

Federation Horlogere Suisse (Federation of the Swiss Watch Industry)

Headquarter in Bienne, the Federation Horlogere Suisse is the Swiss watch industry's leading trade association. With the promotion of Swiss watchmaking as one of its aim, the federation opened the *Think Time- Think Swiss Excellence*, a traveling theme-based exhibition in 2003. Right from the outset, precise criteria were defined to ensure that this exhibition would provide optimum visibility for the Swiss watchmaking sector and enhance awareness among different segments of the public regarding the multi-faceted nature of the Swiss watch industry. Since its inception, *Think Time- Think Swiss Excellence* has been presented in more than 10 countries, including Argentina, Belgium, Brazil, Honk Kong, India, Italy, Russia, Saudi Arabia, Switzerland and Thailand.

For the first time, the Federation Horlogere Suisse will showcase *Think Time- Think Swiss Excellence* at TEMPUS- The Temple of Time. This kaleidoscope exhibition will unveil the many facets of Swiss watchmaking and offer a two-fold vision. The first places the history of Swiss watchmaking within a more global timeline, highlighting the major innovations over the centuries. The second perspective reveals how this legacy is expressed in contemporary watchmaking. Focusing on the concepts of innovation, cutting-edge technology and R&D, this level opens up whole new horizons and enables one to catch a glimpse of the watchmaking of tomorrow.

With its educational role, visitors can expect to follow the evolution and to grasp the importance of a tradition of know-how handed down through time. They will also be invited to discover a universe of contrasts and familiarize themselves with the mysteries of watchmaking. The focus and exploit of the latest sound and vision technologies will also enable visitors to experience a genuine immersion into the universe of time measurement and a world that is both entertaining and educational.