

PRESS RELEASE

EHMA RECOGNIZES A LIFETIME OF PROFESSIONALISM IN HOSPITALITY WITH ITS NEW AWARD PRESENTED TO PETER BIERWIRTH

The award was conferred during EHMA's recent Annual General Meeting in Lugano



On Saturday March 19th in Lugano, Switzerland, during EHMA's Annual General Meeting, the outgoing President Ezio A. Indiani, GM Hotel Principe di Savoia in Milan, presented to Peter Bierwirth the well-deserved "EHMA Hans Koch Lifetime Achievement Award". This new prize honors outstanding EHMA Meritorious General Managers who over their lifetime career have significantly contributed to the improvement of the Hotel Business and to the Association itself. The award is named after Hans Koch, EHMA President from 2013 to 2019, recently passed away, who had a long and successful career in the hotel industry, during which he managed prestigious and complex properties of large dimensions alternating his own country, Switzerland, and Asian destinations.

“This award is intended for members with at least 30 years of experience in the hotel sector, with **at least 20 years as General Manager and/or Managing Director** of important and renowned hotels in Europe and who have made a **tangible contribution to the growth** of the image and prestige of the hotels managed” explains **Ezio A. Indiani**.

As founding partner of B&K Hotel Management, **Peter Bierwirth**, together with Klaus Kluth and Petra Bierwirth-Schaal, manages the fortunes of the company since 1998. His focus is on the operational business. Since the handover of this division to his daughter Petra in 2018, he concentrates on **strategic goals and high-level operational tasks** within the company. B&K at present **operates 12 hotels with more than 3000 rooms** in leading German cities and in Vienna plus the Science Congress Center Munich, as **preferred franchise partners** of Marriott, IHG and as white label operators (www.bierwirth-kluth.de).

Peter Bierwirth has obtained the Grand Diplôme Ecole Hôtelière de Lausanne in 1968 and has worked as **General Manager with international hotel companies since 1972**. During the years he has been Vice President, The Peninsula Group - Hong Kong, 1978 – 1984; Managing Director/COO of Novotel Germany in Munich; Pullman Hotels Germany in Frankfurt/Main; CEO Dorint AG Germany in Mönchengladbach 1990 – 1997; Member of the Board of Directors Hotel Warszawskie "Syrena" Sp.zo.o., Warsaw, 2010 – 2015; Member of the Supervisory Board of Leading Beau Rivage Hotel S.A., Genève, 2003 – 2018.

EHMA Member since 1990, Bierwirth has served as National Delegate of the German Chapter and as President of the Association from 2010 to 2013.

About EHMA

EHMA - European Hotel Managers Association was **founded in Rome in 1974** by some executives of the hotel industry of undisputed professional ethics with the objective to maintain and increase the image of the hotel heritage. It is made up of top-level hotel general managers who constantly strive **to improve their and their staff's professionalism** in luxury hospitality in order to maintain, perfect and innovate services offered to their customers. Currently the Association has nearly **400 members representing 23 European countries** of which about 300 are General Managers of luxury hotels. In figures, this represents around **300 hotels, 85,000 rooms and 65,000 employees**.

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