

Society & Culture

Education

"Education for all" – this has been the guiding principle of Migros Club School for 75 years. To this day, education remains a matter close to the company's heart and is an integral part of Migros Culture Percentage.

Migros Club School

53'719

courses were held by Migros Club School in 2019.

Migros Club School celebrated its 75th anniversary in 2019. With more than 328'000 participants, it remains Switzerland's **most popular educational institution**. In the reporting year, it held 53'719 courses and seminars at 50 locations. The wide range of courses, the club philosophy and an openness to trends are just some of the things that make Migros Club School so successful.

In 2019, there was a particular focus on expanding the area of **"Digital Competence"**. In addition, a flexible subscription system for fitness and relaxation courses was introduced. Migros Club School became the first language school in Switzerland to launch virtual reality English courses.

Gottlieb Duttweiler Institute & Chair

In 2019, the GDI published **four studies, including "The End of Consumption"** and the "European Food Trends Report". In addition to the traditional trade conference and the European Foodservice Summit, the institute held six conferences, including on the economic growth imperative, artificial intelligence and the future of communication. The computer platform Watson was awarded the Gottlieb Duttweiler Prize.

In 2019, the Gottlieb Duttweiler Chair of International Retail Management at the University of St. Gallen published articles **in prestigious journals** such as the Journal of Retailing and the Journal of Service Research. With four teaching staff, a guest professor and 22 guest speakers, the Chair supervised a total of 89 bachelor's and master's theses. The courses were attended by around 300 students.