

## **EHL Hospitality Business School and Mandarin Oriental Singapore announce strategic cooperation for property renovation**

Students from EHL Campus (Singapore) will provide consultancy and insights to accompany the hotel's upcoming SGD 135 million renovation



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**Singapore, April 25, 2023** - [EHL Hospitality Business School](#) and Mandarin Oriental Singapore are proud to announce their collaboration in conjunction with the hotel's upcoming SGD 135 million renovation. This first partnership will enable EHL students to provide the skills and knowledge acquired in the classroom and during internships to a real-world project, creating value for the hospitality industry and fostering a more in-depth relationship between EHL and leading industry partners in South-East Asia.

Since its opening in March 2022, close to 300 students from over 40 nationalities have studied on EHL Campus (Singapore) under EHL Bachelor's programme or diverse short courses.

The whole project with Mandarin Oriental Singapore has been initiated by the EHL's Student-Led Consultancy, a student committee co-founded by two EHL students : Tassilo Ritter Kempfski von Rakoszyn and Rony Martin. Supported and coached by EHL faculty members, the EHL's Student-Led Consultancy aims to actively contribute to the integration of EHL in South East Asian hospitality industry and beyond.

This first collaboration will focus on the renovation of the iconic Mandarin Oriental Singapore property and involves in-depth market analysis, value proposition development, channel distribution strategy identification, branding and promotion strategy creation.



Mandarin Oriental Singapore's six-month transformation, set to be completed in September 2023, will involve a complete redesign and refitting of the hotel's interiors, including the grand lobby, rooms, and award-winning food and beverage venues. Design Wilkes, a world-renowned interior design firm with a portfolio that includes Mandarin Oriental properties in Dubai, Bangkok, and Tokyo, has been commissioned to lead the extensive renovation. The revitalization will complement the property's iconic architecture by esteemed architect John C Portman, enhancing its unique appeal in the Singapore skyline.

"We are thrilled to partner with EHL students based on campus in Singapore on this exciting project. Their expertise and fresh perspectives will undoubtedly contribute to the rebirth of our iconic property. This collaboration also supports our commitment to nurturing future industry leaders and fostering innovation in hospitality," said Philipp Knüpfer, General Manager of Mandarin Oriental, Singapore.

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### **About EHL Group:**

EHL Group is the global reference in education, innovation and consulting for the hospitality and services sector.

With expertise dating back to 1893, EHL Group now offers leading educational programs ranging from apprenticeships to master's degrees, as well as professional and executive education, on three campuses in Switzerland and Singapore. The EHL Group also provides consulting and certification services to companies and learning centers around the world.

True to its values and dedicated to building a sustainable world, EHL Group is committed to providing education, services and working environments that are people-centered and open to the world.

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