

This partnership with a corporate entity will enable the school to enhance and further adapt its portfolio of programmes to the needs of leading business organisations operating in the hospitality industry. In particular, it will help Club Med with the challenge of recruiting high-level management profiles as part of the company's premium strategy and its wish to anticipate future changes to the global Hospitality and Food Service market.

The partnership between Club Med and Institut Paul Bocuse offers both educational and professional perspectives, by envisaging:

- The creation in September 2020 of a new specialisation in 'Culinary Resort Management' on work release as part of the Bachelors in International Culinary Arts Management. Open to students enrolled at Institut Paul Bocuse, external applicants with a 2-year higher education qualification in culinary arts, as well as Club Med employees, this programme will offer students a major career boost by preparing them upon graduation for employment as a sous-chef and within 2 years for promotion to Head Chef at a Club Med Resort.
- To develop the employability and recruitment of students and graduates from Institut Paul Bocuse at one of the 70 Premium Club Med and Club Med Exclusive Collection Resorts. The company's projects for expansion means it is constantly looking to recruit new talent who share Club Med's values of excellence and professionalism to work in its kitchens, holiday accommodation and restaurants.
- To offer Club Med employees opportunities for continuous professional development through specific training courses taught by Institut Paul Bocuse and through personalised coaching sessions. Institut Paul Bocuse will also support Club Med in work to further develop the quality of its meals alongside the *Institut du goût by Club Med*, created in 2018.
- To involve students from Institut Paul Bocuse in the strategic developments of Club Med through case studies, including as of next March 2020 a real-world practical business case for year 4 students in 'Luxury Hospitality Management'.

This is a strategic partnership for Club Med. Joining forces with Institut Paul Bocuse is part of our high-end strategy at Club Med, which includes our Premium and Club Med Exclusive Collection resorts located in the most beautiful spots in the world. As far as dining is concerned, this is represented in particular by our Gourmet Lounge restaurants, which offer customers opportunities to discover local cuisine in a chic and relaxed setting. In a difficult market, the recruitment of the most talented profiles represents one of our major challenges.

Henri Giscard d'Estaing - President, Club Med

Following the academic recognition of Institut Paul Bocuse as a leading higher education institution, the employability of our graduates and the recognition of their managerial talent by international groups and business organisations is our raison d'être. We are proud to be able to join forces with an organisation originally from France that has become the world's leading international holiday company, and which shares our values of French excellence and art de vivre. Our graduates will now be able to find rewarding employment and showcase their talent at one of the 70 Club Med Resorts located across the globe.

Dominique Giraudier - CEO Institut Paul Bocuse

About Club Med

Founded in 1950 by Gérard Blitz, Club Med invented the concept of all-inclusive holiday clubs, along with holiday entertainment and activities for children with the creation of the Mini Club in 1967. Today, Club Med is the world leader in luxury all-inclusive holidays, offering French *savoir-faire* to families, couples and friends. The group owns nearly 70 resorts, of which 75% are 4 Trident and Club Med Exclusive Collection resorts. Present in 26 countries across five continents, Club Med employs more than 25,000 G.Os and G.Es (*Gentils Organisers and Employees*) representing 110 different nationalities.

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About Institut Paul Bocuse:

Institut Paul Bocuse trains more than 1,000 students each year, representing 62 nationalities studying on 10 international campuses. From undergraduate through to doctoral level, students on our courses benefit from an innovative teaching approach recognised by the Worldwide Hospitality Awards.

In just 30 years, the Institute has been able to develop a unique higher education, research, continuing education and career retraining ecosystem. We've built our international development strategy upon an educational hub created in partnership with the best schools and universities in the world and our network of several thousand alumni located in more than 80 countries across the globe. Institut Paul Bocuse is the first-ever private hospitality and food service higher education institution to be fully certified by the Ministry of Higher Education, Research and Innovation and by the Ministry of Labour with Bachelor degree programmes approved by the French State.

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