

MITF 16.11.2022

Réflexions sur l'innovation en Tourisme et Hôtellerie

Winnaretta Zina Singer

Director of Innovation Foundation EHL
Head of Innovation Pole

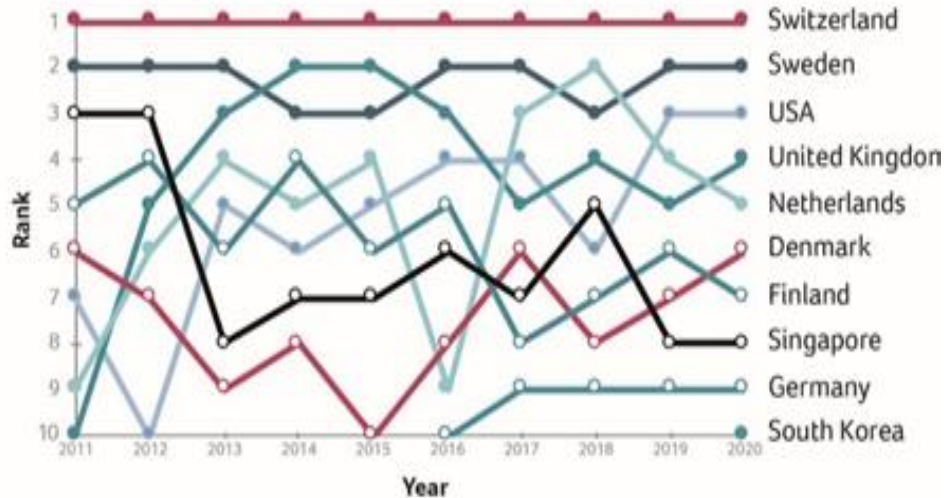


Switzerland

Leader of innovation since 2011

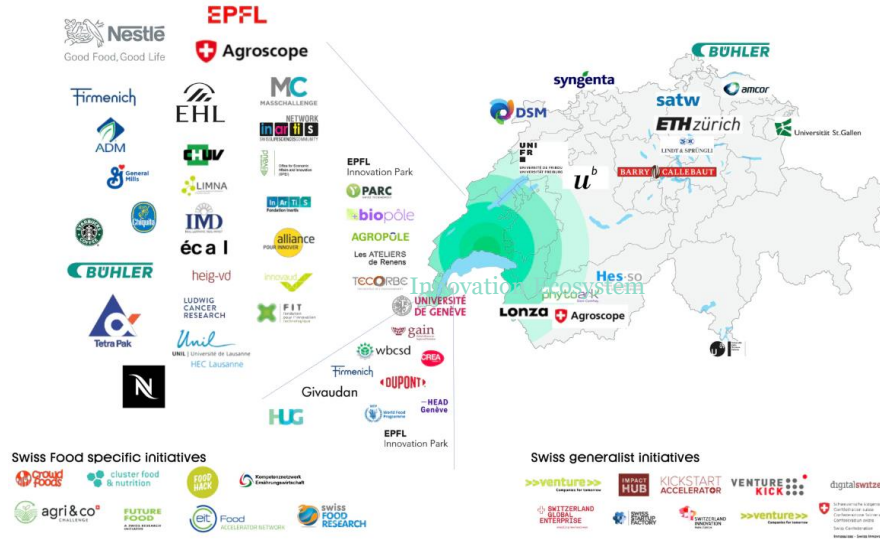
GII Ranks the innovative performance of the economies each year by highlighting the strengths and weaknesses of certain innovation metrics

GII rankings 2011-2020



- ❖ Institutions
- ❖ Human capital and research
- ❖ Infrastructure
- ❖ Market sophistication
- ❖ Business sophistication
- ❖ Knowledge and out put
- ❖ Creative outputs

Innovation Ecosystem



The 5 stakeholders of Innovation Ecosystems:

- ❖ Entrepreneurs (primarily)
- ❖ Universities
- ❖ Risk capital
- ❖ Government agencies
- ❖ Corporates

The **Innovation Hub** connects EHL with the local innovation ecosystem

EHL Business school

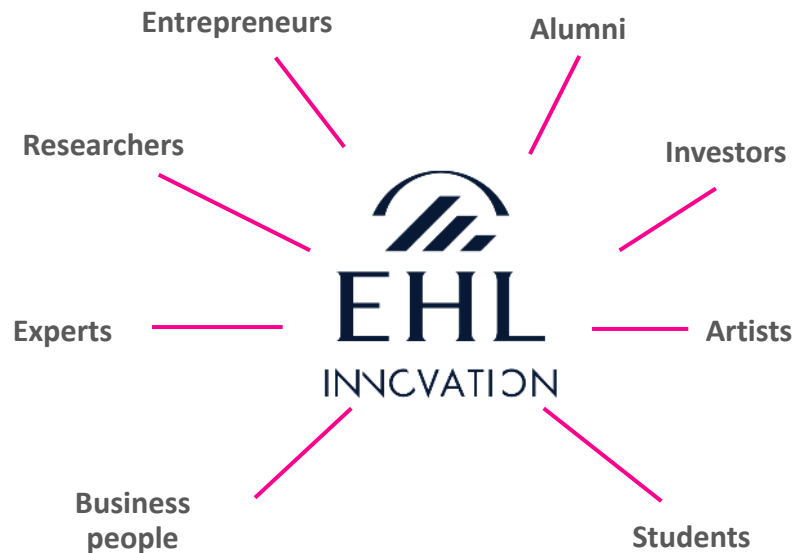


- Founded in 1893
- 1st Q&S ranking for hospitality and leisure university
- 1 Michelin star in BDS restaurant

Vision

A leading hospitality
Innovation Ecosystem

for talents from EHL and beyond...



Mission

Create opportunities for EHL Group

Provide a fertile
ground for
entrepreneurs

Inspire & disrupt the
greater hospitality
industry

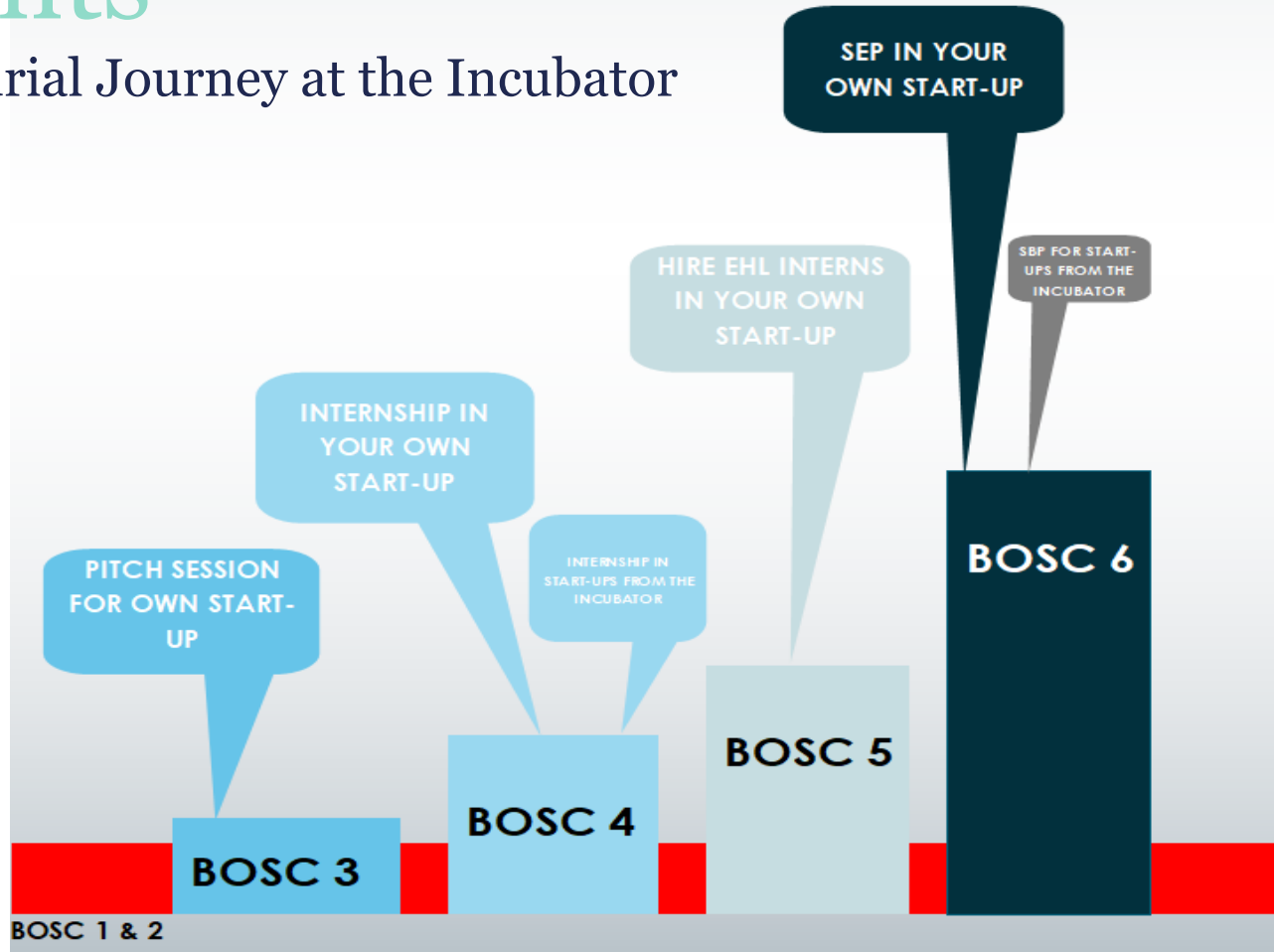
A community of entrepreneurs

Students, AEHL, serial entrepreneurs, ex-corporate, tech graduates



Students

Entrepreneurial Journey at the Incubator



JEHL



JUNIOR HOSPITALITY AGENTS



Test bed Lausanne Campus



Restaurant

Beelong, myHands, Twenty, Futuraurant, Kooko

Kitchen

Smarttoni, Beelong

Hospitality

Unmanned project, PrivateDeal, Blent, Arve, Contler, Bookplan

Reception

Capsule Hotels, Bookplan, Privatedeal

Shop

El Empiedro, Vikarus

Online

SecretDeals

Parking

ShareP

Gardens

Heima

Innovation Foundation

Sponsored by



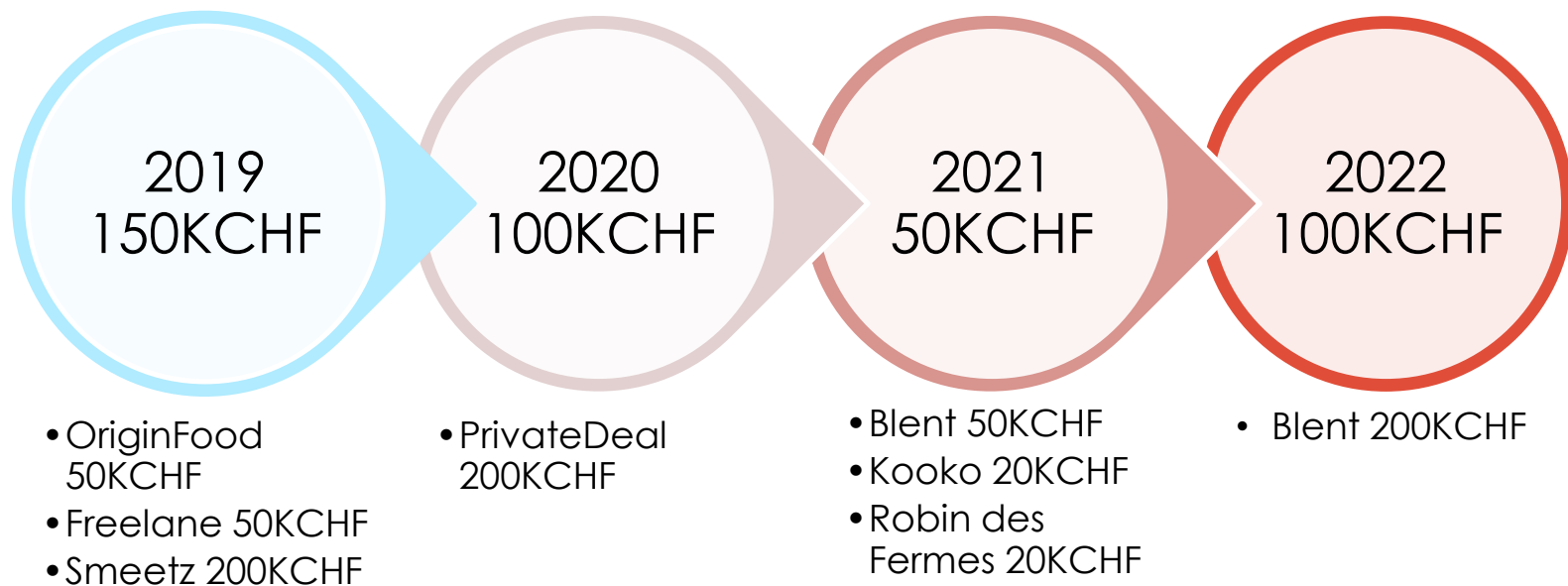
Marriott
INTERNATIONAL



FONDATION
BARRIÈRE
FONDATION D'ENTREPRISE



HotellerieSuisse



Faculty

Jury, coaching, projects, classes, SBPs, research



Top, from the left: Alessandro Inversini, Ian Millar, Nicole Hinrichs, Margarita Cruz, Damien Kobel, Lisa Conner, Maya Gharbi, Marc Stierand
Bottom, from the left: Isabella Blengini, Darren Wilcox Allard, Antonin Soussan, Tatyana Tsukanova, Carlos Martin-Rios, Rémy Rein, Winnarretta Zina Singer, Dafina Kokollari

Incubator Team



Winnaretta Zina Singer
Director of FIE
Head of Innovation Pole



Dafina Kokollari
Key Account Manager



Nadia Gawad
Administrative Assistant

“In a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks.”



Mark Zuckerberg