



2019
FEBRUARY
15TH - 17TH

PARIS

46th
EHMA ANNUAL
GENERAL MEETING

«WELCOME TO THE FUTURE!»





«WELCOME
TO THE
FUTURE!»
**WELCOME
TO PARIS!**

ORGANIZING

COMMITTEE



MANUEL J. S.
DE VASCONCELOS,
LE MERIDIEN BEACH PLAZA



CLAUDE RATH
HOTEL NAPOLEON PARIS



ALESSANDRA BRAGOLI
CASTILLE PARIS



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HYATT PARIS MADELEINE



VALENTINO PIAZZI
REGINA HOTEL PARIS



CLAUDIO CECCHERELLI
PARK HYATT PARIS



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HOTEL PLAZA ATHENEE PARIS



CHRISTOPHE LAURE
INTERCONTINENTAL PARIS LE GRAND



PIERRE FERCHAUD
HOTEL RAPHAEL PARIS



ANTOINE FANTON
HOTEL LES DEUX GIRAFFES



FANNY GUIBOURET
HOTEL DU LOUVRE

WELCOME TO PARIS !

DEAR EHMA MEMBERS AND FRIENDS,

Welcome to France, the country known for its monuments, art, and gastronomical culture. Welcome to Paris, the city of lights and multicultural capital city of this wonderful country. And a very warm Welcome to the 46th EHMA 2019 Annual General Meeting in this landmark hotel, the Westin Paris Vendôme!

The wide range of highly professional keynote speakers presented in a remarkable meeting space is going to provide you with (we hope) lots of inspiring information about this year's theme: "Welcome to the Future"!

Combined with the social activities carefully planned and organized, you will have several great opportunities of experiencing the Parisian life and connecting with old and new colleagues from all over Europe.

If you haven't yet done so, we expect that you can download the application EHMA Talk as we will all use it to share and more actively participate in the event!

We would like to say THANK YOU to all our Sponsors without whom this event could not take place.

And we THANK YOU, dear EHMA Members, for your participation!

We truly hope that you will enjoy and keep great lasting memories of this EHMA 2019, and wish you a weekend full of enjoyment, knowledge and opportunities!

THE ORGANIZING COMMITTEE

AGENDA

15 FEBRUARY 2019
FRIDAY
Dress Code: Smart Casual

46TH EHMA ANNUAL GENERAL MEETING

- 14:00** *Welcome Coffee/Sponsors time* by Café Pouchkine Paris and Illy Caffé
Welcome by Manuel De Vasconcelos and the Organizing Committee
- 14:30** *Official Opening by Jean-François Martins*,
Adjoint à la Mairie chargé du Tourisme
Official opening of the 46th Ordinary General Meeting
by EHMA President Hans E. Koch
Presentation of new members
- 14:45** *Cornell University prizes* by Peter Rogoff - Director, Open Enrollment Programs
- 15:15** *46th Ordinary General Meeting*
· Approval of the minutes of the 45th General Meeting in Marbella
· President, Auditors & Arbiters annual reports
· Financial report by the Treasurer &. Release of the Excom and Management Council
· Membership Situation
- 15:50** *Candidatures for EHMA's General Assembly 2020 and 2021*
- 16:05** *Elections of President & Vice-Presidents, Arbiters & Auditors 2019-2021*
- 16:20** *Presentation of Young EHMA Group 2019*
- 16:30** *Coffee Break/Sponsors time* by Café Pouchkine Paris and Illy Caffé
- 17:00** *Open Forum*
· Piotr Lipiec - Senior Business Development Manager Hotel TV Europe at Samsung
· Valérie de Corte - Industry Relations & Alumni at EHL: Presentation of EHL / LHC prizes
· Martim Gois - CEO of Valpas: The future of travel and why hoteliers need to be prepared for that
- 17:30** *Members' Hour*
- 17:50** *Result of elections and closing remarks* by EHMA President Hans E. Koch

YOUNG EHMA SESSION

- 14:30** by *Ian Millar* Manager of Inst. of Business Creativity & Senior Lecturer at EHL
16:15

ACCOMPANYING PERSONS PROGRAM

- 14:30** *Guided visit Opéra Garnier*
16:30

WELCOME RECEPTION

- 19:30** at *The Westin Paris - Vendôme*

16 FEBRUARY 2019
SATURDAY
Dress Code: Smart Casual

EDUCATIONAL DAY «WELCOME TO THE FUTURE!»

Interactive participation with the App EHMA Talk by BEEKEEPER

- 08:00** *Welcome Coffee/Sponsors time* by The Westin Paris-Vendôme and Illy Caffé
- 08:30** *Official Welcome* by EHMA President Hans E. Koch
- 08:35** *Setting the Stage* by Moderator Sander Allegro
- 08:50** «*Think it. Do it. Change it.*» by Ilja Grzeskowitz
- 09:45** «*What ticks for Millennials*» by INSEAD MBA students
- 10:15** *Presentation by Somer Gundogdu*, Diversey President - Professional, Europe ME and Africa
- 10:30** *Coffee Break/Sponsors time* by the Plaza Athenée and Illy Caffé
- 11:00** «*Mindfulness Search Inside Yourself*» by Yves Givel, Vice President HR Hyatt International
- 12:00** «*The Story of my Adventure*» by Mama Shelter founder Serge Trigano
- 12:30** *Lunch* by The Westin Paris Vendôme
- 14:00** «*Changing Mindsets Around Food*» by Hans Steenbergen from Food Inspiration Magazine
- 14:45** «*Unfolding the Potential-A Business Adventure*» by Claus Meyer, Noma restaurant founder
- 15:30** *Coffee Break/Sponsors time* by Pierre Hermé and Illy Caffé
- 16:00** «*Positive Disruption-Unlock new technology*» by Märtha Rehnberg, from Dare Disrupt
- 16:45** «*Luxury Design and Trends*» by Tristan Auer & Monica Moser from Wilson & Associates
- 17:00** *Closing Panel* «What's in it for me?»
- 17:30** *Closing remarks* by President Hans E. Koch

ACCOMPANYING PERSONS PROGRAM OPTIONS

- 09:00-17:00** *Guided visit to Disneyland Paris* with Lunch at the Disney Hotel
10:30-12:00 *Guided visit Opéra Garnier*
14:15-16:45 *Guided visit Musée du Louvre*

COCKTAIL & GALA DINNER / Dress Code: Black Tie

- 19:30-01:30** *Cocktail and Gala Dinner at Intercontinental Paris Le Grand* with the special assistance of Chef Alain Dutournier (Restaurant Carré des Feuillants)

SPEAKERS



INSEAD
MBA STUDENTS



ILJA
GRZESKOWITZ



SERGE
TRIGANO



SOMER
GUNDOGDU



YVES
GIVEL



CLAUS
MEYER



HANS
STEENBERGEN



MÄRTHA
EHNBERG



TRISTAN
AUER



MONIKA
MOSER

ILJA GRZESKOWITZ

Grzeskowitz studied economics with a focus on marketing in Greifswald, Mannheim and Hamburg. He then began a career in retail and soon became department store manager, among others at branches of Karstadt and IKEA. Since 2009 he has been working as a book author, change coach and speaker. The business graduate sees his task in supporting others, awakening his own motivation for change and becoming the best version of himself. Grzeskowitz lives with his wife and two daughters in Berlin.

MBA STUDENTS FROM INSEAD

As one of the world's leading and largest graduate business schools, INSEAD welcomes over 90 different nationalities in the classroom. For the last 3 years, the School has been ranked among top 3 business schools worldwide by the Financial Times and received the highest score for diversity.

SOMER GUNDOGDU

Somer Gundogdu is the President - Professional, Europe Middle East and Africa of Diversey, based out of Utrecht, Netherlands. Somer has been with the company for over 25 years and has held different roles in R&D, supply chain, marketing, corporate accounts and general management in multiple regions globally. He currently oversees a region of 30 operating entities, five branch offices and 50+ distribution countries with a team of 2000+ colleagues. Prior to his current role, Somer managed the Middle East, Africa and Turkey out of Dubai, UAE where he led the Sealed Air merger and start up the Food Packaging and Product Care business for the region, acquired and integrated the distribution business in KSA, worked around consolidating the backoffice functions and expanding portfolio and manufacturing network... Somer holds a Bachelor's of Science (BSc) in Chemical Engineering from Bogazici University in Turkey and a Masters in Business Administration (MBA) from Virginia Tech and has one daughter.



YVES GIVEL

For the past 25 years, Yves has worked in a variety of global human resources and talent management roles and has lived in over 12 different countries around the world, namely in Europe, Africa, Middle East and the United States. Before taking on his current role as head of HR for Hyatt Hotels Corporation's EAME and Southwest Asia region, Yves held the role of Vice President Talent Management at the company's head offices in Chicago, developing global processes and philosophies in the areas of leadership, performance management, talent development and engagement.

Yves is a graduate of the École hôtelière de Lausanne, holds an MSc degree in Human Resource Management and Training, as well as a Doctorate in Social Sciences from the University of Leicester. His doctoral thesis focused on Organizational Learning, Learning Organizations and Leadership.

Based on his own purpose, Yves is very passionate about engaging leaders in mindfulness, and bringing mindful leadership to the workplace (and the world). He is a certified 'Search Inside Yourself' teacher, and sought-after speaker on talent management, mindful leadership, organizational learning and leadership development. As an ambassador for continuous learning and education, Yves also serves on the Advisory Board of a several educational institutes and universities.

SERGE TRIGANO

Graduated from Assas, in Economics science, he has worked his way up in Club Méditerranée. In 1980, he took over the management of Club Med in the USA and then became General Manager and President of the Club which he left in 1997. In 2008, he launched the Mama Shelter concept with his sons Benjamin and Jérémie. The Mama Shelter challenged the codes of the hotel industry by its low-profile unique location in Paris in the 20th arrondissement, its rooms perfectly equipped at very affordable prices, its restaurant, and its bars, meeting places for the city's inhabitants and hotel guests, all designed by Philippe Starck. Chairman of the Group, which currently has 600 employees and 8 hotels/restaurants worldwide. After the success of Paris, the Mama Shelter opened in various parts of the world.

HANS STEENBERGEN

Hans Steenbergen is trendwatcher, journalist, writer, and popular speaker and/or moderator at events. In March of 2009 Hans Steenbergen cofounded Food Inspiration Magazine: the world's first digital magazine aimed at food professionals. Steenbergen advises multiple multinational foodservice corporations on topics such as innovation, communication, and sustainability. Steenbergen has a way of neatly fitting food trends into the bigger global picture of rapid cultural, demographic, and technological change. His unique outlook has led to others referring to him as the 'foodservice philosopher'. Hans Steenbergen graduated in Dutch literature at the Universiteit van Amsterdam. In 2008 Steenbergen wrote and published 'De gelukkigste manager' (the happiest manager), a personal account of the search for happiness through work.

CLAUS MEYER

For more than 30 years, Claus Meyer has been a gastronomic entrepreneur. Besides his countless companies employing more than 800 staff, Meyer is an affiliated professor and distinguished alum at Copenhagen Business School and Social Impact Fellow at University of California, Berkeley Haas School of Business. Meyer is a Knight of the Order of the Dannebrog under the Royal Danish House, member of the Danish Gastronomical Academy and he has been named on EAT Foundation and the Culinary Institute of America's the Plant-Forward Global 50, as well as he is member of the Advisory Board for the Stone Barns Center, USA

From writing the manifesto for the Nordic food revolution and co-founding NOMA, a perennial "World's Best Restaurant", to launching an indigenous food movement in Bolivia that has trained thousands of young people and is unlocking a new sense of national pride, Claus Meyer has always been motivated by goals that stretch far beyond the profit-motive. Addressing issues such as the importance of unconventional thinking and naïve ambition, how to create an avalanche-like cultural movement rather than a traditional business plan, and why we - and our teams - need to remain in close touch with our values and passions if we are to be truly successful, this "son of the microwave oven" will share insights from his gastronomic, business and philanthropic journey."

MÄRTHA REHNBERG

Märtha is a trained political economist and published scholar on the future of global value chains and new technologies. She has held talks internationally on what she calls 'technological intuition' and 'responsible disruption'; notions she uses to inspire individuals to lean into new technologies with curiosity, critical thinking and courage to self-disrupt.

As an original agenda-setter, Märtha Rehnberg has been selected as a 'Leader of Tomorrow' by the St Gallen Symposium for three consecutive years, and profiled as a 'FemTech Leader' by Innoribe, the Carlisle & Gallagher Consulting Group and the Digital Finance Institute. In 2018, she was appointed member of the High Level Industrial Roundtable "Industry 2030" by the European Commission to define and co-author a bold strategy for the future of European industries.

She is a former intrapreneur at the shipping conglomerate Maersk wherefrom she spearheaded the industrywide introduction of 3D printing. Her determination to localize sustainable production has made her special advisor to a nationwide 50M DKK 'Additive Manufacturing -hub' in Denmark – a venture she wrote the vision for.

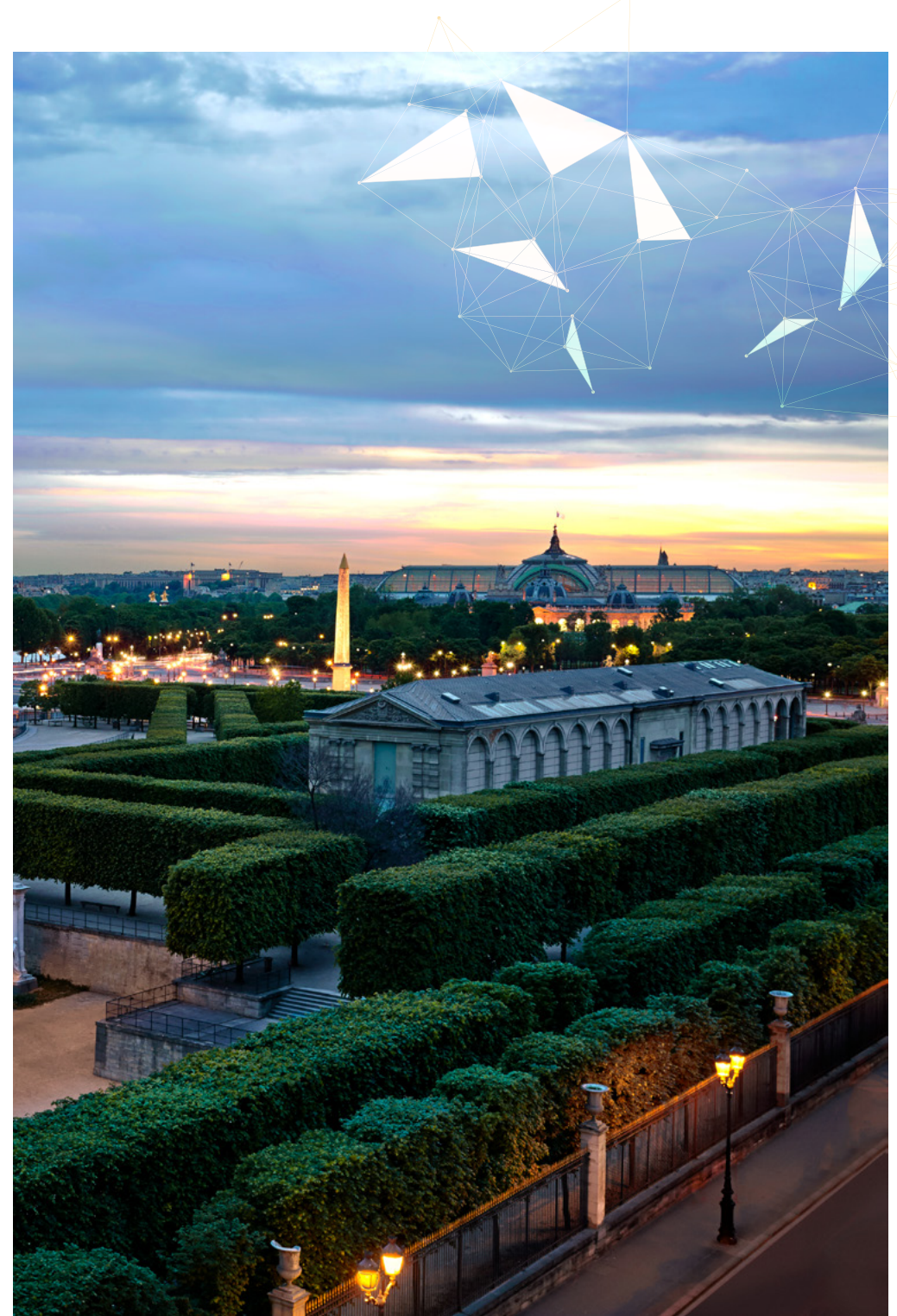
Märtha holds a double degree from Copenhagen Business School and Esade. She is multilingual and can execute talks in Danish, English, French or Swedish.

TRISTAN AUER

Tristan Auer is a prevailing force in the interior design world who came of age under icons Christian Liaigre and Philippe Starck. He is an entrepreneurial interior architect who founded his own studio in 2002, which specializes in ultra high-end residences, boutique hotels and retail, as well as bespoke furniture design. A couturier, Tristan's signature panache can be found across the globe. As Principal of Wilson Associates' Paris atelier, he will oversee the firm's "hautesst" design projects across Europe.

MONIKA MOSER

Monika is a hotelier at heart. With an MBA in Hospitality Management from ESSEC Business School and over 20 years of experience in hotel operations, she's an authority in luxury hospitality. A German native who grew up in South America, Monika developed a passion for art, music, literature and language. She is now fluent in five languages. As Managing Director of Wilson's atelier in Paris and design office in London, Monika is a brand ambassador who supports the firm's strategic initiatives. A cultural aficionado, she frequents the opera and loves listening to Rachmaninoff while drinking a malt whiskey. However, her greatest treasure is spending time with her daughter, Clara.





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GENERAL INFORMATION

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GALA DINNER VENUE

Intercontinental Paris Le Grand Hôtel


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