



PRESS RELEASE

MONACO 2014: FOCUS ON SUSTAINABILITY

The 41st edition of EHMA General Meeting, Monaco, March 28- 30 concentrates on compatibility of social and environmental concern



Sustainability is the key for the present and the future of tourism. Surveys, researches, analyses, opinion leaders and experts agree that an environmental and social sustainable business approach can grant an ever growing appeal to hospitality industry and touristic destinations alike. Customers in fact do care more and more about ecosustainability and green. Furthermore this new vision can generate costs savings as it is related to consumption optimization and optimal resource allocation.

The World Tourism Organization (UNWTO), thanks to a large number of projects and initiatives, has been playing an active role to maximize the development of the industry of tourism. Its performance can start the engine to spread the sustainable economy all over the world. But, going down to earth, how this global vision can affect and be applied to a deluxe hotel management?

That is the main issue of the 41st edition of the European Hotel Managers Association (EHMA) General Meeting which will be held at Le Méridien Beach Plaza and Monte Carlo Bay Hotel & Resort from March 28th to 30th in the beautiful Monaco setting.

EHMA has been involved ever since to spread an ecosustainable mindset among its associates and in the hospitality sector, this is why the well-established EHMA international convention focuses on these themes.

«Hospitality, Sustainability...What's next?» is the meaningful theme of the General Meeting; two Monegasque days follow the Milan General Meeting which was held in 2013. Outstanding personalities of the hospitality industry of the Principality of Monaco are members of the Organizing Committee and they have been working hard for the success of this event. Some of them – General Managers - deserve to be mentioned: Manuel De Vasconcelos Le Méridien Beach Plaza (Chairman of the Organizing Committee), Sergio Mangini, Monte Carlo Bay Hotel & Resort, Richard Duvauchelle, Jesta Capital France, Siegfried Poppe, Riviera Marriott Hotel La Porte de Monaco and Pascal Camia, Hotel Hermitage.

The General Meeting programme is definitely rich, as usual and the approach to sustainability covers several aspects which are not limited to green such as: daily operations, resources and contemporary concept design.

On Friday afternoon, March 28th participants have the chance to choose between two options: panoramic coach tour of the Principality of Monaco or the University Day. The latter is organized by the worldwide known École Hôtelière de Lausanne. Ilham Kadri, President of the Diversey Care Division of Sealed Air Corp., a green brand, will make her speech on the meaning of sustainability in the hospitality industry.

On Saturday morning, March 29th, the Educational Day will be inaugurated by Manuel De Vasconcelos, President of the Organizing Committee, H.E. Jacques Boisson, Secretary of State of the Principality of Monaco, Hans E. Koch, President of EHMA with their introductory speeches.

Renowned speakers such Robbie Bargh, Gorgeous Group and Andrea Pinabell, Director of Sustainability Global Citizenship, Starwood Hotels & Resorts, will follow. After the coffee break it is the turn of Daniel Tschudy, coach and consultant and Gildo Pallanca Pastor, President of V-Group (Venturi Automobiles) and MVE (Electrical Cars Manufacture). Robin Rossmann, Director at Deloitte will close the morning work session. The General Meeting will start in the afternoon with an introduction by the President Mr. Koch: along with the standard programme which includes the presentation of the new Association members and the formal appointment of Geneva as host city for the 2015 EHMA General Meeting. The business lunch is offered by Energy TI Group.

In the month of March, this year, other outstanding personalities will participate: Kent Nystrom, President of HOTREC (Hotels, Restaurants and Cafés in Europe), Patrice Monti, International New York Times, Craig Thompson, professor at Stenden Hotel Management School, Charles van Goch, President of FXE (Food Executive Europe). During the General Meeting the programmes of study of the executive courses by Cornell University and École Hôtelière de Luasanne will be illustrated.

As usual, the social program gives the opportunity to relax and enjoy the city. Companions on Saturday will have their special programme. On Friday evening the welcome dinner will take place at Monte Carlo Bay Hotel & Resort and the Gala at the Salle Empire of the Hotel de Paris. On that occasion the winners of the "Hotel Manager of the Year 2013" and the "EHMA Sustainability Award by Diversey Care 2014" prizes will announced and awarded.

On Sunday, March 30th, the departure day, it is possible to enjoy an additional optional full day tour around Monaco (St. Paul de Vence, Cannes and Biot), with lunch at the Grand Hyatt Martinez in Cannes.

EHMA in brief

EHMA was founded in Rome in 1974 by a small group of top quality hotel properties general managers of the Italian capital. The European Hotel Managers Association aims to improve qualification of professionals through training in view of increasing the standards of services to be provided to guests.

At present the Association gathers about 426 general managers of the most prestigious hotels in 29 countries that make a total of 350 represented hotels, 92,000 rooms, and 72,000 employees. Members meet once a year to discuss about shared themes such as: new technologies, trends, issues, relations, European hotel data and market search. EHMA admission requires a minimum of ten years' experience in the hotel sector, three of which as hotel general manager of outstanding international deluxe hotel properties.

EHMA SECRETARIAT

*c/o Hotel Quirinale, Via Nazionale 7, 00184 Rome, Italy
Tel. +39.06.4818.888 Fax +39.06.4788.0826
e-mail: secretariat.ehma@ehma.com*

PRESS OFFICE

*Marina Tavalato, Travel Marketing, Rome, Italy
Tel. +39.06.822.940, Mobile +39.333.1299.646
e-mail: martav@rmnet.it – www.travelmarketing.it*

Follow us on Facebook 