



# INTRAPRENEURSHIP

The salvation of our hospitality DNA?

THE BIGGEST COMPETITION AMONGST THE BEST HOTEL MANAGEMENT SCHOOLS IN EUROPE



February 13<sup>th</sup> & 14<sup>th</sup>  
Maastricht, The Netherlands

## THEME 2022 - INTRAPRENEURSHIP

Our industry has changed rapidly over the past years, just like the world around us. From the global financial crisis to the recent pandemic, external circumstances are forcing us to reevaluate our actions and goals. The key to success, when dealing with these circumstances, is to take a close look at our hospitality DNA. On which strands of our DNA should we emphasise? Do we remain focussed on being a people oriented business? Are soft skills really of enormous added value? Or is it perhaps time to look at our industry from a different perspective?



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## WHAT IS THE EMCUP?

The EMCup is the biggest competition amongst the best Hotel Management Schools in Europe, organised in Maastricht. It offers you the opportunity to make a difference with your vision and ideas. The theme focuses on a real life topic and challenges you to think out of the box. During the two competition days, you will meet fellow students from all over Europe and many professionals from the hospitality industry.

## COMPETITION DAYS

**February 13<sup>th</sup> & 14<sup>th</sup> 2022 Maastricht, The Netherlands.** You and your team members will compete against 35 European Hotel Management Schools. All assignments, from both the pre-competition and the competition days, will be assessed by the EMCup Business Jury, which is composed of a large variety of European industry professionals. Two inspiring days will come to an end with the festive Award dinner.

**Want to know more?**

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Initiator

**HotelloTOP**  
THE OFFICIAL PARTNER FOR HOTELS

Co-creators

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**JOIN YOUR SCHOOL'S TEAM!** Please contact your school's contact person