

Hurst Campus endorsed by Institut Paul Bocuse

The Hurst Campus has received an international endorsement from the Institut Paul Bocuse, by being accepted as the newest member of its Worldwide Alliance. It joins a group of the "best hospitality management and culinary arts schools and universities across the world".



The Hurst Campus is the first successful applicant from Africa and has also been granted exclusivity for the region of South Africa as a member of the Alliance. Institut Paul Bocuse has chef Paul Bocuse as the president of honour and the chairman of the board is Gérard Pélisson (co-founder of the Accor Hotel Group). The selection process of the board of directors of Institut Paul Bocuse includes many key educational and operational criteria that all members have to comply with. With the addition of The Hurst Campus as new member, the alliance comprises 13 partners in 13 countries. Its aim is to encourage cross-cultural educational experience by sharing the historic French heritage of hospitality and culinary arts, and promoting both the traditions and the modern aspects of the trade.

A qualification that is recognised worldwide

The director of The Hurst Campus, Rebecca Hurst, said: "It is a great honour to be accepted as a member of this alliance of world-leading training institutions and I am thrilled that it opens so many network opportunities and exchange programmes for both faculty members and students, to network globally and improve their skills to internationally accepted standards. Our membership of the Institut Paul Bocuse Worldwide Alliance underscores the fact that our training at The Hurst Campus meets the highest global standards and our students will take with them a qualification that is recognised worldwide. More exciting news is that our most talented young people will have the opportunity to apply to the Institut Paul Bocuse to take part in their special 16-week culinary arts programme for exceptional alliance partner students, held in Lyon every year. This comprehensive programme includes practical classes in cuisine, pastry, purchasing department, training in the Institut restaurants, exposure to French wine and cheeses, and French language classes - all at a special rate. Students completing the programme will receive credits towards their diplomas, as well as a certificate in culinary arts on completion, making this an international training opportunity of a lifetime."

Sharing the Institut Paul Bocuse's approach to teaching, The Hurst Campus actively seeks synergies with international training trends and fellow academies in different parts of the world. It mirrors the Institut Paul Bocuse's method of integrating tradition, modernity, innovation and research to offer a training programme that equips students with the technical and managerial know-how necessary to take on key positions in the industry internationally - essentially creating future leaders. Courses offered here equally equip graduates to meet current and future challenges for a wide variety of careers within the hospitality industry.

Rebecca Hurst will travel to Mexico City at the end of February 2013 to attend her first meeting of the Paul Bocuse Worldwide Alliance board of directors and will be given the opportunity to introduce The Hurst Campus to her new alliance partners.

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