

**"Time to Act"**  
**3<sup>rd</sup> Forum de la Haute Horlogerie**

***The Fondation de la Haute Horlogerie has chosen "Time to Act" as the theme for its third Forum, on Thursday May 5th 2011. Time to act in an increasingly complex environment, where luxury and Fine Watchmaking are being transformed. Important questions are being raised that demand concrete answers.***

Geneva, May 3rd 2011 – The Forum de la Haute Horlogerie, which will convene on May 5th, is a unique event within the Fine Watch segment. It is an opportunity for professionals in the branch to step back, to consider the ideas of specialists from other horizons, and to reflect together in the light of today's new stakes.

While the reversal of fortunes which touched the watch sector has been consigned to the past, and while Swiss watchmaking recorded a significant upturn in 2010 with growth in excess of 20%, and which continues in the early months of this year, the fact remains that the world in general, and luxury in particular, are experiencing profound change. This is evidenced by new, often virtual distribution channels, by the soaring cost of raw materials, and market polarisation, to give just a few examples. With the world as its market, Fine Watchmaking is, of course, affected by these new paradigms and challenges. Hence why it is "Time to Act."

The Forum has invited several personalities to enrich the debate. They will propose their vision of the world, and their experience in such diverse areas as ethics and culture, languages of communication, the economy and finance, innovation, distribution and e-commerce. The philosopher and politician Luc Ferry, the permanent representative of China to the United Nations He Yafei, Indian actress Shabana Azmi, Martin Wolf, chief economics commentator at the Financial Times, Marc Sebba, CEO Net-à-porter.com, and design historian and critic Alba Cappellieri, among others, will speak during the day, which will end with a conclusion by Franco Cologni, President of the FHH Cultural Council, on that unknown quantity: the customer.

The Forum will take place for the third time at the headquarters of the World Economic Forum in Geneva. Alongside its selected audience, the FHH will welcome members of its worldwide network, and some representatives of the Swiss and international media. They form the hard core of international Fine Watchmaking. More than ever before, this Forum corresponds to the Foundation's role to transmit culture and expertise, and to be a driving force for a profession which, over the course of the centuries, has become a global reference in its field.

**3<sup>rd</sup> Forum de la Haute Horlogerie – "Time to Act"**

Headquarters of the World Economic Forum, Geneva

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