



INSTITUTE OF
CULINARY ARTS

PRESS RELEASE

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Launch of Aleit Academy Introduces Specialist Training for Events Industry

The Aleit Group is proud to announce the launch of the Aleit Academy, a specialised training programme for the events industry presented in partnership with the Institute of Culinary Arts (ICA).

The rapid growth of the South African events industry has increased the demand for skilled event managers, planners and coordinators. Hospitality managers and operators have traditionally filled these positions, but the industry increasingly requires graduates with specialist training and skills. The Aleit Academy addresses this need and offers a comprehensive curriculum that enables aspiring event managers and planners to become qualified and competent professionals.

As a combination qualification it covers all aspects of the industry, including Event Management & Planning, Hospitality Management and Professional Culinary training. During the intensive three year course students shall receive with both academic and practical training.

The Aleit Group is regarded as South Africa's premier wedding and function coordination company and offers uncompromising standards and service to its clientele. The company looks forward to fostering new growth and talent in the events industry through its association with the ICA, which shares The Aleit Group's values and vision. Since 1995 the ICA has offered extensive, relevant training based on classic French principles, and is acclaimed for producing world-class, award-winning chefs at its Stellenbosch campus.

It is this commitment to excellence and professionalism that has allowed The Aleit Group and ICA to establish a unique curriculum that fully equips the event managers and planners of tomorrow.

About the Aleit Group:

The Aleit Group was founded by Aleit Swanepoel in 2002 and coordinates the most celebrated and sophisticated functions on South Africa's event calendar. The company includes Aleit Wedding Coordination, Aleit Event Projects, the Aleit Shop and Aleit Music and Entertainment, and launched its first European outlet in Munich in 2007. The group also recently published their first book, "100 Words about Weddings."

If you would like more information about the Aleit Academy, please contact the Aleit Group at +27 21 887 4448 or email them at info@aleit.co.za

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