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LE CORDON BLEU AN IMEX LUMINARY

Le Cordon Bleu International is a major sponsor of IMEX 2004, offering a host of professional development activities and events at the **Le Cordon Bleu Professional Development Pavilion – Stand L300**

'Our involvement is all about adding value to the IMEX experience by offering a greater choice to visitors, suppliers and buyers', says Le Cordon Bleu International president, Andre Cointreau.

As well as its extensive culinary programs, Le Cordon Bleu now has a suite of undergraduate and postgraduate business degrees, which are setting new benchmarks across hospitality education and training.

The launch of its Master of International Meetings Industry Management on May 13th 2004 is a highlight of Le Cordon Bleu activities at IMEX, and will take place concurrently with the signing of a Memorandum of Cooperation between Le Cordon Bleu International and the International Congress & Convention Association (ICCA).

The signing by Andre Cointreau and Christian Mutschlechner, President of ICCA, acknowledges the strategic alliance formed by the two organisations to develop the Master of International Meetings Industry Management. This is the first qualification of its kind in the world and is delivered entirely on-line through one of Australia's finest universities—the University of South Australia. The program incorporates an innovative multimedia simulation, 'ConventionSim'.



This event, along with forums, seminars and related activities will take place in the Professional Development Pavilion, which is sponsored by Le Cordon Bleu. A select group of international associations, universities, specialist companies and individuals have their products on show in the pavilion, and personal guidance on educational opportunities within the industry is also on offer by each of the participants.

The latest trends and products available in education and training are a focus for a series of seminars and presentations being held in the pavilion theatre. Of particular note are the lectures each day by Professor Paul Reynolds, entitled 'The future of education for meetings industry professionals'.

As part of the Le Cordon Bleu strategic direction in offering entrepreneurial business degrees, tailor-made to industry sectors, a number of educational scholarships for its Master of International Meetings Industry Management and Bachelor of Business International Convention & Event Management will be announced.

Andre Cointreau said he welcomed the partnership with IMEX, and considers it a wonderful opportunity for both parties to expand international awareness.

'It will also enable us to further develop the understanding of our industries around the world and help us to contribute to the growth of education and training at all management levels.

'In this way we will be adding immeasurably to professionalism across the industry,' he said.

Today, Le Cordon Bleu has 25 schools in 15 countries around the world. Under the influence of Mr. Cointreau, Le Cordon Bleu has become one of the world's most prominent organizations dedicated to culinary, hospitality and tourism education, continually highlighting French culinary values. Each year, Le Cordon Bleu schools teach 18,000 students of more than 70 nationalities.

FURTHER INFORMATION

www.cordonbleu.edu