

# Portrait

## **RICHEMONT CENTRE OF EXCELLENCE – Bakery Confectionery**

Richemont is an independent, national and international centre of excellence in the bakery and confectionery trade with two separate business ventures.

The **Richemont Foundation** includes the Craft School offering comprehensive basic and advance training programmes, a restaurant and hotel as well as the quality management of raw materials and products.

The **Richemont Service AG** is made up of the publishing company for books, educational materials, the Richemont Trade Journal, brochures, picture agency, software, and a wide range of consulting services.

The Schweizer Bäcker-Confiseurmeister-Verband SBC (Swiss Bakery and Confectionery Master Association) holds 100% of the Richemont Foundation capital as well as of the Richemont AG stock capital.

## **COMPANY**

Richemont Craft School has been running educational programmes for the entire bakery and confectionery trade since 1945. Right from the beginning the programmes included production and sales courses and also technology or operational management seminars.

Within the framework of the Swiss educational system, Richemont is responsible for the development of trade-wide programmes within the vocational training. These courses serve the purpose of obtaining basic job skills. Furthermore, job-focused educational programmes, such as courses, seminars, certified training courses, individual and customer specific courses and seminars, as well as preparatory courses for qualifying vocational exams and advanced diplomas, are part of the various educational services offered. Day seminars and training modules on marketing, corporate management, leadership or nutrition are run in addition to this.

Since 1948 tailored group courses and advanced training programmes are held for national and international trade professionals. These take place either at the client's offices or at Richemont's offices in Lucerne.

The Richemont Centre of Excellence is eduQua certified in the field of education since 2004. This label proves that Richemont Craft School provides modern and practical high quality programmes with the standards required by the participants of the continuing education institutes.

The Richemont Centre of Excellence also advises and supports companies for technical and sales focused issues. Amongst other things, these consulting services cover the following aspects: optimizing production processes, defining sources of error and implementing corrective actions, introducing new technologies, developing and implementing new product ideas as well as providing specialized support and training in the areas of sales, marketing and administration.

Quality management services include grain and flour testing, product testing and development, baking trials and product labelling (declaration). Richemont advises companies on recipe design, hygiene, specific processes and technologies, and the introduction of comprehensive quality assurance.

Since 1945 the Richemont Trade Journal provides the latest news and important information for the professionals in the trade. Richemont is a publishing company issuing its own internationally highly-regarded reference books and educational materials in different languages for the bakery and confectionery trade.

The Richemont Restaurant seats up to 70 guests and is renowned for its legendary «Baker's Breakfast» (buffet style breakfast with more than 40 different types of bread). The hotel has 14 rooms with 35 beds. The restaurant and hotel of the Richemont Centre of Excellence are open to all guests, not only to the national and international course participants.