

BIP - WINTER

# INNOVATION & SUSTAINABILITY

# IN THE **WATCH INDUSTRY**



From January 28th to  
February 5th, 2027

Includes online sessions on Dec 7th,  
14th, 2026 and Jan 25th, 26th 2027

## TRADITION, LUXURY & INNOVATION

Apply online before October 1st, 2026

**Hes**·SO



HAUTE ÉCOLE DE GESTION  
HOCHSCHULE FÜR WIRTSCHAFT  
SCHOOL OF MANAGEMENT

Fribourg  
Freiburg



## BEHIND THE DIAL: WHY JOIN?

Dive into the delicate balance between centuries-old craftsmanship and cutting-edge innovation.

Explore how the watchmaking sector is moving towards a green, digital, and sustainable future.

Solve a real-world strategic issue proposed directly by ID Genève Watches.



## KEY TOPICS COVERED

- Circular Luxury Designing the future through sustainable sourcing and eco-regulations.
- Digital Disruption Unlocking the impact of AI, Blockchain, and Smartwatches on heritage.
- The Swiss Legacy Mastering intellectual property, anti-counterfeiting, and "Swiss Made" standards.



Language: English (Advanced level B2 written - C1 Oral)  
Place: Fribourg Switzerland  
Credits: 5 ECTS

**ID** GENEVE

CONVICTION  
ON YOUR WRIST.



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