

Fondation Haute Horlogerie (FHH) Celebrates 10 Years of FHH Academy in China and Announces the Launch of the 'Watches and Culture China' Digital Hub by DLG China, Supported by Swiss Center Shanghai.



Jenny Gu, CEO Richemont China - Sacha Bachmann, Consul General of Switzerland in Shanghai - Aurélie Streit, FHH Vice President - Tristan Barrabas, Learning & Business Dev. Sr. Manager

Shanghai, 2 December 2024 – The Fondation Haute Horlogerie (FHH) successfully marked a historic milestone by sharing its cultural assets with the supports of DLG China, which brilliantly materialized them in a digital hub called Watches and Culture China on the famous WeChat application, celebrated during an exclusive event at the Fosun Foundation in Shanghai. This landmark occasion accentuated FHH's dedication to enriching horological culture globally and commemorated the 10th anniversary of the FHH Academy, a testimony to the Foundation's enduring commitment to education and excellence in the art of watchmaking.

The event brought together an esteemed audience, including Mr. Sacha Bachmann, the Consul General of Switzerland in Shanghai, executives from the FHH's partner brands, media figures, and members of the Swiss and Chinese business communities. Guests were notably captivated by insightful presentations from Béatrice Qiu, FHH Head of China at Swiss Center Shanghai, and Mr. Zhixiang Ding, member of the FHH Cultural Council, who shared the foundation's ambitious vision for the future of horology in China and beyond.



Fosun Foundation, Shanghai

A Celebration of Culture and Education

Attendees were treated to an engaging programme that explored the artistry and heritage of fine watchmaking. Expert-led discussions showcased the unique cultural resonance of horology in China, examining topics such as the cross-generational Chinese horological culture and the key elements that define a timepiece's value.

A highlight of the evening was the unveiling of FHH's 'Watches and Culture' in China, via a WeChat Mini Program designed and developed together with partner DLG China. This innovative initiative aims to enhance public engagement with the world of watchmaking, offering interactive resources and exclusive content to the Chinese audience.

During the event, Aurélie Streit, FHH Vice President, shared: "We are proud to present our first WeChat Mini Program, a milestone that marks our commitment and dedication to the Chinese watch enthusiast community. This platform will enrich the understanding of Swiss watchmaking among Chinese audiences, while celebrating the FHH Academy's role in delivering world-renowned education on horological knowledge."



Tristan Barrabas, Learning & Business Dev. Sr. Manager

Honouring a Decade of the FHH Academy

The event also celebrated the 10th anniversary of the FHH Academy, which has become a global benchmark in horological education. Since its inception, the Academy has provided world-class certifications and specialised trainings, earning recognition for its contribution to professional and enthusiast communities worldwide.

Strengthening Swiss-Chinese Cultural Bonds

This Shanghai event highlighted the deepening ties between Switzerland and China, with a shared appreciation for cultural heritage and horological artistry. FHH's expanding initiatives in China aim to foster greater understanding of Swiss watchmaking while celebrating the unique cultural connections that unite these two nations.

The success of this event reinforces the Fondation Haute Horlogerie's role as a global ambassador for horological culture and education, setting the stage for future collaborations in China and beyond.

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