

## ***The FHH Partners with Swiss Centers in China***

*For immediate release*

***Geneva, 31 July 2024 – The FHH Academy welcomes the Swiss Centers as distribution partner in China, another milestone coinciding with its 10<sup>th</sup> anniversary this year.***

After a decade of shaping horological minds, the FHH Academy proudly celebrates its 10th anniversary in 2024. The organisation's impressive journey over the years has been marked by several significant achievements, all aimed at spreading and democratising watchmaking education and culture.

Since its founding, the FHH Academy has empowered over 35,000 alumni with the only international training programme of its kind, and officially certified over 12,000 of them, via the tireless efforts of its local trainers and distributors across 22 countries. This aspect of the FHH Academy's organisation around external entities may be lesser known but it is nevertheless crucial to its success on such a wide scale.

Thus, the FHH and the Swiss Centers respective missions intersect, making this partnership all the more important. For context, the Swiss Centers are a non-profit organization serving the Swiss economy by providing adapted services for companies entering or expanding their presence in China and other Asian markets. Through the past two decades, Swiss Centers have supported more than 450 companies in setting up and operating successfully in the Chinese market. With its practical solutions and experienced team, Swiss Centers provide concrete support in operations, trade, marketing and administrative matters.

Tristan Barrabas, Senior FHH International Learning & Business Development Manager, said: "We are delighted to see this distribution agreement come to fruition with the Swiss Centers. The values of the Swiss Centers correspond to the values of the FHH and we look forward to increasing FHH Academy presence and visibility in China, thanks to a renowned service provider".

Beatrice Qiu, Head of FHH Academy China at Swiss Center Shanghai, said: "Ten years ago, when the FHH Academy first came to be, China was already a major area of interest, leading the charge for the development of the Academy and for the watch industry as a whole. Today, it is imperative that the FHH maintain and grow the Academy's presence in China, so that we may continue to service FHH member brands and other B2B partners, as well as reach ever-expanding local enthusiast audiences eager to learn more about watchmaking culture".

In 2024, the FHH has hosted several events and activities highlighting its three pillars of operation; Watches and Culture by FHH, the FHH Forum, and of course the FHH Academy. Our intention this year is to bring its next roadshow to the Chinese market, which we eagerly await as the first major event under the auspices of this new partnership."

Zhen XIAO, CEO of Swiss Centers, added: "As a biggest cluster of Swiss businesses in China, Swiss Centers are very delighted to have FHH joining the network. Watchmaking is an exemplary representation of Swiss culture, showcasing the excellence of Swiss manufacturing and innovation. We look forward to collaborating with FHH Academy and support its further development in the Chinese market."

For more information on upcoming FHH Academy events and animations organized by the Swiss Centers in China, please visit their website: [www.swisscenters.org](http://www.swisscenters.org)



*Picture legend: Beatrice QIU, Head of FHH Academy China at Swiss Center Shanghai, Tristan BARRABAS, Senior FHH International Learning & Business Development Manager and Zhen XIAO, CEO of Swiss Centers (From left to right)*

### **About the FHH Academy**

Created in 2014, the FHH Academy is the only institution in the world that evaluates, introduces, trains, and certifies general watchmaking knowledge. Originally destined to professionals in the sector, it is now aimed at everyone, as it is also integrated within the programmes of some of the most prestigious universities. This belies a guiding principle of the FHH; that learning and teaching play a preponderant role in the way of understanding the worlds of today and tomorrow. To carry out this mission, the FHH Academy relies on its international network of 22 local trainers, present in 20 countries over four continents.

Online, in class or via its Watch Essentials application, the courses aim to meet all aspirations. Available in 11 languages in the form of classes, training courses, workshops or conferences; the content of the FHH Academy is intended to be neutral and comprehensive, covering all aspects of watchmaking, from initiation to professional level. The FHH Academy's content is constantly enriched in order to meet everyone's expectations, and now includes training on sustainable development and its concrete application within the industry.

An official organisation recognized internationally, the FHH Academy grants the FHH Certification to participants who successfully complete their training.

### **About the Fondation Haute Horlogerie**

Founded in 2005 by Audemars Piguet, Girard-Perregaux and the Richemont Group, the Fondation Haute Horlogerie (FHH) has since focused its mission on the international influence of watchmaking culture and positions the watch as an object of art and culture.

Point of reference and neutrality for all subjects relating to watchmaking, it relies for this on three complementary pillars intended for a wide audience, made up of industry professionals, individuals, insiders and of amateurs.

The first, Watches and Culture by FHH, created in 2021, aims to bring watchmaking culture to life through the creation of original content, events and international meetings, intended jointly for the public and professionals.

As for the FHH Academy, it trains and certifies watchmaking knowledge for today's professionals and tomorrow's aficionados. Consisting of a rich and fun offering made up of training courses and certifications, its content is available in class or online in more than 20 countries, making watchmaking knowledge available to all.

Finally, the FHH Forum, a discussion and debate platform designed by the industry for the industry, informs, questions and connects the leaders of the sector with the aim of shaping the ecosystem of the future.

A circle of around forty watch brands is actively committed to the culture and heritage of watchmaking and offers unwavering support to the Foundation since its creation. Visionaries and the avant-garde actively encourage and support the missions and activities of the FHH.

### **About the Swiss Centers**

Founded in 2000 as a non-profit Sino-Swiss public-private partnership, the Swiss Centers are by far the **largest cluster of Swiss companies in Asia**.

Swiss Centers' **practical solutions supported the businesses of over 450 companies** in China – both SMEs and large enterprises. Among them, the Swiss Centers have established more than 100 companies in China, both B2B and B2C, production companies and offices, active in various fields. In cooperation with the diplomatic representations in China, the Swiss Centers also conduct surveys that provide the most detailed expertise available on the situation of Swiss companies in China, and at the same time **promote the Swiss Made brand** and Switzerland as a country for **quality, innovation** and **industrial leadership**.

With locations strategically situated on China's dynamic East Coast (Shanghai, Changzhou and Tianjin), the Swiss Centers are **constantly adapting to the needs of the Swiss economy**:

- Instant physical **office space** as well as **ready-to-use workshops, showrooms, and warehouses**
- **Relations with local Chinese authorities** and connections **to Swiss government and institutions** in China
- Support for secure technology transfer and **intellectual property protection**
- Access to **professional services** tailored to SMEs in all aspects of setting up and developing business in China (legal, tax, accounting, recruitment, HR management, IT, marketing)
- **Unique solutions** such as **hosting employees locally** or **storing and delivering goods** on behalf of clients in the Shanghai **free trade zone** to facilitate business development in China and the rest of Asia

For more information and some **reference cases**, kindly visit our website [www.swisscenters.org](http://www.swisscenters.org) and our LinkedIn page <http://www.linkedin.com/company/swiss-center-shanghai>

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