



MORE THAN JUST A COMPETITION



#**BREAK**
the **MOULD**

TRADITION VS TREND

February 12th & 13th 2023 - 15th edition
Maastricht - The Netherlands

Initiator

★ meet your roots
HotelloTOP

Co-creators



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TABLE OF CONTENTS

MORE THAN JUST A COMPETITION!

We are proud to introduce the EMCup once again! During the past years, this prestigious competition amongst the best Hotel Management Schools in Europe has evolved into a well-established event.

The EMCup has grown into one of the most important yearly contests for European Hotel Management Schools. The competition encourages students to think beyond the box by proposing a real-life scenario, using their ideas and expertise. Furthermore, it is an excellent opportunity to meet and discuss your vision with professionals, as well as to build relationships with them.

The competition kicks-off in November with the preparation of an academic paper, an online contest, and getting ready for the competition days. Throughout the competition days in Maastricht, all students are challenged to present their results in front of the Business Jury, which is composed of a diverse range of European industry professionals.

The EMCup strives to help build a network for the future, not just for the students but also for the coaches and hospitality professionals involved. The main power of the EMCup is not only in competition, but also in networking with shaking hands, dancing, singing, giving high fives, and much more. These elements contribute to the relaxed and pleasant ambience that distinguishes us

from other events, and serves as an excellent beginning point for business outlooks.

So, are you prepared to take on new challenges and broaden your worldwide network? Then all you have to do is seize this opportunity with both hands!

We are excited to see you in February 2023.

Hospitable regards,



**STEPHANIE
VAN OORSCHOT**

HotelloTOP



**CHARLES
VAN GOCH**

Mise en Place



**FLORIS
DRABBE**

HRC International

INITIATOR



HotelloTOP is committed to offering an (online) platform where, in an informal manner, knowledge can be made and shared. Thoughts can be exchanged, and doing business with each other is paramount. The core of the networking platform is that the connection is instantly there, simply because of the fact that everyone has studied at one of the Hotel Management Schools.

CO-CREATOR



mise en place

Mise en Place is the partner in hospitality staffing with over 25 years of experience.

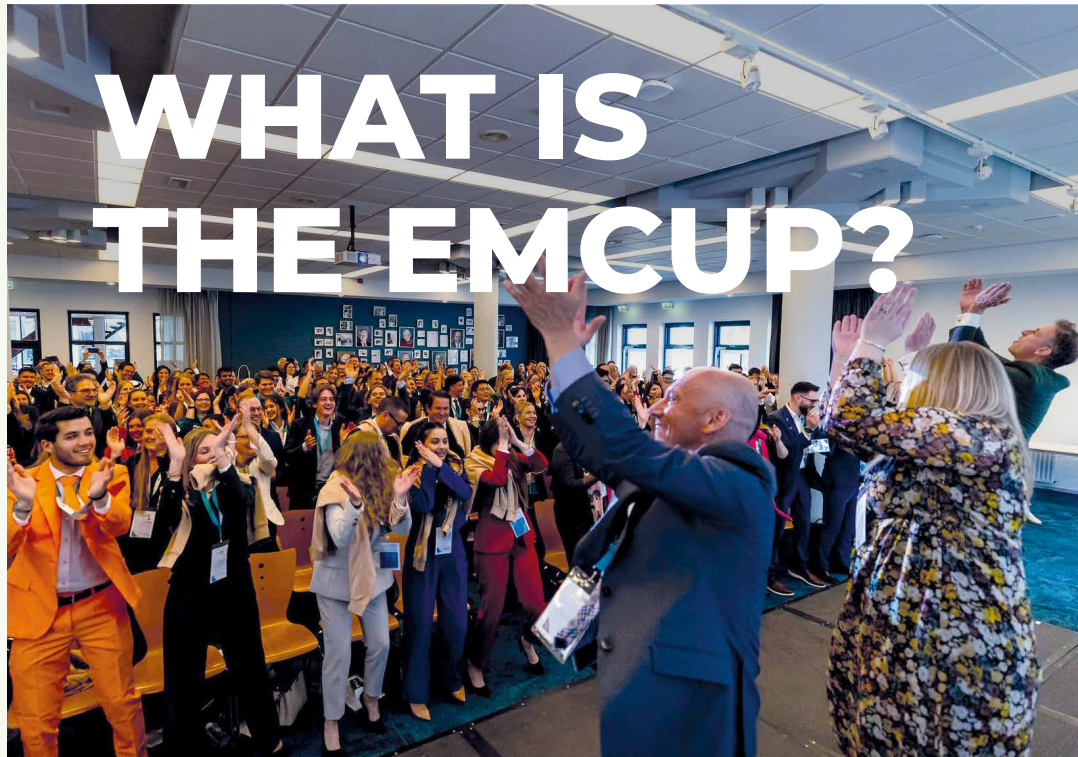
Their mission: 'together we proudly put energy in making friends and creating synergy'.

CO-CREATOR



HRC international is a training and career development company for the international hospitality industry, specialised in international hospitality training and career guidance; connecting the best possible employers with the best possible employees in the hospitality industry.

WHAT IS THE EMCUP?



The EMCup has developed over the years to become the greatest annual competition among European Hotel Management Schools. Every year, a large number of passionate students go to share their expertise with an evenly enthusiastic group of professionals. We wish to help bridge the gap between young talents and industry experts.

As a result, the competition is intended for I-do-dare students who can distinguish themselves by presenting their vision and ideas. With every assignment, students are challenged to think outside the box on a real life topic.

The competition was launched in 2009 by HotelloTOP, together with co-creators Mise en Place and HRC International.



THE GOALS OF THE EMCUP

1. Create a long lasting network
2. Provide hands on experience
3. Build a bridge between schools and the industry
4. Bring young talents in close contact with the industry

THE COMPETITION

The competition consists of two phases; the pre-competition and the competition days in Maastricht, The Netherlands.

During the pre-competition the students prepare themselves by collecting information, writing an academic paper on the theme, engaging in online challenges, making an introduction movie and practicing their pitching skills.

The competition days focus on content, pitching skills, quick-thinking, creativity and teamwork. The assignments that are given during the pre-competition and the competition days, are assessed by the EMCup Business Jury. These jury members, which are representatives from the hospitality industry, will provide the students with their feedback.

Expanding your professional network is an important element of the EMCup. Many networking opportunities between participating students, business jury members, coaches and the deans are created.

BOARD & ADVISORY COUNCIL



INITIATOR
STEPHANIE
VAN OORSCHOT
HotelloTOP



CO-CREATOR
CHARLES
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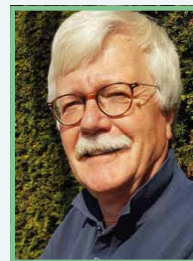
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ALISHA
ALI
Council for Hospitality
Management Education



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Independent
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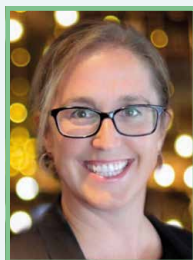
ERIC
ANDERSEN
Breda University of
Applied Sciences



GIL
MULDERS
The Talent Network



INGE
VAN WEERT
IHG® Hotels & Resorts
c/o voco® The Hague



JULIE
SEIDEL
Marriott International



LUCAS WILLI
BUCHDA
Kempinski Hotels



PETER
DUCKER
Independent
Hospitality Consultant

INVITED SCHOOLS 2023



INVITED SCHOOLS 2023



AUSTRIA

Carinthia University of Applied Sciences
FH Joanneum University of Applied Sciences
FH Wien der WKU University of Applied Sciences for Management & Communication
Modul University



BELGIUM

AP University of Applied Sciences and Arts Antwerp
EHB - Erasmus Brussels University of Applied Sciences and Arts
Vatel Hotel & Tourism Business School - Belgium
VIVES University of Applied Sciences



CROATIA

Aspira University College - Split
RIT Croatia
VERN' University of Applied Sciences



CZECH REPUBLIC

The Institute of Hospitality Management and Economics (VŠHE)



DENMARK

Copenhagen Hospitality College
University College Lillebaelt - UCL
University College of Northern Denmark



ESTONIA

University of Tartu Pärnu College



FINLAND

HAAGA-HELIA University of Applied Sciences
JAMK University of Applied Sciences
Lapland University of Applied Sciences
Laurea University of Applied Sciences



FRANCE

AIM Hotel & Tourism Management Academy
École Ferrières - Hôtellerie Gastronomie Luxe
Institut Paul Bocuse
LH Luxury Hotelschool
Vatel Hotel & Tourism Business School - Bordeaux
Vatel Hotel & Tourism Business School - Lyon
Vatel Hotel & Tourism Business School - Nîmes
Vatel Hotel & Tourism Business School - Paris



GERMANY

Dresden School of Management
Hotelfachschule Berlin
Hotelfachschule Hamburg
Hotelfachschule Hannover
Hotelfachschule Heidelberg - Fritz-Gabler-Schule
IBA - Internationale Berufsakademie
IU International University of Applied Sciences
University of Applied Sciences - Bremerhaven
WIHOGA - Wirtschaftsschulen für Hotellerie, Gastronomie, Handel und Dienstleistungen



GREECE

City Unity College - Hospitality & Tourism Management



HUNGARY

Budapest Business School - Faculty of Commerce, Catering and Tourism



IRELAND

Atlantic Technological University (ATU)
Dundalk Institute of Technology
Griffith College
LIT - Limerick Institute of Technology
Munster Technical University (MTU)
Shannon College of Hotel Management
Technological University Dublin
Waterford Institute of Technology



ITALY

IULM University



LUXEMBOURG

BBI-Luxembourg - School for International Hospitality and Tourism Business



MALTA

ITS Malta - Institute of Tourism Studies



MONTENEGRO

University of Montenegro - Faculty of Tourism and Hotel Management



NORWAY

Kristiania University College

The Norwegian School of Hotel Management - University of Stavanger



POLAND

Academy of Hotel Management and Catering Industry

University of Wrocław

Vistula school of Hospitality

Wyższa Szkoła Turystyki i Hotelarstwa



PORTUGAL

Escola de Hotelaria e Turismo de Lisboa

Escola de Hotelaria e Turismo do Porto

ESHTe - Estoril Higher Institute for Tourism and Hotel Studies



ROMANIA

American Hotel Academy



SPAIN

Centro Superior de Hostelería de Galicia

CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy

Escuela Superior de Hostelería Bilbao

Escuela Superior de Hostelería de Sevilla

EUHT StPOL - Escuela Universitaria de Hostelería y Turismo de Sant Pol de Mar

IQS School of Management

Les Roches Global Hospitality Education - Marbella

Turisme i Direcció Hotelera – Universitat Autònoma De Barcelona

Vatel Hotel & Tourism Business School - Madrid



SWEDEN

Örebro University - School of Hospitality, Culinary Arts & Meal Science



SWITZERLAND

BHMS - Business and Hotel Management School

Ecole Hôtelière de Genève

EHL - Ecole Hoteliere Lausanne

EHL - Swiss school of Tourism and Hospitality (SSTH)

Glon Institute of Higher Education

Hotel Institute Montreux

HTMi - Hotel and Tourism Management Institute Switzerland

Les Roches Global Hospitality Education - Crans Montana

SHL - Schweizerische Hotelfachschule Luzern

Swiss Education Group



THE NETHERLANDS

Breda University of Applied Sciences

Hotel Management School Maastricht

Hotel Management School NHL Stenden

Hotelschool The Hague

Saxion University of Applied Sciences

Tio University of Applied Sciences



TURKEY

Beykent Üniversitesi

Ege University - Cesme School of Tourism and Hospitality Management

Özyeğin University, School of Applied Sciences



UNITED ARAB EMIRATES

EAHM - The Emirates Academy of Hospitality Management



UNITED KINGDOM

Bournemouth University

Capital City College Group - Westminster Kingsway College

Edinburgh Napier University - School of Hospitality Management

Glon Institute of Higher Education

Leeds Beckett University

London College of Hospitality & Tourism - University of West London

Manchester Metropolitan University

Oxford Brookes University - School of Hospitality Management

Sheffield Hallam University - Sheffield Business School

UEL - University of East London

University College Birmingham

University of Derby

University of Essex - Edge Hotel School

University of Plymouth - Department of Tourism & Hospitality

University of Strathclyde Business School

University of Surrey - School of Hospitality & Tourism Management



UNITED STATES

Cornell University School of Hotel Administration



WINNER 2022

Hotel Management School NHL Stenden

The EMCup is not only an event where you get to challenge yourself and your ideas, you will also be able to meet inspiring people from the industry and like-minded students. You will get the chance to expand your network, make connections and possibly new friends.



Participating in the EMCup will be a once in a lifetime experience! The atmosphere at the EMCup and the experience in itself is unique. Everyone is in a good mood and there to have fun, network and the business jury is really looking for talent. Next to this, you work with your team and have to be creative in the different assignments. The event is well-organised, the hosts are amazing and will take great care of you. Also, don't forget great food and drinks and the city of Maastricht, which is an amazing city!

If you participate, there is one important thing; be yourself. You are enough, and showboating will not help you to find what you want. The people here are interested in you, so you should not be afraid to show it! Have fun and network as much as you can. Don't forget to enjoy this special

experience. Before the competition, make sure to have a clear structure, set deadlines and practice your pitch.

EMCup is EMCup, it is a unique contest and you really have to experience it once to feel the vibe and energy you get from it. The students here are some of the best from the universities they come from, all of them give their best here, and it shows. The quality of work produced by the students is extremely high, and it will feel great to be in such a competitive environment. A great opportunity to learn!

One of our team members found its internship company at the EMCup. During the competition, you have the opportunity to talk face to face with a representative. Finally, don't forget the nice prizes you can win, such as a hotel experience or a job interview.

The EMCup is an extraordinary event that changed the course of our lives. The opportunity to meet fellow students who share the same passion and interest as yourself allows you to broaden your view on your future career. Moreover, the EMCup is a privilege to show your ideas to professionals in the industry, who are there to listen and learn from students. The EMCup is such a different event compared to the old-school competitions or summits. A moment which impressed us during this competition was when all the students were invited to give hugs to other random students. This was heart-warming and it improved the atmosphere greatly. This is a feeling which lasted throughout the whole competition.

We believe the biggest advantage of this event is the network you develop in such a short amount of time. After the event, we had 100 new connections on LinkedIn, from all over the world, not only from fellow students, but also managers, directors, CEOs and many more successful people in the hospitality industry. Our advice to anyone who faces the chance of participating in this event is to grab it in a blink of an eye. Just by participating, you win more than you can imagine. The competition itself is not about the winner, but it is about the overall journey. Someone once told us, "If something doesn't scare you a little, you won't learn from it." Lastly, the most important recommendation that we have is to have as much fun as possible. Enjoy every moment. Finally: get out of your comfort zone!



2nd PLACE 2022

Saxion University of Applied
Sciences



3rd PLACE 2022

EAHM - The Emirates
Academy of Hospitality
Management



We would like to thank you for choosing EAHM to compete at the EMCup and for being the first hospitality school in the Middle East to participate in this event. It was an unforgettable experience and we have connected with many great students across Europe and amazing leaders within the hospitality industry. The opportunities we had went beyond gaining connections to build our career, but included experiences for us to meet people from different backgrounds and form meaningful connections. We were able to build our confidence and learn more about ourselves and the industry in such a short span of time. We would also want to thank the organisers, advisory board, juries and the students. Thank you for this amazing opportunity, we have enjoyed every single step of our EMCup 2022 journey.

BUSINESS JURY 2022



Albron



THEME 2023

TRADITION VS TREND

Definition 'break the mould':

- *to put an end to a restrictive pattern of events or behaviour by doing things in a markedly different way*
- *to be new and different*
- *to do something different from what is expected*
- *to break a repeating pattern*
- *to be a pioneer in a new field*



If there ever was a time for a transformation of our hospitality industry, this is it. We are at a crossroads: trends are emerging at an accelerated pace, but are we ready to take a critical look at our traditions?

Inevitable developments such as hyper personalisation have technology at their core, to meet the ever changing needs and preferences of guests and employees. Besides sustainability, inclusivity is key, allowing for recognition and individual attention; creating a work environment where all people are truly welcomed, valued and respected. Simultaneously, we deliver service that is built upon tradition: check-in is at 3 PM, turndown service leaves a mint on your pillow and towels on the floor is a sign for housekeeping that you want them replaced.

Traditions and trends can be conflicting, but the reality is that we need them both. We need to find the balance between implementing trends, allowing us to redefine the hospitality landscape, and sticking to traditions, providing comfort and belonging.

To be ready for the future, we need to determine: Which traditions should be preserved and which new ideas should be incorporated to strengthen our industry? Is the hospitality industry ready to #breakthemould?

#BREAK
the MOULD

COMPETITION OUTLINE

The competition consists of two phases. The first phase is the pre-competition in which students prepare themselves for the competition days. The second phase are the competition days in Maastricht, in which students compete against each other during their pitches, in the debates and final pitches. The second phase also gives the opportunity to network with the Business Jury.

PRE-COMPETITION PHASE

During the months before the competition, the students are challenged to do several assignments in order to get familiar with the topic and create awareness about the team. Two of the assignments are included in the official grading and compose **35%** of the team's total score.

ASSIGNMENT 1 – RUMOUR AROUND THE BRAND

The schools have to promote their school, their team and the EMCup, by creating 'rumour around the brand' via social media. The organisation will collect all the promotional material online and will assess all teams.

WEIGHT
10%

ASSIGNMENT 2A – ACADEMIC PAPER

Each team has to write an academic paper of maximum 5 pages, related to the theme of the competition. These papers will be assessed by the jury members prior to the competition days. Each paper is assessed by at least 3 members of the Business Jury.

WEIGHT
25%

ADDITIONAL ASSIGNMENTS

In addition to the two official assignments, each team has to prepare a creative introduction movie (max. 1 minute), and all team members have to fill out the 'MapsTell questionnaire' which will be used during the competition days. These two assignments are not included in the official grading, but are important for the overall programme.



COMPETITION DAYS

The two competition days are different from each other. Day 1 is about getting familiar with everyone and to network. The students get to know how to pitch, will talk with the business jury and will get to know the other students. The second day is the day where the students show their pitching skills. During this day the real competition sets off and students pitch their idea and compete for the first place. In the end, the main aim of these days and the competition is to network and get the best out of yourself.

ASSIGNMENT 2B – PITCH ACADEMIC PAPER

Each team presents the findings of their academic paper (assignment 2A) during a pitch of maximum 3 minutes, in front of the Business Jury.

WEIGHT
15%

ASSIGNMENT 3 – CASE

Each team receives a case to solve, related to the theme of the competition. After preparing their presentation, they are pitching their findings in front of the Business Jury.

WEIGHT
50%

KNOCK-OUT PHASE – DEBATE ROUND

Based on the grading of assignments 1, 2A, 2B and 3, the two best performing teams per jury room will move on to the Knock-Out Phase. These 18 teams (based on 36 participating schools) go on stage for a Debate Round. In each round, two teams will debate about a topic which is related to the theme. The winner of each debate will go through to the finals.

FINALS

The 9 teams (based on 36 participating schools) that have survived the Knock-Out Phase will receive the final assignment, which they have to pitch in front of all the Business Jury members as well as the other teams and coaches. The scores of Assignment 1, 2A, 2B and 3 will make up 50% of the total final score. The score of the final assignment makes up the other 50%, which then determines the winner of the EMCUP!



OUR INITIATIVES

meet your roots
HotelloTOP

EMCup
European Mise en Place Cup

★ of the
HotelloYEAR

★ of the
TalentYEAR

nab
0.0
TRADE SHOW

EPCAS
European Event Catering Association

HORECA INSPIRATIE TROFEE

BBB.
LES AMIS

BRABANTSCH HORECA
Vrienden

CEO
POWER
BREAKFAST

THE NXTGM
CHALLENGE

ONCE
Official Network Catering Events

GRUPE DES
5

HOURS
35

WWW.SERVICECENTER4H.COM

ORGANISER

SERVICECENTER 4HOSPITALITY



**SERVICECENTER
4HOSPITALITY**

A WORLD OF NETWORKING OPPORTUNITIES

HotelloTOP and the European Mise en Place Cup are initiatives of Servicecenter 4Hospitality. Servicecenter 4Hospitality manages and supports various worldwide networks and events for companies and people in the European hospitality sector. We consistently seek to enhance and connect the industry through a range of projects and brands by providing like-minded people the chance to exchange ideas, connect, share expertise, and conduct business during live events.

We connect over 12.500 hospitality professionals across Europe, with a particular emphasis on four hospitality segments: education, hotel, foodservice and catering. We are connecting industry professionals proactively through conferences, networking drinks, trade shows, and contests, as well as via our online channels.

The Servicecenter 4Hospitality team will be on hand to help throughout the competition, before, during and afterwards. We will assist you with your pre-assignments and cases, as well as answer any questions you may have about the entire EMCup, using our expertise and experience.

**WE LOOK FORWARD
TO MEETING YOU
DURING THE
EMCUP 2023!**



STEPHANIE CLEVEN
Team Leader &
Expert Event Manager



JORIS EYCK
Industry Relations
Officer

HOSTING CITY MAASTRICHT



We cordially invite you to Maastricht! A true European city, recognised around the world for its welcoming nature. Not only was the crucial "Treaty of Maastricht" signed here in 1992, but the city itself is placed at an international crossroads, with places like Brussels, Liège, Aachen, Cologne, and Düsseldorf within an hour's drive.

Maastricht, the capital of Limburg, is a historic town that borders Belgium to the west and Germany to the east. Because of its Roman past and abundance of Italian culinary outlets, it is one of the most Italian cities in the Netherlands. Although it is not a large city (122.00 inhabitants), it is generally crowded with international students.

One thing is certain about Maastricht: it is a city with a strong European orientation that markets itself as a hub of lifestyle, hospitality and culture, and it is in constant communication with the rest of the globe. The ideal location for the EMCup!

**RESIDENT
PARTNERS**

Hotel Management
School Maastricht

**ZU
YD**



TIM HOTEL GROUP
PART OF

MINOR
HOTELS

THE STUDENT HOTEL

EMG
VENUE / REBELLE





MODERATOR: Q-STAFF

Hostmanship lives within each and every person, and within every sort of organisation or company. We believe in developing people in hospitality, and eventually developing the hospitality industry. Therefore we focus on people first. Seeing their growth and realising that we have the opportunity to contribute to their development and the development of the industry, gives us all the inspiration to continue with living our passion to turn vision into reality.

Q-Staff is a Learning & Development organisation. As an organisation, we are continuously busy with creating learning moments and learning trajectories within companies. Creating a learning organisation, in which human beings, both individually and within a team, are core business.

We inspire you with hospitality training, leadership programmes and empowerment. This is supported by our core values; curious & eager to learn, open & reflective and empowering passion. Hospitality is therefore highly important. Hospitality is not a concept that belongs only to the hospitality industry, it is everything we do, the way we deal with others, both in our daily and professional lives.



**CHARLES
VAN GOCH**



**DITMAR
LOGGHE**

WWW.Q-STAFF.EU

WANT TO JOIN?

CRITERIA

To participate in the EMCup, the following criteria have to be met:

- A school can participate with one team, consisting of minimum 4 and maximum 5 students, and 1 or 2 coaches;
- The participating students follow a Bachelor Degree programme;
- Students are not allowed to participate in the competition more than once.

REGISTRATION

To provide a high quality programme, a maximum of **36 schools** can participate in the EMCup.

Admission takes place on a “first come, first serve” basis. The schools that ended in the Top 14 during the 2022 competition, are offered the opportunity to pre-register until Friday October 7th 2022.



For each participant in the EMCup we ask for a participation fee of € 250,- excluding VAT, which includes the following:

- Two overnight stays in a hotel, including breakfast, on Sunday February 13th and Monday February 14th. The students will be sharing double or triple rooms. One single room per coach is offered.
- Transport during the official EMCup programme.
- Food & Beverage during the official EMCup programme.

OTHER COSTS

Transport to and from Maastricht has to be paid by the participating teams. Pre- and post-nights are not included, but special requests can be taken care of by the EMCup organisation.

**REGISTER VIA WWW.EMCUP.EU
BEFORE FRIDAY OCTOBER 21ST**





EUROPEAN MISE EN PLACE CUP

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