

Unlocking Innovation: The EHL Open Innovation Summit 2025 – First edition



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Lausanne, Switzerland – April 24, 2025 – EHL is excited to announce the inaugural EHL Open Innovation Summit, taking place on the 20th and 21st of May 2025 on EHL Campus Lausanne. This two-day immersive experience is designed to inspire action through innovation and collaboration, featuring expert panels, thought-provoking keynotes, hands-on workshops, curated networking, and actionable challenge-solving sessions for the hospitality sector and beyond.

In an era where consumers' expectations are evolving at an unprecedented pace, where digitalization is reshaping guest interactions and is challenging traditional norms, the hospitality industry stands at a critical inflection point. As a leading hospitality and business education group, EHL is creating a collaborative approach, through its first edition of the EHL Open Innovation Summit, that encourages the sharing of ideas and resources from different sectors to drive creative solutions. "The hospitality industry is facing an urgent need for innovation in this dynamic landscape. The EHL Open Innovation Summit is a crucial platform for exploring how the sector can merge with cutting-edge technology to create a more resilient, inclusive, and forward-thinking future. At EHL, we see it as a responsibility to better leverage our talents, our global network and our resources to make a tangible change in our industry and contribute to the world, being Open Innovation the proper catalyst for progress, purpose and impact," said Andrea Monti, CEO of EHL NEXT – EHL Innovation Hub.

Inspiring sessions, engaging workshops and actionable solutions

As innovators, industry leaders and academia come together to unlock bold ideas, the EHL Open Innovation Summit aims to be both inspiring and practical, offering actionable solutions on 3 major tracks:

- **Future of Food**

This track, thanks to our EHL expert [Dr. Carlos Martin-Rios](#), Associate Professor of Management and our content partners **SWISS FOOD NUTRITION VALLEY** and **GIGA**, will explore how technological and ecological innovation is reshaping the food system. From AI-driven solutions that enhance transparency and personalize experiences, to vertical farming linking hospitality with resilient sourcing, sustainable proteins offering diverse and delicious alternatives, and circular economy models that turn waste into new value. Together, these innovations promise a food future that is smarter and more sustainable than ever before.

- **Regenerative Economies**

It is an invitation, from our EHL expert [Dr. Alessandro Inversini](#), Full Professor of Marketing and our content partner **REGENOPOLIS**, to go beyond sustainability toward a mindset of restoration and renewal, where hospitality actively contributes to thriving ecosystems and communities. By embracing regenerative practices, fostering transformative guest experiences, mobilizing stakeholders through an ecosystem approach, and leveraging emerging tech for good, the industry can redefine its role—not as an extractive force, but as a catalyst for healing and long-term impact.

- **Luxury with Impact**

This track, supported by our EHL experts – [Dr. Florent Girardin](#), Associate Professor of Marketing, and our content partner [Dr. Matthias Fuchs](#), Assistant Professor & Director of the **Institute of Customer Experience Management** - reimagines luxury as a blend of authenticity, connection, and purpose. It examines how brands can uphold elegance and prestige while embracing sustainability, from nature-inspired design and conscious materials to ethical collaborations with artisans that preserve cultural heritage. True luxury now lies in experiences that not only delight but also give back—creating beauty with meaning and legacy.

Industry stakeholders, entrepreneurs and students will benefit from case studies presentations, inspiring discussion, engaging workshops, curated matchmaking and networking, with groundbreaking speakers from all over the world:

- [Vivian Zhou Wei](#) - Vice President of Jin Jiang International Group – China
- [Ming Tan](#) - Founding Executive Director, Tech For Good Institute - Singapore
- [Gillian Tans](#) - Business executive, former President/CEO and Chairwoman Booking.com - Netherlands
- [Christina Senn-Jakobsen](#) - CEO of Swiss Food & Nutrition Valley - Switzerland
- [André Hoffmann](#) - Vice-Chairman of the Board of Directors, Roche Holding Ltd - Switzerland
- [Christian Kramer](#) - Co-Founder & CEO of FOOD2050 - Switzerland
- [Thomas Meier](#) - CEO of Jumeirah & EHL Alumni - Dubai
- [Christian Clerc](#) – President & CEO Auberge Resorts Collection – USA
- [Bernard Bohnenberger](#) - CEO & Co-founder of Discover Collection – Thailand & Germany

- [Sarah Marquis](#) – National Geographic Explorer & 21st Century Adventurer Award 2025 Nomination - Switzerland
- [Diane Binder](#) – Founder & CEO Regenopolis et Co-founder of 700'000 Heures Impact - France

EHL extends its heartfelt gratitude to its co-creation partner, the **Canton of Vaud**, its partners such as **AceUp, NVH Studios and Tuscany Region**, its supporters including **Solskin, Circular Economy Switzerland, Hack Summit**, and **Laurent Perrier**, and its media partner [Hospitality Net](#) for their trust and support in the first edition of the EHL Open Innovation Summit.

Learn more about the EHL Open Innovation Summit agenda and the full list of speakers [here](#).

About EHL:

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

With expertise dating back to 1893, EHL now offers leading educational programs ranging from apprenticeships to doctoral degrees, including master's programs, professional and executive education, on three campuses in Switzerland and Singapore. EHL 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 is committed to providing education, services and working environments that are people-centered and open to the world.

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