



New CEO to join HOTREC: The Umbrella Association of Hotels, Restaurants and Cafés in Europe

Brussels, 10 March 2014 - HOTREC, the business association representing the European hospitality industry, will welcome a new CEO at the occasion of its next General Assembly to be held in Rome from 10 to 11 April.

"2014 represents a key milestone for the hospitality sector, notably with the up-coming elections of the European Parliament as well as new European Commission and I am pleased to inform that Christian de Barrin will join the Association as its new CEO in this time of change. His experience in strategic communication, stakeholder relations and public affairs will be an asset to promote the industry's many contributions to society and call for a new SME policy to sustain its competitiveness", said Kent Nyström, President of HOTREC.

The hospitality sector, which represents 1.8 million SMES and employs 10.2 million people in Europe, has been one of the fastest-growing sectors creating 200.00 new jobs between 2008 and 2010; driven by entrepreneurship and innovation. It is an important component of tourism in Europe, which is the largest destination in the world with a market share of around 50%.

"HOTREC's newly published Memorandum for growth and jobs, lists 16 priorities to achieve a regulatory environment that enables the development of a European sustainable hospitality industry, priorities on which the Association will focus for the months and years to come", added Kent Nyström.

What is HOTREC?

HOTREC represents the hotel, restaurant and café industry at European level. This industry includes around 1,8 million businesses, of which 99% are small and medium sized enterprises (91% of them micro enterprises, i.e. employing fewer than 10 people). These businesses make up some 59% of industry value added. The hospitality industry provides some 10.2 million jobs in the EU alone. Together with the other tourism industries, the sector is one of the largest industries in Europe. HOTREC brings together 42 national associations representing the sector in 27 different European countries.

For further information: www.hotrec.eu;

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