



**Le Savoir-Vivre**  
*Academy of Etiquette & Modern Manners*

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Where East meets West

*“Great man is always at ease, petty man is always on edge” said Confucius.*

In other words, courtesy, respect and good manners are the best way to acquire an honourable name and valuable recognition in the world.

Etiquette plays a fundamental role in the lives of individuals, who greatly benefit from possessing interpersonal skills and cultural awareness.

In our global environment, knowledge of different social and business codes is critical.

It allows you to interact with others, both from within your own culture and outside of it, and to alleviate misunderstandings and conflicts. It is an essential key to personal, professional and international success.

We are committed to education and transmission.

Our training workshops are educational, interactive and fun.

They are designed to facilitate cross-cultural communication and to assist in:

- Exploring, understanding and mastering contemporary western and international Etiquette
- Acquiring, developing or updating soft skills and the ability to interact
- Enhancing one’s social and professional image
- Strengthening global competencies, leadership and negotiation skills
- Establishing long-lasting and profitable business relationships
- Outclassing the competition

We work with individuals, corporations, schools and universities.

Courses are available in Hong Kong, Mainland China, Asia and Europe, and are presented in English and in French (Mandarin and Cantonese on request).



**Catherine Soulas-Baron** is the founder and CEO of the Academy of Etiquette and Modern Manners, the leading Hong Kong-based expert Etiquette school.

Catherine is a certified Corporate Etiquette and International Protocol Consultant. She is a graduate of several prestigious universities – La Sorbonne, Paris XI, The University of Kent (UK). She worked as Legal Corporate Counsel for major international companies for more than 25 years and has broad experience in international business affairs and negotiations.

As a Compliance Officer, she had to ensure that individual and corporate ethical behaviours met the highest standards. Immersed in a world of good manners and unmatched French Art de Vivre, she has spent most of her life in Paris and Bordeaux, surrounded by history, traditions, gastronomy and wine culture.

A permanent resident of Hong Kong, she shares a passion for China with her husband Guillaume, as well as her daughters Sophie, who works in Beijing as a Brand Ambassador for a Bordeaux wine company, while Camille works in the fashion industry in London.

In March 2014, Catherine was awarded the Prize for Talented French Nationals Abroad in the Art of Living category, presented by the French Ministry of Foreign Affairs. She is regularly featured on leading media programs and broadcasts.

## Social life



Enjoy the ability to combine Chinese education with Western-style education, and master the contemporary western social graces and manners. In particular, learn French savoir-vivre, discreet elegance, dress codes and refined manners. Discover the art of appreciating fine products and wines, how to set a table, and the history of various and unique savoir-faire implements (crystal, silver, china, etc.).

## Business World



Develop the ability to decode cultural differences in order to socialise and work effectively with colleagues, clients, suppliers and others.

Our training sessions are designed to help organisations maximise the development of high-potential managers in providing useful tools to bridge cultural gaps when working in an international environment.

Our training sessions help Individuals become effective global leaders by improving their interpersonal communication skills and global awareness.

## Teens



Feel at ease and self-assured when studying abroad, broaden your interpersonal intelligence and acquire leadership skills to build a successful career.

## Hospitality



Upgrade your hospitality services standards.

We train individuals and teams to improve their operational techniques, performances and communication skills.

## Tailor-made



We can customize one-on-one personal private training (teens, social, corporate...) to suit your business, corporate and social needs.

It will take place at a location of your choice.

*[www.lesavoirvivre.hk](http://www.lesavoirvivre.hk)*

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