

Fondation de la Haute Horlogerie

The Fondation de la Haute Horlogerie, incorporated in autumn 2005, is a private foundation created at the initiative of three founder-members:

- **Audemars Piguet**, represented by **Jasmine Audemars**
- **Girard-Perregaux**, represented by **Luigi Macaluso**
- **Richemont Group**, represented by **Franco Cologni**

Chaired by Franco Cologni, the Fondation de la Haute Horlogerie fulfils an essential and primary purpose: to promote and develop the art and expertise of technical and precious Fine Watchmaking around the world through its creations, inventions and know-how.

Fine Watchmaking is a unique concentration of centuries-old expertise, craftsmanship and art. The foundation intends to diffuse, strengthen and develop these values and reveal its essence so that the future generations can continue to appreciate the values on which Fine Watchmaking has grown and the art of living that inspires it.

This context and these noble ambitions are behind the creation of the Fondation de la Haute Horlogerie and in particular its Centre Culturel de la Haute Horlogerie (CCHH), destined to cultivate this philosophy and convey its distinctive ethnics. CCHH gives priority to the two essential fields of training and information, targeting the different participants in the Fine Watchmaking sectors which includes everyone who works in this field- watchmakers, manufacturers, craftsmen - and also retailers, collectors, connoisseurs, journalists, customers and, ultimately, the public at large.

Pioneering, proficient and active, the Fondation de la Haute Horlogerie also organises events and activities for the benefit of professionals throughout the Fine Watch sector. As a privileged promotional resource, it intends to directly address retailers, ambassadors for Fine Watchmaking and for the brands they represent, together with the widest international audiences. Its *modi operandi* will encompass training, information, education and the promotion of Fine Watchmaking.

Over time, the foundation will address every aspect of Fine Watchmaking: its technology, creativity and expertise, its historical background, its cultural and social contexts, the quality of its products and services, and its values, professions, traditions and heritage. The Fondation de la Haute Horlogerie will continue standing by its philosophy to turn towards the future and the challenges it will bring.