

Stenden Qatar signs pact with Swiss Education Group Professionals

PRESS RELEASE

For immediate release

March 15th, 2021 – Swiss Education Group Professionals, a business unit of Swiss Education Group, has signed a memorandum of understanding (MoU) with Stenden University of Applied Sciences Qatar to collaborate in providing professional training and development courses to different industry stakeholders in Qatar and the region.

The Swiss Education Group (SEG) is the largest hospitality and business education group in Switzerland, with nearly 40 years of experience in hospitality management and culinary arts education. The group has traditionally had very strong links with the global hospitality industry and all five of its schools have recently been ranked amongst the Top 10 Hospitality and Leisure Management schools in the latest QS World University Rankings based on academic excellence and industry reputation. SEG's Culinary Arts Academy Switzerland is ranked as number one culinary school in the world.

Stenden University of Applied Sciences – Qatar is the oldest private university in the State of Qatar, which was established over 20 years ago under the chairmanship of H.E. Sheikh Faisal bin Qassim Al Thani. The university is the only higher education provider of Hospitality and Tourism management education in the country. Its tourism and hospitality management programmes are internationally accredited by the International Centre of Excellence in Hospitality and Tourism Education (THE-ICE) and locally accredited by the Qatari Ministry of Education and Higher education. The university is part of the Culture, Education, Leisure, and Sports Cluster (ARIES) at Al Faisal Holding, one of Qatar's leading private conglomerates which have played a significant role in the economic and infrastructural development of the country.

With this partnership working professionals in the Qatari hospitality market, which has been ranked as the top destination in the Middle East for a second consecutive year by Guest Experience in the Middle East Report, will have the unique opportunity to receive world-class professional trainings by global experts in the fields of hospitality, tourism, business and culinary arts. Participants in the professional development programme will be awarded with a certificate by SEG or a joint certificate awarded by SEG and Stenden University of Applied Sciences - Qatar.

Commenting on the significance of this joint collaboration Mr. Yong Shen, CEO of Swiss Education Group said: "Over the years our schools have had the pleasure of welcoming students from Qatar to study in Switzerland. And now we are very pleased to partner with Stenden University Qatar to bring Swiss savoir faire into the Qatari market."

Dr. Ivan Ninov, Executive Dean of Stenden University Qatar commented, "We are very excited to begin our collaboration with the Swiss Education Group, which is one of the world's top providers of professional hospitality education. Through this partnership we will be able to effectively meet the growing demand for certified professional training and development courses in the hospitality and business sector in Qatar and the region"

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About Swiss Education Group

With nearly 40 years of experience in hospitality management, business, and culinary arts education, and rooted in the Swiss tradition of hospitality, Swiss Education Group is committed to equipping tomorrow's professionals with the leadership and entrepreneurial skills highly sought after in the hospitality industry and beyond. Swiss Education Group schools offer a wide range of courses, Bachelor's and Master's degrees, and short certificates allowing students to choose programs that suit their individual learning needs and interests.

www.swisseducation.com

About Stenden Qatar, University of Applied Sciences

The Stenden Qatar campus is presently located at Al-Jeleait Street, Bin Omran, Doha, in the state of Qatar and was a joint venture between Al Rayyan Education and Stenden University of Applied Sciences. The portfolio of undergraduate degrees offered at Stenden Qatar University of Applied Sciences aims to deliver higher education that would equip its alumni with proficiencies in the service management field to become competent, innovative managers and international leading entrepreneurs. The professional degree structured around the Problem Based Learning concept coupled with the mix of theory and practice has been proven to make our graduates particularly employable immediately after graduation.

www.stenden.edu.qa