

## Les Roches-Gruyère, University of Applied Sciences and Glion Institute of Higher Education host the 5th Euromed Academy of Business Conference

**Montreux, Switzerland – September 18th, 2012** - Les Roches-Gruyère, University of Applied Sciences together with Glion Institute of Higher Education, will host the prestigious 5th Euromed Academy of Business Conference. The event will take place in Glion from October 4-5, 2012 one of the highlights of Glion's 50<sup>th</sup> anniversary year. This well-known conference is one of the major business management conferences of its kind in the European Mediterranean region. This year's edition will focus on "Building New Business Models for Success through Innovation, Entrepreneurship, Competitiveness and Responsibility". Research papers that are centered on special issues such as hospitality and tourism will be presented during this two-day conference and will have an impact on international research and teaching programs.

Swiss and international personalities such as Joseph Deiss (President of the UN General Assembly), Dr Max Schweizer (former Minister and Deputy Permanent Representative at the Permanent Mission of Switzerland in Geneva) and Prof. Louis Brennan (Trinity College, Ireland) will speak at the opening session of the EuroMed conference. Participants of this international conference are both, academic and practitioners that come from all over the world.

*"What makes the difference between top hospitality schools and others in the world is their ability to innovate and to invest in the quality of their programs" said Debbie Prince, CEO of Les Roches-Gruyère, University of Applied Sciences. "Because of Glion's world ranking as one of the top Hospitality schools, there is a perfect fit to host the EuroMed Conference. It will attract international delegates willing to share their expertise of innovation and entrepreneurship."*

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Journalists are welcomed to attend the opening session on October 4<sup>th</sup>, which starts at 9am at Glion Institute of Higher Education. For registration, please contact [Alexia.robinet@laureate.ch](mailto:Alexia.robinet@laureate.ch)

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Les Roches-Gruyère University of Applied Sciences is the first and only private Swiss University of Applied Sciences in Hospitality management which received official recognition from the Swiss Government in July 2008. It offers a Bachelor of Science that meets the Swiss and European standards as well as a Master of Advanced Studies. It uses the facilities and resources of Glion Institute of Higher Education as well as those of Les Roches International School of Hotel Management in Switzerland.