

FOR IMMEDIATE RELEASE

Diageo Collaborates with EHL Hospitality Business School to Raise the Bar for Luxury Hospitality in Singapore & Prime a New Generation of Leaders

- *Diageo is contributing \$10,000 annually to EHL Campus (Singapore)'s scholarship fund for new and existing students*
- *The collaboration aims to develop the capabilities and careers of hospitality professionals in Singapore through education and training programmes*
- *The collaboration aims to increase access to internships and career opportunities for EHL students at Diageo's headquarters in Singapore*

Singapore, 30 January 2023 – Global beverage alcohol leader, Diageo, announces its collaboration with EHL Hospitality Business School, often recognized as the best hospitality management university in the world, to prime the next generation of hospitality professionals in Singapore. The collaboration includes an annual S\$10,000 scholarship fund contribution to EHL Campus (Singapore), access to industry insights and masterclasses from Diageo Bar Academy (DBA), a [Student Business Project](#) (SBP) allowing students to work on real-world challenges, and internship opportunities at Diageo's headquarters in Singapore.

In line with Singapore's [refreshed Hotel Industry Transformation Map \(ITM\) 2025](#) to encourage more locals to pursue hospitality careers, Diageo, in collaboration with EHL, aims to develop the capabilities and careers of hospitality professionals in the burgeoning luxury hospitality industry, setting them apart competitively.

“As we move forward towards our shared vision to build the next generation of hospitality leaders, this fruitful collaboration with EHL Hospitality Business School will ensure that we *‘Keep Walking’* by forming a strong educational foundation for students looking to start and grow their careers in hospitality. We look forward to molding the practical and soft skills of a vibrant and diverse group of future leaders through world-class programs to ensure we set them up for success,” said **Alexandre Freri, Diageo General Manager of Southeast Asia, JV & Emerging Markets and EHL alumnus (AEHL 2002)**.

As part of this collaboration, Diageo will contribute S\$10,000 annually to EHL Campus (Singapore)'s scholarship fund. This will be extended to students through its Singapore Young Leaders Scholarship programme and Diversity and Excellence Scholarship programme respectively.

“We are privileged to work with leading luxury heritage brands from Diageo's vast portfolio, that share our dedication for capacity building and developing the potential of future leaders in the luxury hospitality and service industry.” said **Joshua Gan, Regional Director of Asia-Pacific at EHL**.

A One-Stop Hub for Education and Growth

The Diageo Bar Academy programme is committed to supporting bar and hospitality professionals to grow their skills and career. Diageo will curate for EHL students networking opportunities with bar professionals from around the world, to discover up-and-coming cocktail trends and inspirations.

This will come in addition to campus masterclasses focused on the company's exceptional range of spirit brands including Johnnie Walker Blue Label, Tanqueray, Mortlach and DON JULIO.

Diving into the Real World of Luxury Spirits

In collaboration with EHL, Diageo will identify numerous opportunities for students to contribute business value to existing Diageo projects while allowing them to expand on their knowledge and apply them effectively in the real world.

EHL students will be able to visit Diageo's headquarters in Singapore for an inside look into how the company continues to bring innovation and creativity to its impressive portfolio spanning 200 brands, while networking with its senior leaders across various functions.

Additionally, students will also get to showcase their expertise and pioneering spirit by working on current business challenges stemming from the brand's strategic priorities for the year. This Student Business Project (SBP) will be part of their final semester project as they work together with Diageo's Strategic Business unit to identify opportunities, consumer insights and partnerships within the luxury space.

Taking Talents to the Next Level

Furthermore, Diageo will also be given access to EHL's talent pool, as the global brand offers internship and career opportunities to students. This will allow them to experience the Diageo work culture first-hand, and be a part of its core teams including the areas of Luxury Brand Management, Luxury Digital and Luxury in the Travel and Retail space.

EHL Hospitality Business School in Singapore is committed to deliver Swiss quality education with a Singaporean touch. The education provider continues to offer hospitality students a global business perspective, and big-city life experiences in a leading hub of innovation and sustainability culture to develop benevolent leaders for a better future.

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About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, J&B and Buchanan's whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness. Diageo is a global company whose products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives and ways to share best practice.

Celebrating life, every day, everywhere

About EHL Group

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

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

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

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