

Swiss Business & Hotel Management School (B.H.M.S) at Badr University in Cairo (BUC)

Cairo for Investment and Real Estate and Development (CIRA) is proud to announce that Swiss Business & Hotel Management School (B.H.M.S) signed an agreement with Badr University in Cairo (BUC) a subsidiary of CIRA this afternoon for skills transfer in the hospitality sector.

The signing ceremony was held at General Authority for Investments and Free Zones (GAFI) witnessing the attendance of H.E Mr. Hisham Tawfik, Minister of Public Enterprise Sector and H.E Federal Councilor Guy Parmelin,



Head of the Federal Department of Economic Affairs, Education and Research EAER with a presence from the head of GAFI chancellor Mohamed Ahmed, the Swiss delegation and the private sector in Egypt.

B.H.M.S., Business and Hotel Management School, is one of the world's leading hospitality schools, located in Lucerne and was founded in 1998 as a branch of the Bénédict Switzerland group of schools, located across St. Gallen, Zurich, Lucerne and Bern. Founded in 1928, Bénédict School is a private educational organization which educates more than 15.000 full and part-time students each year. Every year, over 1000 students study Business and Hotel Management at the B.H.M.S campuses.

Mr. Mohamed El Kalla, CIRA CEO Quote

"CIRA is very proud to continue its long history of partnerships with global institutions that over the course of the past 15 years has helped the company's mission in providing innovation and enhancement to Egypt's education sector. B.H.M.S is one of the most reputable schools in the field of hospitality management and our partnership will provide a strong drive for Egypt's growing demand in this field. Our agreement with B.H.M.S will add an important dimension towards both accelerating and enhancing the hospitality and tourism sectors in Egypt"

B. H.M.S Quote

"In a first phase, the partnership will see the launch of a 3-year Bachelor's degree in Hotel and Tourism Management as well as a 1-year professional diploma in September 2020. Further plans include adding a Master's degree in Hotel and Tourism Management, opening a Hospitality Academy at BUC in September 2021 as well as including hospitality training at a further BUC campus that will be opened in Assuit in 2022"

This agreement was facilitated by rainbow unlimited, a business development partner to B.H.M.S.