



PRESS RELEASE – 13TH MAY 2004

**LE CORDON BLEU LAUNCHES WORLD-FIRST
MEETINGS INDUSTRY MANAGEMENT MASTERS**

Le Cordon Bleu International today launched the Master of International Meetings Industry Management at IMEX 2004 - The Worldwide Exhibition for Incentive Travel, Meetings and Events.

It is the first qualification of its kind in the world and is delivered entirely online.

At the launch, the President of Le Cordon Bleu International, Mr Andre Cointreau, and the President of the International Congress & Convention Association (ICCA), Mr. Christian Mutschlechner, signed a Memorandum of Cooperation, acknowledging the strategic alliance formed by the two organisations to develop the program.

The Masters is delivered through one of Australia's finest universities—the University of South Australia, which is a leading university globally in online learning. Its particular expertise is in setting up highly effective virtual learning communities.

Simulated learning is an innovative feature of the online qualification, with a multimedia simulation, 'ConventionSim', taking students step-by-step through the process of managing a convention, in a hyper-realistic experience.

Professor Reynolds, University of South Australia's Masters program manager in Frankfurt for the IMEX Congress, was at the launch, along with IMEX Chairman, Ray Bloom, and Managing Director, Paul Flackett and representatives from the meetings industry worldwide.



Mr. Andre Cointreau said the Master of International Meetings Industry Management is specifically tailored to those working in senior management and supervisory positions across the tourism and conventions' industry.

'Across the world, each year millions of people attend meetings, conventions, exhibitions and events. It is an industry in itself. Men and women with entrepreneurial and executive talent who offer vision and create direction are in demand. They will be the future managers and leaders for this important and growing industry sector.'

'This truly exciting, new international product is the 'must have' qualification for those who look to a long-term managerial career in the meetings industry,' he said.

Over recent years Le Cordon Bleu has expanded its culinary programs internationally, and has introduced a suite of tailor-made business degrees at undergraduate and postgraduate levels for the hospitality and tourism industry.

Other Le Cordon Bleu Masters programs are the Master of International Hospitality Management, Master of Arts in Gastronomy and Master of Business Administration (International Hotel and Restaurant Management).

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