



PRESS RELEASE - 14TH MAY 2004 – IMEX Media Centre

LE CORDON BLEU MASTERS SIGNALS A COMING OF AGE FOR MEETINGS INDUSTRY

After the very successful launch of the Master of International Meetings Industry Management at IMEX 2004, Le Cordon Bleu International's president, Andre Cointreau, says the important travel, meetings and events sector of the tourism and hospitality industry has an exciting future.

'There was unprecedented interest in this new on-line degree, which signals a coming of age for the sector,' he said.

Le Cordon Bleu International was a major contributor to the success of IMEX 2004, through its sponsorship of the Professional Development Pavilion, the location for a host of professional development activities and events.

'Le Cordon Bleu's involvement was all about adding value to the IMEX experience by offering a greater choice for visitors, suppliers and buyers.

A select group of international associations, universities, specialist companies and individuals exhibited in the pavilion, and were inundated with queries, in particular, for personal guidance on educational opportunities within the industry,' he said.

The launch of the Le Cordon Bleu Master of International Meetings Industry Management was a highlight of Le Cordon Bleu activities, and took 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, acknowledged the strategic alliance formed by the two organisations and ICCA's endorsement of the Le Cordon Bleu Master of International Meetings Industry Management.



'As this degree is the only one of its kind in the world and can be taken up anywhere because it is delivered entirely on-line, we were expecting a high level of interest among industry professionals, but it was much greater than we predicted.

'That it is delivered through one of Australia's finest universities—the University of South Australia and incorporates an innovative multimedia simulation are added bonuses,' he said.

Mr Cointreau said he was delighted to be invited as one of the keynote speakers at a Future Leaders Forum, and was impressed with the number of young college and university graduates expressing interest in opportunities in the international meetings and events industry.

As part of the forum, Mr Cointreau announced a number of scholarships for the Le Cordon Bleu's Master of International Meetings Industry Management and Bachelor of Business International Convention & Event Management, and some have already been taken up.

There was also strong interest in Associate Professor Paul Reynolds lecture program 'The future of education for meetings industry professionals', which were among a series of forums and seminars also sponsored by Le Cordon Bleu.

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

'It enabled 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 add immeasurably to professionalism across the industry,' he said.

Today, the group Le Cordon Bleu is present with 25 schools in 15 countries around the world. Each year, Le Cordon Bleu faculty teaches 18, 000 students of more than 70 nationalities. Le Cordon Bleu has become one of the most prominent organizations dedicated to culinary, hospitality and tourism education, continually highlighting French culinary values.

FURTHER INFORMATION: www.cordonbleu.edu