

PROGRAM



AUGUST 29 –
SEPTEMBER 2, 2024



Thursday August 29th, 2024

Pavilion Free access from 12.00 to 16.30

- 11.00 GWD press conference
- 11.30 Media tour (private)
- 12.15 Watch Review by Fondation de la Haute Horlogerie (FHH)
- 13.30 Guided tours by FHH
- 14.30 Guided tours and craftsmanship demonstration by FHH
- 17.30 Official inauguration and party
- 18h15 Photo session with all CEOs, and with all partners
- 18h30 Jean-Christophe Babin, GWD President, and Delphine Bachmann, State Councillor of the Canton of Geneva

Glass box

- 12.00 Armin Strom press conference
- 13.15 Favre Leuba press conference
- 15.15 H. Moser & Cie. Press conference
- 16.30 Symposium: How is the watchmaking industry facing ethics and sustainability challenges?
Moderated by Wei Koh, co-moderated by Olivier R. Muller, with Georges Kern, CEO, Breitling;
Jean-Christophe Babin, Group CEO, Bvlgari; Patrick Pruniaux, Co-Founder & CEO, Sowind
Group; Michel Nydegger, CEO, Greubel Forsey

PROGRAM



Friday August 30th, 2024

Pavilion Free access from 11.00 to 18.00

- 12.00 Watch Review by FHH
- 13.30 Guided tours by FHH
- 14.30 Guided tours and craftsmanship demonstration by FHH
- 19.00 GWD private After Work party supported by WatchPro

Glass box

- 8.30 Private breakfast with CEOs – Art
- 9.45 Ming press conference
- 11.00 Grand Prix d’Horlogerie de Genève (GPHG) forum: Institutional review of GPHG activities; Moderated by Wei Koh, joined by Raymond Loretan, President, GPHG and Carine Maillard, Director, GPHG.
- 11.30 Discussion about the Impact of the GPHG ethics and significance; Moderated by Wei Koh, co-moderated by Carine Maillard, with Jean-Christophe Babin, Group CEO, Bvlgari; Andréa Furlan, co-Founder, Furlan Marri; Maximilian Busser, CEO, MB&F; Rexhep Rexhepi, Founder, Akrivia
- 13.30 Oris press conference
- 15.30 Speake Marin press conference
- 16.45 Symposium: Upstart brands: Which emerging brands are making waves in 2024? Moderated by Wei Koh, co-moderated by Andrew McUtchen, with Matteo Violet-Vianello, Founder Anoma; Sylvain Berneron, Founder, Berneron; Thomas Fleming and James Kong, Founder & Creative Director, CEO & Art Director; William Rohr, Founder, Massena Lab; Phil Toldeano and Alfred Chan, Founder, Watch Designer; Sohaib Maghnam, Founder, Maghnam
- 18.00 L’Epée press conference

PROGRAM



Saturday August 31st

Pavilion Free access from 11.00 to 19.00

- 11.00 Quizz & brunch by FHH
- 13.30 Guided tours by FHH
- 14.30 Guided tours and craftsmanship demonstration by FHH
- 16.00 Guided visit in the city by Geneva Tourism to discover Geneva as the historical cradle of watchmaking. Departure at 16.00 at Temple de Saint Gervais, arrival at the Pavilion and visit at 18.00. Register on Geneva Tourism website.
- 20.00 GMT Publishing private party, with a very special DJ guest: **The Avenir**

Glass box

- 8.30 Private breakfast with CEOs – Entrepreneurship
- 9.30 Fireside Chat with the CEO of Bvlgari, Jean-Christophe Babin - "Innovating Tradition: Jean-Christophe Babin's Journey in the Luxury World" moderated by Katia Kachan (INSEAD)
- 12.15 Behrens press conference
- 13.30 Forum: More than 240 years of watch press: JSH, Europastar, The Watch Library
- 14.45 Symposium: Who are the influential women in the industry? Moderated by Wei Koh, co-moderated by Tiffany To, with Carine Maillard, Director, GPHG; Carole Forestier, Movement Director, TAG Heuer; Catherine Eberle-Devaux, Watch communication Director, Bvlgari; Marine Lemonnier-Brennan, Founder & Managing Director, 289 Consulting
- 16.00 Symposium: Why chronometry still matters despite atomic time? Moderated by Olivier R. Muller, with Mr. Claude Greisler, co-founder, Armin Strom; Mr. Bernhard Lederer, Founder, Lederer Timepieces; Mr. Olivier Kuffer, President, SSC; Mr. Andi Felsl, co-Founder and co-CEO, Horage
- 17.15 Symposium: Major Evolutions in the Secondary Watch Market, Moderated by Wei Koh, co-moderated by Sacha Davidoff, with Fred Savage, Actor; Geoff Hess, Global Head of Watches & Senior Vice President, Sotheby's; Jack Forster, Journalist; Roy Davidoff, co-Founder, Davidoff brothers; Tony Traina, Editor, Hodinkee

PROGRAM



Sunday September 1st

Pavilion

- Free access from 11.00 to 16.00
- 11.00 Conference: Man & Machine
- 13.30 Guided tours by FHH
- 14.30 Guided tours by FHH
- 17.00 – 19.00 Charity auction by Phillips in Association with Bacs & Russo to raise fund for the Ecole d'Horlogerie de Genève (private)
- 20.00 GWD private closing picnic supported by Revolution magazine and Le Temps

Glass box

- 8.30 Private breakfast with CEOs – Hospitality
- 9.45 John Arnold, un siècle de précision horlogère, par Vincent Daveau
- 11.00 Keynote Talk - Topic: "The Future of Luxury: Embracing Change and Cultural Dynamics" moderated by Katia Kachan (INSEAD)
- 13.15 Symposium Hands of Artisans; the renewed appeal of craftsmanship and métiers d'art, moderated by Wei Koh, co-moderated by Dillon Blatt, with Josh Shapiro, Founder & CEO, Shapiro watches; Robin Tallendier, co-Founder, Atelier Wen; Simon Brette, Owner & CEO, Simon Brette watches; Daniela Dufour, Watchmaker; Luca Soprana, co-Founder, Ateliers 7h38
- 14.30 Symposium about post-hype collectability: From vintage Masterpieces to modern Grails, moderated by Wei Koh, co-moderated by Mark Kauzlarich, with Jasper Lijfering, CEO, Amsterdam Vintage watches; Max Bernadini, Founder & CEO, Bernadini Milano; Remi Guillemin, Head of Europe and Americas for watches, Christie's; Alexandre Ghotbi, Deputy Chairman, Head of Watches Europe & Middle East, Phillips in Association with Bacs & Russo; Geoff Hess, Global Head of Watches, Senior Vice President, Sotheby's
- 15.45 Symposium: How major players in the pre-owned market became influencers? Moderated by Wei Koh, co-moderated by Roy Davidoff, with Mike Nouveau, Vintage Watch Specialist; Roman Scharf, Founder, Luxury Bazaar; Cameron Barr, Founder & CEO, Craft & Tailored; Sacha Davidoff, co-Founder, Davidoff Brothers

PROGRAM



Monday September 2nd

<u>Pavilion</u>	Free access from 11.00 to 16.00
13.30	Guided Tours by FHH
14.30	Guided Tours by FHH

PROGRAM



- *Guided tours are organized around four themes. Discover the watches that match your personality!*

DESIGN

Break codes with style and purpose and create out-of-the-box timepieces. The field of possibilities is infinite, especially when you add a hue of craziness. Dare to discover your design side that matches your personality.

AVANT-GARDE

Apply experimental ideas to ancestral knowledge to push boundaries of human mind. Be at the far edge to discover what match your personality!

TRADITION

Each generation cherishes it and embellishes it to pass it to the next one: Tradition. Discover its power and its strength.

ICONS

An icon, our icons: Never classic nor trendy, yet beyond time and universal. Be part of their story to make History.

- *All the activities last approximately 1 hour.*
- *The “Watches & Talents” exhibition is not to be missed at FHH headquarters, Pont de la Machine.*
- *Discover the Culture Club in a dedicated wing of the Pavilion, where FHH, the Ecole d’Horlogerie de Genève, Horopedia, the Horological Society of New York and The Watch Library will propose permanent activities.*
- *The Watch Library Foundation presents a grand retrospective dedicated to 100 years of watch advertising at the Culture Club.*