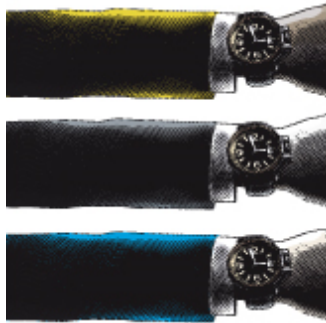


SAVE THE DATE :



LES VIES MULTIPLES D'UNE MONTRE
(Pre-owned watches)

2 et 3 décembre 2015

19^e JOURNÉE
INTERNATIONALE
DU MARKETING
HORLOGER

The 19th International Symposium of Watch Marketing will be dedicated to pre-owned watches

Welcome to the world- unaffected by any crisis- of pre-owned watches, so called second hand or vintage. On Thursday December 3 2015 in La Chaux-de-Fonds, the 19th International Symposium of Watch Marketing (*Journée Internationale du Marketing Horloger JIMH*) will address this unique subject under the appealing title of « Les vies multiples d'une montre (pre-owned watches) ».

The annual meeting of the professionals from the watch industry will focus the attention on a growing parallel market whose annual income is estimated at 10 billions Swiss francs. Speakers will talk about distribution networks, behavior of watch aficionados, attention given by the brands or even the position of auction companies.

Famous speakers already confirmed

Business leaders and specialists will deeply analyze the « pre-owned syndrome » which is rarely discussed within the trade media. Program preview of December 3, a day dedicated to get together for the marketing professionals and the watch lovers:

- Experts round-table with the participation of Walter von Kaenel, president of Longines ; Antoine Simonin, publisher ; Régis Huguenin-Dumittan, director of the Musée International d'Horlogerie and Valéry Bezençon, Professor of Marketing at University of Neuchâtel
- « The estimation process of a pre-owned watch », a conference held by Oswaldo Patrizzi, horological consultant
- A presentation of the Auction sales by Geoffroy Ader, managing director of Antiquorum Online.

The full program will be available on the website www.marketinghorloger.ch in a few weeks. Registration will be open at the same time. As always, the 19th JIMH will be preceded by its academical counterpart (the 10th Journée de Recherche en Marketing Horloger) which will take place on Wednesday 2 December 2015, at the Haute école de gestion Arc in Neuchâtel.

La Chaux-de-Fonds, August 2015.

For further information

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