

Potel et Chabot opens its first Pavilion in China



Paris, 12 November 2018 – The French Luxury Maison Potel et Chabot announces the opening of its first reception Pavilion in China, in Chengdu. This new exclusive venue will enable the French leading high-end reception organiser to increase its activity in China.

Potel et Chabot is intensifying its international activity and places China at the forefront of its expansion. Five years after its arrival in Shanghai, Potel et Chabot will operate from the 'Pavillon des Lumières' in the gastronomy capital of Chengdu, in Sichuan province and showcase French art of hospitality and French luxury.

With an area of 80,000 m², this magnificent château reflecting the 18th century French architectural style took more than six years and 28,000 m³ of stone – imported directly from France – to build. It is impressively spacious and offers ten large reception rooms with almost 6,000 m² dedicated solely to receptions. For the Maison Potel et Chabot and its long-standing history, this is the ideal setting for events in China.

'China has become an important global luxury market over the past ten years or more. We have seen our business expand rapidly since locating to Shanghai in March 2013, and the opening of this incredible chateau represents a great outreach opportunity for our brand,' explains Franck Jeantet, CEO of Potel et Chabot.

ABOUT THE POTEL ET CHABOT GROUP

The French leader in high-end receptions with a history reaching back almost two hundred years, the Potel et Chabot Group's expertise is unique and recognised. From outstanding gastronomy, tailored service and scene-setting to detailed tableware, furniture, and decoration, all these skills are mastered in-house and put at the disposal of our customers.

The group draws upon a permanent team of 550 (rising to 1,800 during very busy periods), a 2,500 m² production laboratory in the heart of Paris, another one of a 4,000 m² in Saint-Ouen-l'Aumône, and a 5,000 m² logistic platform in Bezons.

The Potel et Chabot Group organises more than 10,000 receptions in Europe and throughout the world and serves more than 500,000 guests for a turnover of more than EUR 110 million.

An ambassador of the French art of living, the Potel et Chabot Group has been designated a 'Living Heritage Company' and is an active member of several institutions and associations that contribute to the promotion of French culture, in particular the Comité Colbert.

A socially responsible company, Potel et Chabot subscribes to the Global Compact, gives priority to labelled products sourced in France, as well as organic and sustainable agriculture, and makes balanced meals a focus of reflection by all its teams. Potel et Chabot was the first actor in its field to have signed France's National Pact Against Food Waste in 2013 and is also involved in several charitable initiatives.

Join us on www.poteletchabot.com, LinkedIn, and Instagram for more information.

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