



THE PROGRAM

TUESDAY AUGUST 29

- 1pm** **Konstantin Chaykin Auction**
Renowned watchmaker Konstantin Chaykin, in collaboration with Ineichen Auctioneers, will showcase an exceptional collection of timepieces and sketches. The auction promises to be a momentous occasion with 15 exclusive lots presented to discerning collectors and enthusiasts.
- 4pm** **Symposium: Watch Industry Greatest Brand Builders**
Guests: Georges Kern, Jean-Christophe Babin, Jean-Claude Biver, Max Busser
Moderators: Wei Koh & Oliver Muller
- 5.30pm** **Ribbon Cutting and Official Inauguration Cocktail**
With the presence of Delphine Bachman, Minister for Economic Affairs and Employment, Carine Maillard, Director of the Grand Prix d'Horlogerie de Genève Foundation, and all the CEOs and partners.

WEDNESDAY AUGUST 30

- 8.30am** **CEO's Breakfast with students**
The employment market in the Watchmaking Industry
- 10am** **Czapek & Cie - Press Conference - From a Friendship Story to the Creation of the Watchmaking Masterpiece: Complicité**
- 11am** **H. Moser & Cie X MB&F - Press Conference**
- 12am** **Horopedia - Press Conference**
- 1.30pm** **Symposium: International Stars of Independent Watchmaking**
Guests: Benoît Mintiens of Ressence, Christine Hutter of Moritz Grossmann, Naoya Hida of Naoya Hida & Co, Robin Tallender of Atelier Wen
Moderator: Wei Koh & Arthur Touchot

- 4.30pm Symposium: Legends of Independent Watchmaking**
 Guests: Bart Gronenfeld, Edouard Meylan, Laurent Ferrier, Ludovic Ballouard, Romain Gauthier, Xavier de Roquemaurel
 Moderators: Wei Koh & Arthur Touchot
- 7.30pm Official Dinner & Auction**
Dress code: Steel, Gold and Diamonds
 Thanks to an Horopedia initiative, the Geneva Watch Days, with Phillips in association with Bacs & Russo, will hold a charity auction. Aurel Bacs' hammer will strike 15 times to attribute rare objects or experience offered by the participating brands and partners. The money raised will fund scholarships at the Ecole d'Horlogerie de Genève.

THURSDAY AUGUST 31

- 8.30am CEO's Breakfast with Watch fans and collectors**
 How to respect Brand Identity in product development, Brand equity, Resale value, Community building
- 10am Grand Prix d'Horlogerie de Genève – Press Conference**
- 12am Oris – Press Conference**
- 1.30pm Symposium: Most Innovative Retailers**
 Guests: Joco Corvo – GMT, Jared and Stephen Silver – Silver Fine Jewellery, Laurent Picciotto – Chronopassion, Michael Tay – The Hour Glass, Mohammed Abdulmagied Seddiqi – Ahmed Seddiqi & Sons, David Hurley – Watches of Switzerland
 Moderators: Wei Koh & Eleonor Picciotto
- 4.30pm Symposium: Influencers, Innovators and Disruptors**
 Ahmed Shary Rahman @time_mecanic, Andrea Casalegno @IamCasa, Asher Rapkin @collectivehorology, Austen Chu of Wristcheck @austen.chu, Dillon Bhatt @dillonbhaat, Jessica Owens @jessicajjo
 Moderators: Wei Koh & Eleonor Picciotto
- 7.30pm GMT and Wordtempus Party, co-hosted with the GWD**

FRIDAY AUGUST 31

- 8.30am CEO's Breakfast with Executives**
 The complexity of being a manager today, CSR, Gen Z, Lean management, CSR, Home office. From a watch industry to a service industry: e-commerce, after sales, retail.
- 10am The Watch Library – Press Conference**
- 12am Reservoir – Press Conference**
- 4pm Symposium: Watchmaking's Rising Stars**

Guests: Andrea Furlan - Furlan Marri, Gautier Massoneau - Trilobe, Hervé Schluchter, Rémi Maillot - Krayon, Claude Geisler - Armin Strom, Simon Brette, Stefan Kudoke
Moderators: Wei Koh & Austen Chu

8pm Revolution Party, co-hosted with the GWD, Wristcheck and Grail Watch

SATURDAY SEPTEMBER 1

The full day is dedicated to the public

10.30am Guided Tour in the City, organized by Geneva Tourism: Geneva, Home of fine watchmaking

11am Brunch with the Fondation de la Haute Horlogerie: What is your knowledge about watch culture?

It's a game, where teams that will fight each other to find the right answers on tricky questions about watchmaking, raised by the MC. Be it history, technique, industry players or watch culture, these questions will become increasingly difficult. Fun prizes to win!

In addition, guided visits of the Pavilion are proposed to the public each day from Wednesday 30 to Friday 1st at 1pm, 2.30pm and 4pm. They include visits of some brands' showrooms and the Photography exhibition of Karine Bausin at the Fondation de la Haute Horlogerie.