

Kerten Hospitality's Remote-ship wins at Future Workplace Awards 2020

Group shows commitment to NewGen, launches a win-win unconventional internship

UAE, November 17, 2020: In the epicentre of the Work-from-Home shift triggered by the global pandemic, [Kerten Hospitality](#), a mixed-use services and projects operator, launched its **Remoteship programme** that allowed driven students to meet their graduation requirements, get hands-on experience, learn from a team of hospitality disrupters and support the Group's pipeline of growth.

Kerten's ethos to identify a market demand by listening to stakeholders' needs and to act on them brought to life the win-win internship programme that supports the future generation of hoteliers and helps accelerate the Group's projects growth in the thick of the global standstill.

In summarizing the idea behind the Remote-ship, Marloes Knippenberg, CEO of Kerten Hospitality, said, "As a company that specialises in mixed-use and boutique brands our needs and ways of working are very different than the traditional legacy hotel operations. We require an innovative mindset, operational agility and a pool of talent that quickly adapts and embraces new challenges and turns them into opportunities during the toughest times for the industry. It is essential for us to embrace the Remote-ship and continue to support the young generation who contribute to our footprint growth globally."

In preparation for the Group's six mixed-use project openings early next year, Kerten remains committed to the future generation who continuously push the envelope of innovation and who have become an indispensable team member defining the future workspace with a revolutionary vision needed for the hospitality Repurpose of Space.

Kerten's executive team put together the key business requirements, metrics and possibilities for students to excel and hit the ground running. As part of the selection projects, the Kerten team has prepared special projects and only the best in class excelling in those projects were selected to join as interns. All shortlisted applicants had a record of accomplishments and had proven themselves before onboarding. Mentorship took main stage as the programme's pivot.

This disruptive philosophy brought Kerten Hospitality a coveted recognition at the Future Hospitality Awards 2020 given to agile organisations that have made a difference in the HR space. Selected from 250 nominations across all 21 categories, where competing companies had presented top quality programmes and strategies, Kerten's Remoteship received the industry recognition for Best Recruitment and Onboarding Strategy.

We would like to congratulate the other winners Etisalat, STC, Saudi Aramco, King Abdullah University for Science and Technology, Landmark Group, Schneider Electric, KAFCO, – who have all demonstrated equal commitment to the future workplace.

More on the Remote-ship watch here: <https://www.youtube.com/watch?v=cKm7TmHLatY&t=2s>

More about Kerten Hospitality

Kerten Hospitality is a global **mixed-use services and projects operator**, known for disrupting the industry by **Rethinking Space** and delivering win-win partnerships and **brand collaborations** that **benefit owners, investors** and **consumers**. The global hospitality group tailors experiences as part of transformed lifestyle destinations that combine branded residences, serviced apartments, luxury and mid-market hotels, collaborative fully serviced workspaces, gourmet burgers and F&B concepts with a focus on Ecosystem and community build.

A division of Kerten, an Ireland-based investment vehicle, Kerten Hospitality manages a portfolio of owned brands including Cloud7 Hotel and Residence, The House Hotel and Residence, The House Residence, Ouspace

– a co-working and business club concept, Frikadell – a tech-driven gourmet burger with more F&B brands coming down the pipe.

With the ultimate goal of ‘shaping the future for better living’, Kerten Hospitality’s dynamic team comprises a select group of highly-connected international experts who share a common desire to deliver change in communities around the world. The team are corporate disruptors, rebel hoteliers and food enthusiasts with hospitality pedigrees from well-known brands.

The international hospitality group’s pipeline currently includes 4,050+ keys, and some 20, 000 sq. m of co-working serviced offices, over 300 Frikadell stores, a variety of F&B concepts in projects across the Middle East and North Africa, Europe and CIS.

www.kertenhospitality.com

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