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Michelin continues its international development with the launch of the MICHELIN Guide Guangzhou

Following on from Shanghai last year, Michelin continues its development in mainland China with the launch of a new guide dedicated to the city of Guangzhou. It will be the world's 31st MICHELIN guide selection and the 7th in Asia, excluding Japan.

Available in 2018, this new MICHELIN guide will allow everyone - locals, tourists, and business travelers alike - to benefit from the inspectors' recommendations whatever their desires, tastes and budgets may be.

"We are particularly pleased to continue our deployment in China, following on from Hong Kong launched just ten years ago and Shanghai more recently. This international development is the result of the success and popularity of the MICHELIN guide among chefs and gourmets, who have full confidence in our independence, our long-standing expertise, and our unique selection method," comments Claire DORLAND-CLAUZEL, Executive vice-president Sustainable Development, Brands, External Relations and the MICHELIN guide, Member of the Group Executive Committee. *"By highlighting the culinary scene in Guangzhou, the arrival of the MICHELIN guide will be a key lever in promoting the city as an international tourist destination."*

The MICHELIN guide Guangzhou 2018 will be available in paper and digital format.

About the MICHELIN guide

The MICHELIN guide selects the best restaurants and hotels in the 29 countries it covers. Providing a showcase of gourmet dining around the world, it highlights the culinary dynamism of a country, as well as new trends and emerging young chefs. Creating value for restaurants through the distinctions that it attributes each year, the MICHELIN Guide contributes to the prestige of the local gastronomy, thereby making cities and countries more attractive to tourists. Backed by its rigorous selection method and longstanding knowledge of the hospitality industry, the MICHELIN guide provides customers with unique expertise that enables it to offer them a true quality service.

The different selections are available in both print and digital versions. They are accessible via the Web and on a full range of mobile media that offer navigation capabilities adapted to individual usage as well as an on-line booking service. With the MICHELIN guide, the Group continues to support millions of travelers, allowing them to live a unique mobility experience.

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