

L-0308-052-MV

By e-mail

**Ms. Catherine Fihey-Renard**  
Project leader, AFNOR

CC:

Mr. Pascal Poupet  
Director Standards, CEN  
Mr. Hugues Plissart  
External policy and legal, CEN  
Ms. Andreea Gulacsi  
Programme Manager - New Standardisation Opportunities, CEN

Brussels, 26 March 2008

Dear Ms. Fihey-Renard,

**RE: Feasibility project on “Welcome / Reception services” – EC Second programming  
Mandate M 371**

On 19 March 2007, in the framework of the consultation process launched by CEN on the feasibility studies planned for 2007/2008, we wrote to you with reference to the project “Welcome / Reception services” for which AFNOR had been appointed project leader. In our letter, we asked you for further information on the matter, in order to assess whether, and to which extent, standardisation activities in this field would cover services provided by the hospitality industry, which HOTREC<sup>1</sup> represents at EU level.

In your reply (23 March 2007), you clarified the scope of the study as follows: “*The study concerns welcome/reception services in companies and administrations, and for special events in a business to business relation (outsourcing). Therefore, we think that the hospitality industry is not involved, unless the welcome services are sometimes externalised.*”

More recently (6 March 2008), you contacted us to invite HOTREC to the seminar organised by CEN/AFNOR/NEN on “*Outsourced Welcome / Reception services – Where does standardisation fit in?*” to be held in Brussels on 27 March 2008. On that occasion, you kindly informed us that the scope of this feasibility study could be “broadened” to cover reception services by business hotels, in a business to business perspective. You told us that this extension of the scope is suggested by other stakeholders (e.g. professional congress organisers).

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<sup>1</sup> HOTREC represents the hotel, restaurant and café industry at European level. It counts 1.6 million businesses, with 92% of them being micro enterprises employing less than 10 people. The micro and small enterprises (having less than 50 employees) in the hospitality industry representing 99% of businesses make up some 62% of value added. The industry provides some 9 million jobs in the EU alone. HOTREC brings together 40 National Associations representing the interest of the industry in 25 different European countries.

We would like to express our firm disagreement with any widening of the scope of the project which could possibly lead to standardisation activities in relation to “welcome / reception services” provided by hospitality businesses.

As already explained on many occasions, HOTREC does not favour own initiatives by CEN and its member organisations. Standards, other deliverables, and therefore feasibility studies related to standardisation, should only be developed upon a clear request from the market and the industry concerned. There is clearly no demand from the European hospitality industry for standardisation of its reception services.

We thank you for having invited HOTREC to attend the CEN seminar, but unfortunately we are unable to attend.

We rely on you for making this message available to all participants. Thank you for informing us of the outcome of the meeting.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'M. Sequaris', with a long, sweeping underline that extends to the left and then curves back under the name.

Marguerite Sequaris  
Chief Executive of HOTREC