



Switzerland's First Boutique Hotel School

News Release

HOT UPDATE

February 2009

GHM (General Hotel Management Ltd) joins SHML as Preferred Partner

SHML, Switzerland's first boutique hotel school, is committed to offer students a professional hospitality education based on the fundamentals of Swiss values of quality, safety, efficiency and precision. SHML is a Hotel Management School created by Hoteliers for Hoteliers!

SHML is delighted to announce that GHM (General Hotel Management Ltd) joins SHML as a Preferred Partner offering fantastic internship placements for students and great career opportunities for graduating students.

GHM is one of the leading names in the hospitality industry and has gained an unrivalled reputation for conceptualizing, developing and operating exclusive and stylish hotels and resorts worldwide, but with a strong focus on Asia and the Middle East. Since it was founded in 1992 by Hans Jenni and Adriaan Zecha, the company has prided itself on providing guests with distinctive, unrivalled lifestyle experiences.

"The opportunity to sponsor the SHML, reaffirms Mr Jenni and GHM's commitment to making a difference within the hotel and tourism industry by offering students practical training at some of the world's leading hotels and building relationships with emerging talents."

SHML is proud and delighted of this addition and we look forward to a fruitful cooperation.

For more information on SHML and GHM, please contact Urs Eberhardt at SHML, +41 79 7624526 or urs@shml.ch