

Gezielte Innovationen durch Kooperationen im Bildungsbereich

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Winaretta Zina Singer

Head of Innovation Pole
EHL Education Group

MISSION

Provide a fertile ground for entrepreneurs

Inspire and disrupt the hospitality and food
industry

VISION

A unique hospitality innovation ecosystem with the right players and energy.

Let chemistry work its magic!



Entrepreneurs



Researchers



Experts



Business people



Passers by...



Investors



Students



Artists



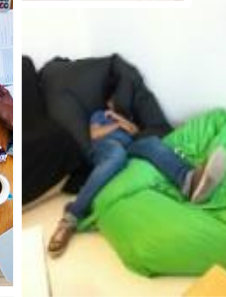
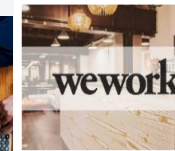
Alumni

A NEW CULTURE

From excellence, “savoir-être”...
Dresscode

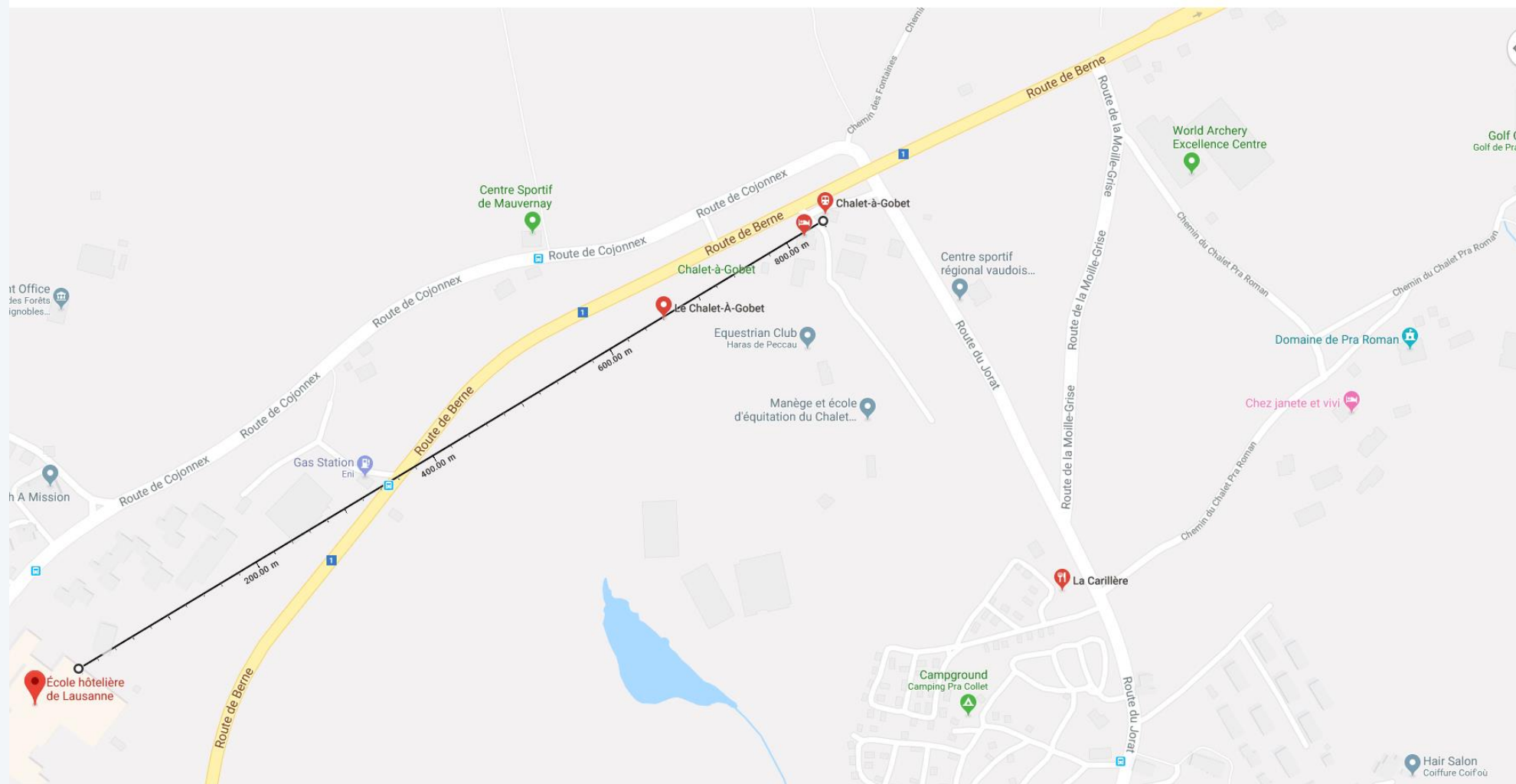


To “No judgment”- Let the community
feel at home



PLACE

At the right distance... 800m



ADDING NEW BRICKS

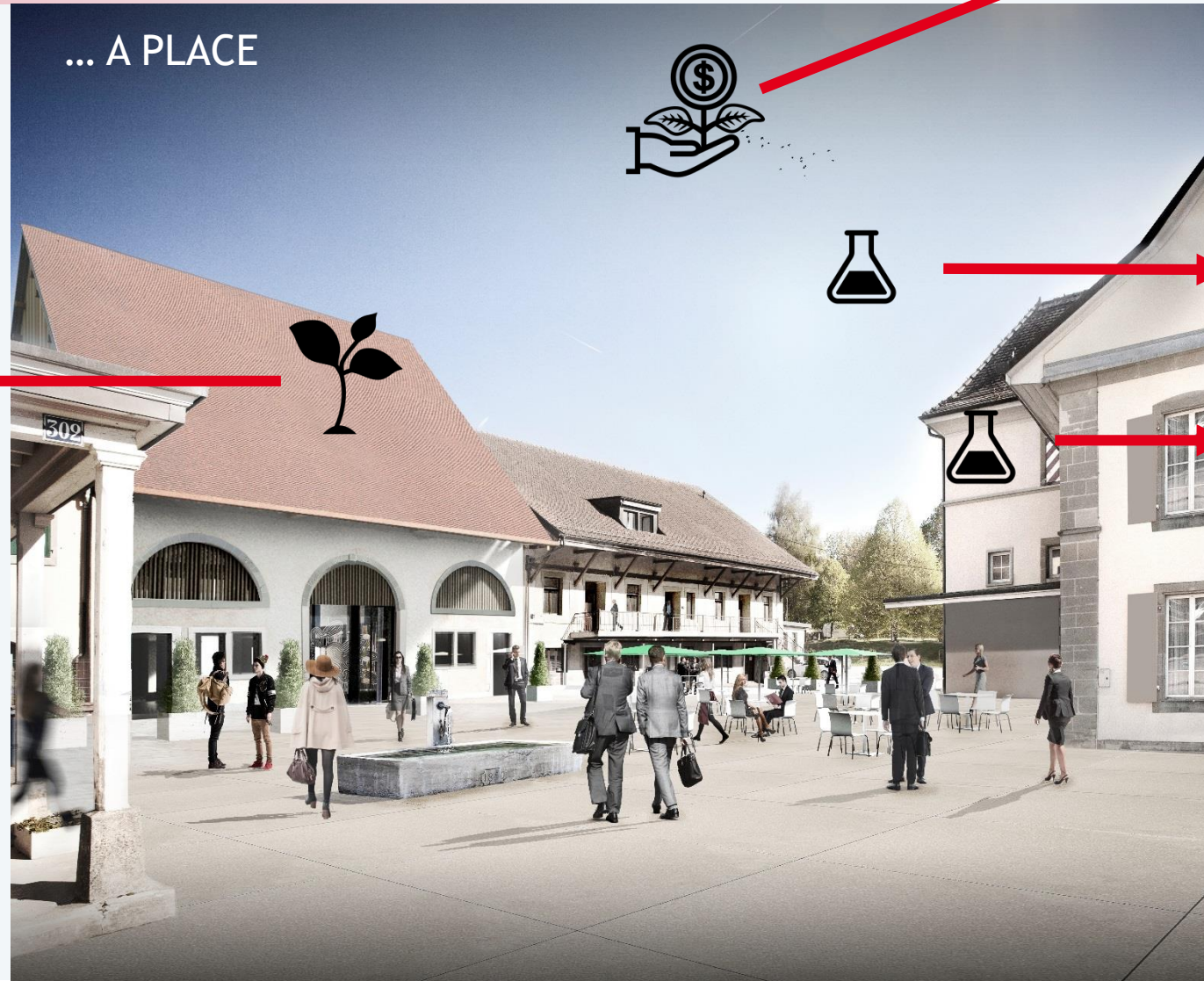
An INNOVATION FOUNDATION

... A PLACE

An INCUBATOR

A FOODLAB

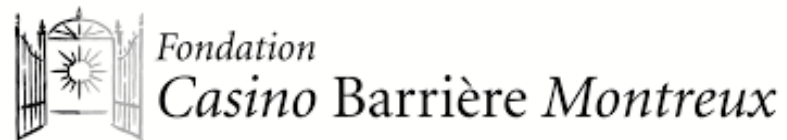
An AUBERGE LAB



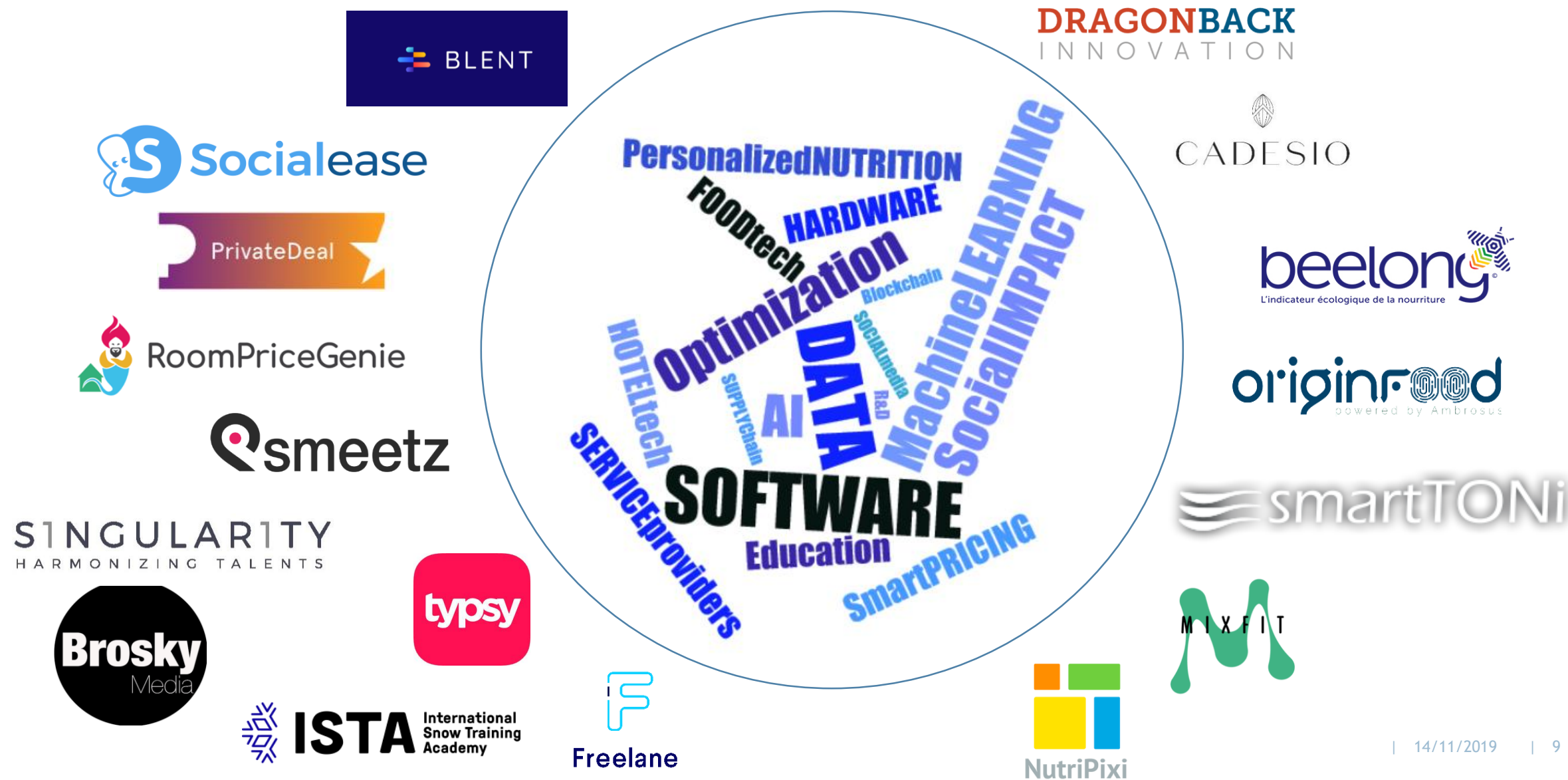
ZOOM: FIT Digital by EHL -Innovation foundation EHL

Strategic partners of EHL

- Support promising start-ups
- Strategic partners of EHL Innovation village
- VIP access to the incubator



Zoom Incubator: 17 start-ups



ZOOM: Events: The catalyser, the glue



- Networking
- Conferences
- Workshops
- Coaching
- Press conferences
- Showcases
- Private events
- ...

Janine Rüfenacht
Vize-Direktorin
Hotelfachschule Thun



learn

Hotelfachschule
Thun

2500
Alumni

2
Studiengänge

sleep

Labs
für Hotellerie und Gastronomie

54
Hotelzimmer

eat

100
Plätze Bar

200
Plätze Restaurant

stay

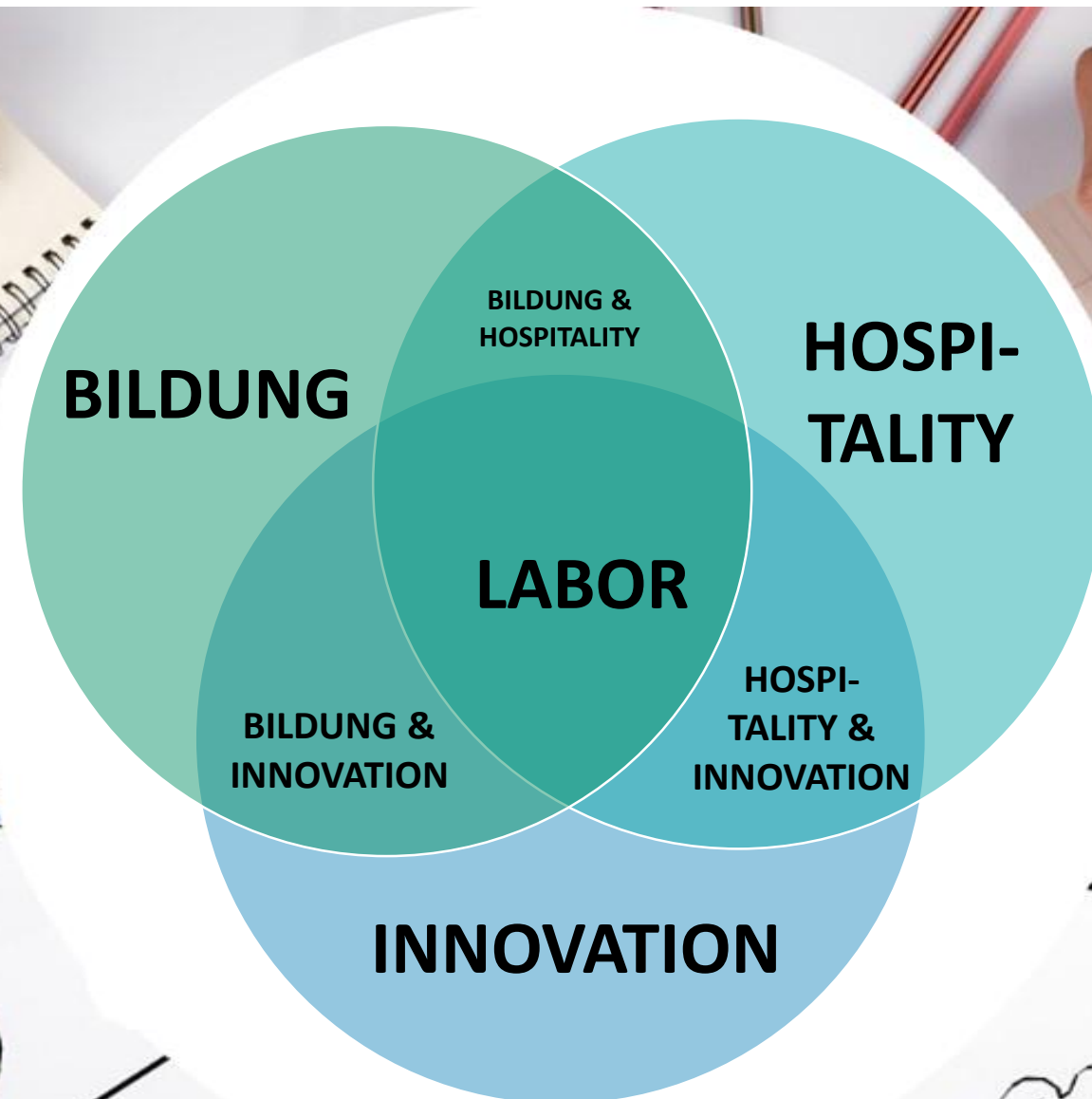
Serviced
Apartments

11
Apartments

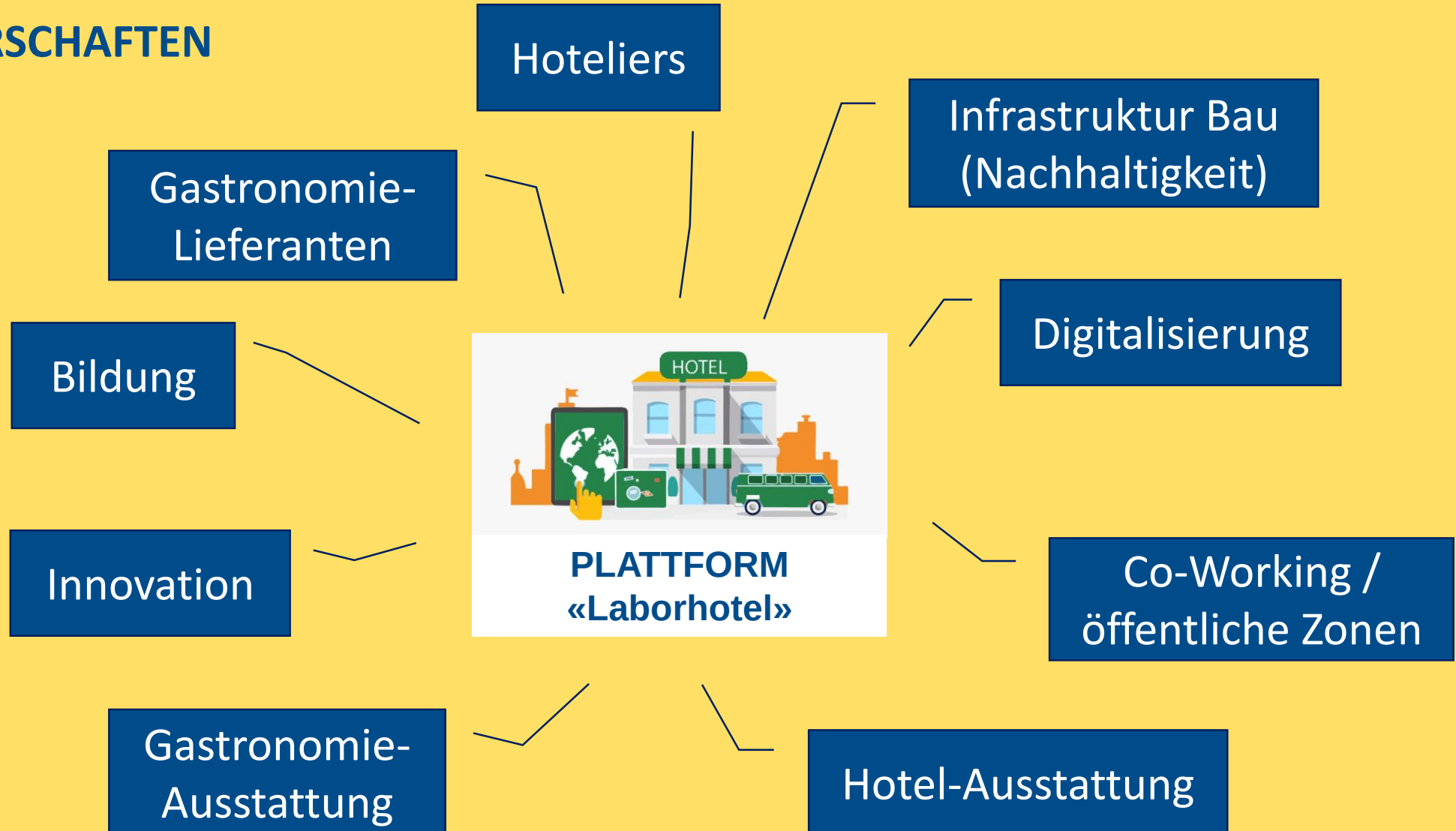
work

Co-Working-
Space

60
Co-Working-Spaces
1
Cube Lab



PARTNERSCHAFTEN



Ueli Schneider

Mitglied der Geschäftsleitung
HotellerieSuisse

Kooperation ermöglicht Innovation

Ausgangslage



Weshalb Innovation?

- Digitalisierung
- Höherer Wettbewerbsdruck mit sinkenden Margen
- Fachkräftemangel
- Veränderung der Nachfrage (Generationen Z und α)
- usw.



Wie geschieht Innovation?

- Für den einzelnen Betrieb (insbes. KMU) schwierig
- Netzwerk und Kooperation ermöglichen kreativen Austausch
- Kreatives Umfeld schaffen

Kooperation ermöglicht Innovation

Lösungsansatz

