

## Institut Paul Bocuse, at the forefront of Hospitality Management, Culinary Arts and Foodservice education worldwide

By 2030, the World Tourism Organization estimates the number of travelers to reach the 2-billion mark. The sector, which is diversifying rapidly, needs to develop offers and services that meet the new expectations brought upon by - among other things - easier ways to get around, digital technologies and the millennial generation.

Institut Paul Bocuse, a leading player in the sector's worldwide elite of initial and continuing education courses, anticipates these trends in order to build tomorrow's education models, with a primary objective: employability and infinite career prospects.

### NEW IN 2017/2018

#### A reinforced international perspective

Starting in January 2018, students will be able to choose, depending on their career plans, a **100% English-speaking curriculum** that begins in the 1<sup>st</sup> year.

2<sup>nd</sup> and 3<sup>rd</sup> year students can benefit from academic exchanges thanks to **international mobility** within a network of alliances of excellence in Hospitality Management and the Culinary Arts that was established by Institut Paul Bocuse. The choice of destinations has been extended to over 15 strategic regions.

In addition, Institut Paul Bocuse is pursuing the international implantation of its courses through partnerships with renowned schools and universities. Launch of a Culinary Arts program **in September 2017 with Woosong University in Daejeon, South Korea; in April 2018 with the Hokuto Bunka Academy on Japan's Hokkaido Island.**

#### Two new specializations in Hospitality Management starting in January 2018

Today, events are recognized as a major component of hospitality and a strategic way for companies to differentiate themselves in terms of their products and services.

To meet this need, Institut Paul Bocuse now offers a specialization in **Strategic Meetings & Events Management** for its 4<sup>th</sup> year students in the Hospitality Bachelor (Honors) program.

The sector is evolving within an environment that is favorable for the creation of small and medium-sized companies.

The **Hospitality Entrepreneur** specialization aims to nurture students' entrepreneurial spirit by supporting their projects on their path to success.

Today, one in three Institut Paul Bocuse graduates launches a company within the first 5 years following graduation.

**Thanks to the support of the Gérard & Gilles Pélisson Foundation for Institut Paul Bocuse, scholarships are awarded each year to enable as many students as possible to access our courses in excellence.**

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