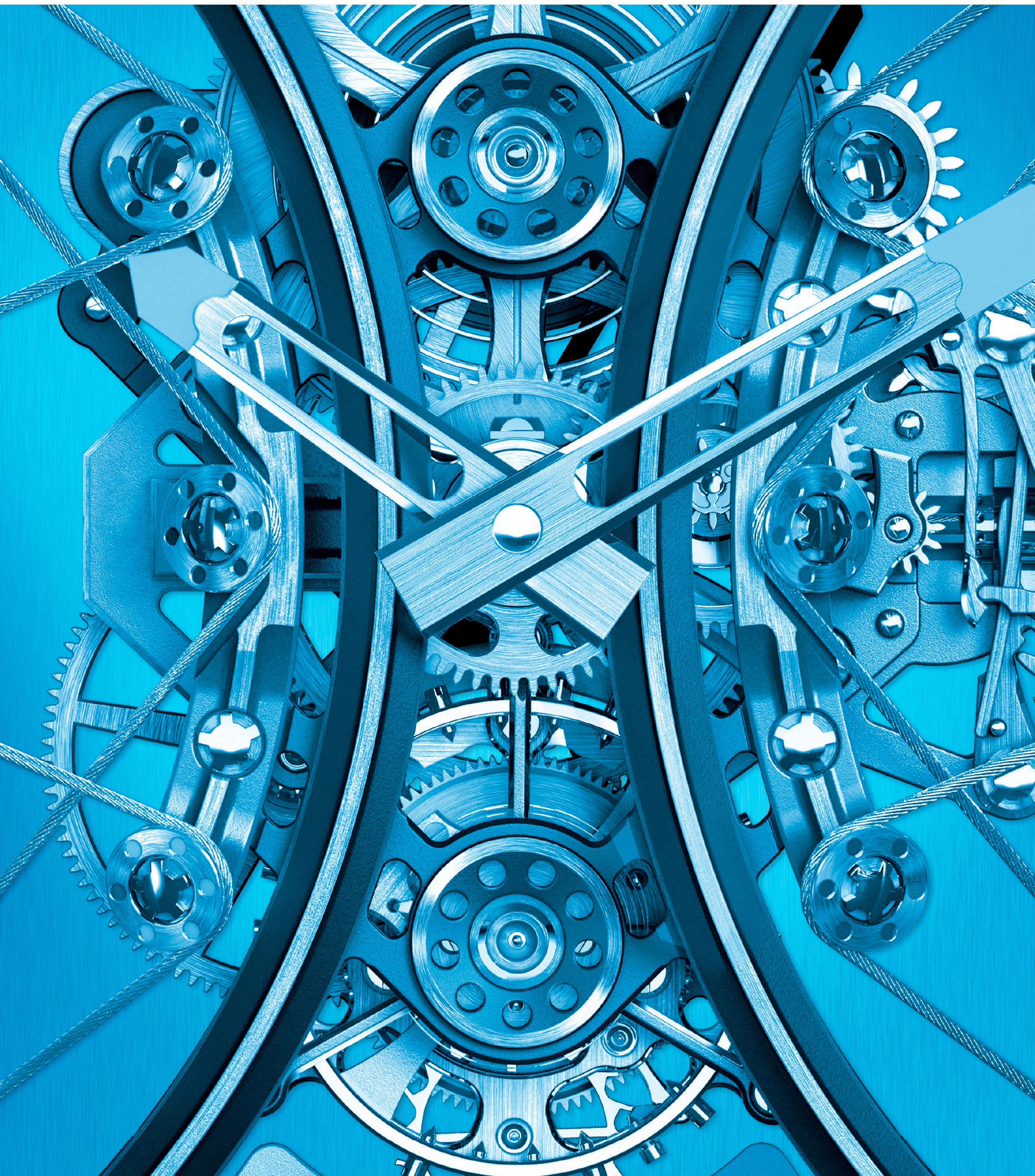




Fédération de l'industrie horlogère suisse FH
Verband der Schweizerischen Uhrenindustrie FH
Federation of the Swiss Watch Industry FH

Annual Report 2021



Annual Report 2021





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The word of

the President



Ultimately, 2021 did not mark a return to normality or even a degree of normality. On the contrary: the end of the year saw a resurgence of health restrictions in Switzerland and around the world.

Nonetheless, it is clear that the pandemic will have lasting or even permanent effects on our ways of

working. As far as the FH is concerned, for example, remote working will continue, albeit within a defined framework, and hybrid meetings will remain the rule in response to requests from some of our members.

I am aware that the Swiss economy in general, and watchmaking in particular, have shown a remarkable degree of resilience and ability to adapt. Indeed, adaptation has been essential, in order to continue to produce and distribute watches. 2021 ended on a positive note in terms of exports, not only compared with 2020 (+31.2%) but also with 2019 (+2.7%) and even with the record year in 2014 (+0.2%). The return to pre-crisis figures occurred faster than expected, however, this is an overall result for the sector, which conceals some sharp contrasts between different businesses and their positioning. The decline in volumes (-23.8%) remains a concern, insofar as volume drives business. I hope to see a welcome return to stability for all price segments.

As part of its determination to create positive framework conditions, the FH has invested particularly heavily in the area of precious metals. These types of watch represent only 3% by volume but generate 35% of the sector's value, which highlights their importance for our industry. I am therefore pleased that the agreement on mutual recognition of official

hallmarks by Switzerland and France now also covers "multi-metal" items. Similarly, watches are exempt from the hallmarking requirement recently introduced in India for all precious metal items marketed there. Furthermore, Swiss watches will escape the requirements for physical marking with the new QR code introduced by the Russian authorities to ensure product traceability.

In Switzerland, I am delighted by the removal of customs duties on imported industrial products decided by the Swiss parliament. Removing these will simplify import procedures and lower the cost of products in Switzerland.

These are just a few key examples of the work done by the FH to support the sector, despite a still challenging situation.

At the end of this very strange year, it is more important to me than ever to express my gratitude to FH members and the association's governing bodies for their support and valuable assistance, and to FH staff, who have shown indefatigable commitment and an outstanding ability to adapt, to enable us to achieve our objectives.

Jean-Daniel Pasche





Highlights

of 2021

Although 2021 continued to feel the effects of the pandemic, it also featured a very special event for the FH and marked the completion of several important projects. After two General Meetings held by correspondence, the FH was keen to bring members back together for a convivial and informative day. This was an opportunity for it to present several aspects of its activities, including a study it had conducted on the perception of mechanical watches. On another front, a report from the OECD helped raise public awareness of the adverse economic effects of counterfeiting in Switzerland. At the same time, the improvement of framework conditions remained a priority, with four agreements concluded or entering into force on precious metals, the removal of customs duties on imports and amendments to a binding draft standard in China.



FH Day

Presentation of a study on mechanical watches



After being forced to cancel its face-to-face General Meeting for the previous two years, the FH was delighted to bring members back together in October for a convivial and informative day. The event proved a great success, with almost 150 people responding to the invitation and attending the day at Delémont's Campus Strate J.

The day's agenda was focused on presenting various aspects of the FH's activities, and on the previously unpublished results of an international study it had conducted on the perception of mechanical watches. Participants also attended a presentation by Marco Benz, deputy director of the Swiss Federal Customs Administration, on the reorganisation of what will become the Swiss Federal Customs and Border Security Office in 2022.

More specifically, several of the FH's presentations highlighted the changes in the watch market, the improvement of framework conditions at the international level, the fight against counterfeiting on the internet, protection of the 'Swiss made' label and the still significant appeal of mechanical watches worldwide.

The very positive feedback on this new event highlighted the extent and quality of the services that the FH offers its members. It also pointed to the need for members to meet in person, after long periods of partial lockdown, remote working and videoconferences.

Perception of mechanical watches

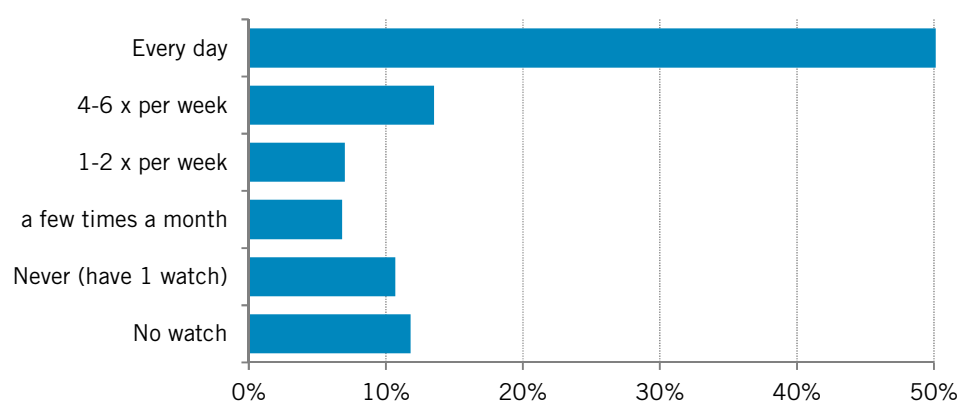
In the spring of 2021, the FH commissioned an extensive study on the perception of mechanical watches worldwide. The survey focused on four main areas of interest:

- Knowledge and use of watches
- Purchasing behaviour and motivations
- Purchase criteria
- Perception of mechanical watches and Swiss watches

Overall, half the people questioned wore a watch daily, 20% never wore one (even though some owned one) and 30% were occasional users.

European countries and China are familiar with manual and automatic mechanical watches, while other countries are more focused on connected watches. The Swiss and Chinese are the most knowledgeable in terms of differentiating between mechanical and quartz watches.

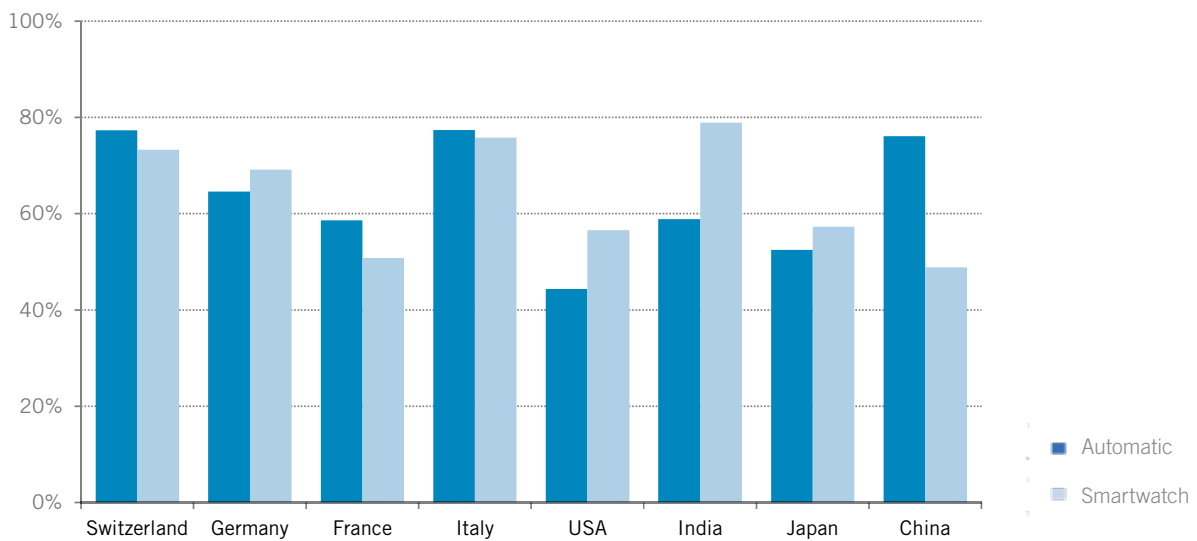
Frequency of watch wearing



One respondent in two wears a watch every day. No notable difference between age groups was observed. By comparison, Swiss watches enjoy a strong reputation and are renowned for their reliability. They are also perceived as having an investment value.



Knowledge of types of watch



European countries and China are familiar with mechanical and particularly automatic mechanical watches, while other countries are more focused on connected watches.

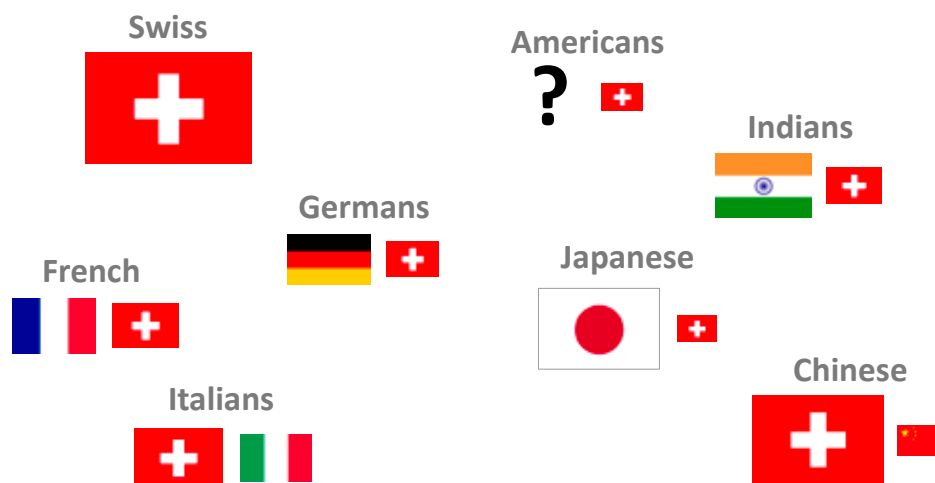
In terms of purchasing, China and India, in particular, are very interested in buying watches in the future. Asked about their preferences in terms of provenance, most respondents still mention Switzerland, as well as their own country.

The most influential purchase criteria, regardless of country, are the relationship between quality and price, a high level of quality, and scratch-resistant glass. For the Swiss, the 'Swiss made' label is also a very important purchase criterion, while the Chinese place great importance on craftsmanship and know-how. The east-west divide is particularly marked in terms of the importance placed on limited editions and celebrity brand ambassadors. These criteria are more important for people from Asian rather than Western countries.

Chinese and Indian respondents expressed a high level of interest in buying a mechanical watch during the next 24 months, while most Swiss, Japanese, Americans and Germans are not interested in doing so. The main reasons for not purchasing – regardless of country – are the lack of necessity, coupled with the high price. Indifference towards mechanical watches is a significant reason for not buying in the United States, in particular.

In all Western countries (Europe and the United States), mechanical watches are mainly associated with tradition, quality and reliability. Respondents in Asia have a particularly positive perception of artisanal production, with the results indicating that mechanical watches come from the magic of craftsmanship. In China and India, mechanical watches are perceived as both innovative and traditional. In all other countries, however, they are viewed as more traditional.

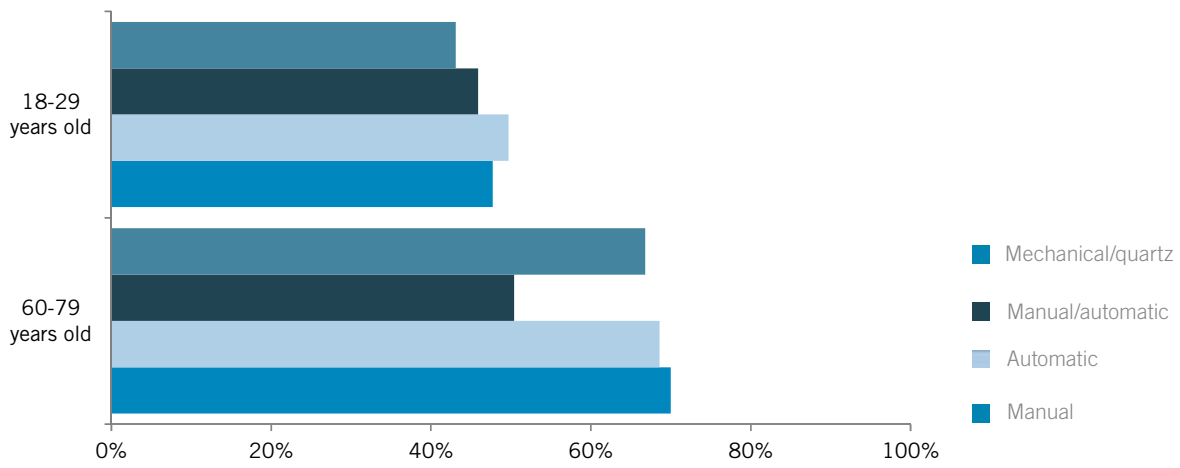
Preferred origin for watches



When asked about their preference in terms of provenance for watches in general, most respondents still mention Switzerland, in addition to their own country. However, the proportions vary widely, with national preference significantly higher in some cases. The size of the flags is proportionate to the number of responses.



Distinction between mechanical and quartz



In terms of age groups, mechanical watches are more familiar to older people, while the younger generations know more about connected watches.

By comparison, Swiss watches enjoy a strong reputation and are renowned for their reliability. They are also perceived as having an investment value.

It appears that younger people (generations Y and Z) in Western countries find mechanical watches less attractive than older target groups do. They are also less able to afford one for themselves. In Asian countries, however, mechanical watches are highly prized by young people. In brief, we can conclude that although mechanical watches are more popular among the older generations, they are by no means obsolete. For younger people, however, price plays a decisive role.

Study characteristics

Target group: people aged 18 to 79 years
(+ top-up for generations Y and Z)

Survey countries: Switzerland, Germany, France, Italy, United States, India, China and Japan

Sample sizes: 9,600 people, or 1,200 (1,000 + 200 for the top-up) per country

Survey period: April 2021

Adverse effects of counterfeiting

Detailed study and mass destruction campaign

One of the highlights of 2021 in relation to fighting counterfeiting was the publication of a report by the Organisation for Economic Co-operation and Development (OECD) on the adverse economic effects of counterfeiting in Switzerland. Produced by a renowned international organisation and based on scientific criteria, the report clearly calculates, for the first time, the economic harm caused to Switzerland, and particularly the watchmaking industry, by counterfeiting. Launched jointly by the FH and the Swiss Federal Institute of Intellectual Property in 2017, this large-scale project is the fruit of four years of work. Initially a bilateral initiative, it gradually grew in scale and several private-sector partners (Scienceindustries, Swissmem, Promarca and Stop Piracy) decided to get involved. This widespread support from both the public and private sectors was important to ensure the study's national impact.

The results published in March 2021 speak for themselves and illustrate in detail the extent of the damage caused by counterfeiting. The total value of fake Swiss watches marketed worldwide in the reference year (2018) was 3.35 billion Swiss francs. This equates to lost sales for Swiss watchmaking businesses of 1.98 billion francs, out of a total of 4.5 billion for Swiss industry overall. Watches are by far the most common items among Swiss counterfeit products. Another interesting fact is that 54% of counterfeit goods that infringe Swiss intellectual property rights were sold to consumers who knew that they were buying a fake and that the share of buyers who knowingly ask for fake Swiss products has increased. In terms of employment, the trade in counterfeit goods has contributed to the loss of over 10,000 jobs in Switzerland, 3,700 of them in the watchmaking industry. It is also important to note that the private sector is not the only one to suffer from counterfeiting. According to the OECD study, the harm to local authorities and the state totals 160 million francs a year, particularly in terms of tax revenues.

The publication of the report has helped to raise public awareness of the damaging effects of counterfeiting. Its findings were covered extensively in the media, including several television and radio stations, as well as the press, in all Switzerland's language regions. Their reports and articles reached an audience of several hundred thousand people in Switzerland, whose attention was drawn to the fact that counterfeiting affects each and every one of us, and can cause significant harm at all levels. The report's publication coincided with a campaign to destroy counterfeit watches and fake medicines, led by Stop Piracy, to maximise the impact of the message, and involved a steamroller crushing 15,000 watches seized by the Swiss customs authorities.

Information aimed at the general public is essential, but the report also needs to have a long-term impact, especially at the political level, so that measures are taken to provide better protection for the intellectual property of Swiss businesses. It is useful to recall one very practical example. In 2017, the Confederation introducing cost-cutting measures that caused a massive drop in seizures of counterfeit items at the border. The FH opposed this decision and several steps were taken, including a meeting with Federal Councillor Ueli Maurer. Shortly afterwards, a motion – entitled “International online trade. Effectiveness of control procedures by the Federal Customs Administration” – was brought to parliament by the former National Councillor, Manfred Bühler. Aimed at ensuring better control of goods imported through Swiss customs, the motion was adopted in 2021 by the Federal Council, the National Council and finally, the Council of States. The FH supported this long parliamentary process and cited figures from the OECD report on several occasions. Following the adoption of the motion, the Federal Administration must now implement the plan.

The OECD report was also used in relation to another motion by the Foreign Affairs Committee of the Council of States on intellectual property (“Protection of indications of Swiss origin. Stopping Chinese counterfeits”). Thanks to broad support from the FH and *economiesuisse*, the motion was not only adopted by the National Council, but also by the Council of States, in late 2021. A good sign for effective protection of the intellectual property rights of Swiss businesses.



Precious metals

Four agreements signed

The improvement of framework conditions, which is one of the FH's main objectives, was reflected in practical terms by the conclusion or entry into force of several agreements on precious metals in 2021.

France

The new bilateral agreement with France on the mutual recognition of official hallmarks on items made from precious metals, signed in June 2018, came into force on 1 September 2021. One important new feature of the agreement, which replaces the 1987 version, is that it includes items made from several metals alongside gold, silver and platinum. In practice, the importance of these items has grown steadily in recent years in the context of cross-border trade with France. The new agreement thus provides legal certainty for simpler processing, which – in practice – already existed.

The commercial transactions involved will therefore continue to benefit from simpler procedures, which are synonymous with saving time and reducing costs. The products concerned will remain authorised for import without checks or additional hall-marking, provided they have been verified by the relevant authority in the country of manufacture and bear its official hallmark.

The FH supported the revision process from the outset, contributing in both Switzerland and France, in close cooperation with its counterparts and partners.

Russia

On 19 November, during the 21st Swiss-Russian joint bilateral ommission meeting, Federal Councillor Ueli Maurer, head of the Federal Department of Finance, and Russian Finance Minister, Anton Silouanov, signed a protocol in Bern supplementing the 2011 bilateral agreement on mutual recognition of hallmarks in the watchmaking industry.



Anton Silouanov, the Russian Finance Minister, and Ueli Maurer, head of the Federal Department of Finance.



Foreground: Bakhyt Sultanov and Marie-Gabrielle Ineichen-Fleisch. Background: Kassym-Jomart Tokaïev, President of Kazakhstan, and Guy Parmelin, President of the Swiss Confederation.

The change allows Swiss watches made from precious metals to be formally exempt from the additional marking (QR code) provided for in Russian legislation on product identification and traceability.

This legislation will enter into force in various stages, on the understanding that the product registration process has already begun. According to the planned schedule, items made from precious metals distributed on the Russian market from 1 March 2022 onwards must have a unique identification number, a digital photograph and a label attached to each product, bearing the QR code assigned to it. Swiss watches made from precious metals must also satisfy these requirements.

From 1 March 2023, items made from precious metals, except for Swiss watches, must be physically marked with the QR code assigned to them. The FH worked closely with the State Secretariat for Economic Affairs on adapting the bilateral agreement with Russia, which will thus continue to fulfil its initial objectives.

Kazakhstan

The meeting at the end of November between the President of the Confederation, Guy Parmelin, and the President of Kazakhstan, Kassym-Jomart Tokaïev, in Geneva, resulted in the signature of two agreements aimed at promoting trade between the two countries.

They were signed by Minister Marie-Gabrielle Ineichen-Fleisch, director of the State Secretariat for Economic Affairs, and the Kazakh Minister for Trade and Integration, Bakhyt Sultanov. They are first, a protocol on domestic regulations relating to the trade in services and secondly, an agreement on mutual recognition of official hallmarks placed on items made from precious metals. The agreement provides easier access to the Kazakh market for items made from precious metals in the Swiss watchmaking and jewellery industry. Both states have undertaken to authorise the import of items that have been verified by the relevant authority in the country of manufacture and which bear its official hallmark without checks or further hallmarking.

The two agreements will enter into force once the formalities required by both parties' legislation have been completed.

India

The new Indian legislation aimed at hallmarking all items made from 14, 18, 20, 22 and 24 carat gold, which was deferred twice, entered into force on 16 June 2021. The initial implementation will be partial, given the health situation and the infrastructure required.

The FH, in conjunction particularly with the State Secretariat for Economic Affairs, the Precious Metals Control Office and the Swiss Embassy in New Delhi, lobbied the Indian government on numerous occasions to secure a full exemption for watches. The response from the ministry responsible was finally received the day before the new law was due to enter into force, confirming that watches were outside its scope.

The FH clearly welcomed the decision, which not only avoids an additional invasive procedure, but also longer customs clearance and delivery time frames, not to mention the associated additional costs. Moreover, official Swiss hallmarks satisfy the objectives of the Indian law with regard to verifying authenticity and provenance. That said, the idea of entering into a bilateral agreement with India concerning the mutual recognition of hallmarks remains on the table.

Imports of industrial products

Removal of customs duties

The removal of customs duties on imported industrial products was finally approved by the Swiss parliament in October, after four years of discussion and support from various economic stakeholders, including the FH. This should enter into force during 2022. There were several arguments in favour of removal, including:

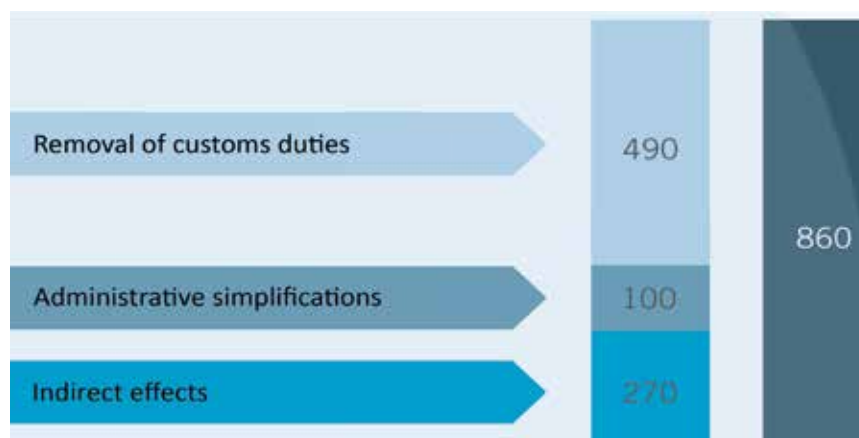
- reducing financial and administrative costs for Swiss businesses,
- supporting businesses' competitiveness, particularly in light of the ongoing strength of the franc,
- removing an unsatisfactory system, combining high customs clearance costs for businesses and limited tax revenues for the customs authorities,
- broad offsetting of the Confederation's opportunity cost, thanks to an overall improvement in economic performance.

All customs duties on imported industrial products in chapters 25 to 97 of the Harmonised System will be set to zero. According to modelling by the Ecoplan Institute, the removal of customs duties will generate savings of 490 million francs, as well as lightening the administrative burden on the economy by 100 million francs, or around 20% of businesses' administrative costs in relation to customs clearance. The positive consequences on the Swiss economy include other indirect effects, such as productivity gains, which are estimated at 270

million francs. In total, the expected positive effects on the economy amount to 860 million, while the savings for Swiss consumers are estimated at 350 million.

The opportunity cost for the Confederation, estimated at 310 million francs, will be largely offset by the improvement in overall economic performance. Moreover, the removal of customs duties on imported industrial products does not weaken Switzerland's position in negotiating free-trade agreements, given that around three quarters of customs duties on these products have, in principle, already been removed under such agreements.

In terms of customs formalities, the obligation to complete a customs declaration on import, including declaring the customs tariff numbers for the goods being imported, remains in place. However, the removal of customs duties on industrial products where it is certain, at the point of import, that they will remain in Switzerland, be consumed there or be sufficiently processed, removes the necessity of providing proof of origin, which is currently required when using free-trade agreements (FTAs) and in relation to the Generalized System of Preferences (GSP) in favour of developing countries. Finally, businesses that re-export products in their existing state (transit trade) or that wish to take advantage of cumulation of origin in relation to FTAs or the GSP must continue to require proof of origin from their suppliers, in spite of the exemption from customs duties.



Estimate of the effects on the economy of removing industrial customs duties, in millions of francs (Ecoplan modelling 2017)

Chinese standard

Hazardous substances in watch cases

On 23 September 2020, China submitted a notification to the World Trade Organization (WTO) announcing the introduction of a new standard, entitled “Specification to restrict harmful substances in watch cases in direct contact with skin”.

The standard replicates certain Chinese national requirements: for example, metal parts in contact with skin must be subject to a nickel release test, similar to the requirement in the European REACH regulation. In addition, there are restrictions on formaldehyde, pentachlorophenol and certain aromatic amines in leather bracelets.

The draft also indicates migration values for certain substances, such as lead, cadmium and mercury, derived from the standards applicable to toys. The method involves placing the watch in contact with a gastric juice equivalent, simulating what could happen if a child swallowed a small part from a toy. This type of measurement does not align with the risk involved in skin contact for an adult wearing a watch.

Apart from the additional toy test, which is both expensive and produces uncertain results, the FH identified two other risks in the draft standard. First, a distortion of competition, insofar as it applies to mechanical and quartz but not connected watches, and secondly, the requirement to submit systematic analysis reports to the authorities.

The FH drafted an objection notification in conjunction with the State Secretariat for Economic Affairs (SECO), which was submitted to the WTO on 20 November 2020. The text was also sent to its Japanese and European partners, who used it as the basis for similar notifications in their own names.

The FH received a response from the Chinese authorities in early 2021, stating that “the draft contained numerous problematic aspects and that it would be referred back to the drafting committee for scrutiny and revision”. This resulted in a conversation between the FH and the Chinese representatives responsible for the development of the standard, in a videoconference on 21 January 2021. During the discussion, the Chinese stated that there would be no distortion of competition and that tests would be carried out on the basis of sampling. Nonetheless, they maintained their desire to impose regulatory requirements designed for toys on watches for adults.

A series of contacts with the Chinese representatives followed, both in the area of standardisation and at the political level, to object to these requirements. A common front between the FH, some of its members and the SECO finally helped bring about a positive conclusion.

Initially, the Chinese representatives responsible for the draft standard announced that they had taken the FH's comments into consideration. Heavy metals will therefore be analysed on the basis of total concentration, as with REACH. The only exception is the migration of antimony in products made from artificial leather, which does not fall within their remit and is already restricted under a national standard. Later, and in light of the significant concessions granted, the Chinese representatives announced that they had started work on a new draft standard, which requires fresh approval at the national level before it can be published.





Panorama of the

2021 activities

As the leading organisation for Switzerland's third-largest export industry, the FH has many objectives: improving the underlying conditions in the sector in Switzerland and the rest of the world, dealing with the challenge of counterfeiting and, for example, supporting its members and keeping them – as well as the media and consumers – fully informed. The following pages present a selection of actions carried out by the Federation in 2021.



Improvement of framework conditions

In addition to the commitment already described in the “Highlights” section, the FH continued to pursue its objective of defending the interests of the sector internationally. It was active in numerous markets, for example in relation to negotiations on entering into new free-trade agreements or revising existing agreements, attending official meetings (such as various joint bilateral commission meetings) or in response to requests from members.

It took action in around 10 markets, including China, India, Brazil, the Philippines and the Gulf Cooperation Council.

Market access conditions, technical or administrative regulations, technical barriers to trade, the organisation of distribution, the protection of intellectual property rights and even temporary imports were among the main areas of intervention.

Several bilateral meetings were postponed because of the pandemic, while others were able to take place by video conference. Whenever necessary, the FH submitted its requests to the ministries concerned as memoranda.

Indonesia

Adopted by Parliament in December 2019 and accepted by the Swiss people on 7 March 2021, the free-trade agreement between the European Free Trade Association (EFTA) and Indonesia came into effect on 1 November 2021.

The FH was delighted to see this significant step towards the development of a trading relationship with the Indonesian market and its 260 million inhabitants. Under the agreement, Indonesian customs duty on watchmaking products (10% on watches) will be gradually reduced and finally phased out over a maximum of nine and five years respectively, depending on pricing. In particular, duty on quartz watches with hands (9102.1100) was removed as the agreement came into effect.

Mercosur and Brazil

Following the conclusion of negotiations on its substance, the free-trade agreement between EFTA and Mercosur (Argentina, Brazil, Paraguay and Uruguay) remained at the stage of legal



Video footage presents the Greenhills shopping centre as the largest marketplace for fake goods in Manila, in the Philippines

scrutiny by the parties concerned. The FH evidently seized the opportunity of the joint bilateral commission meeting with Brazil, which took place in April, to reiterate the Swiss watch-making industry's support for the agreement and to hope it would come into effect as soon as possible. Among the other subjects covered, the FH observed that because of the pandemic, it had unfortunately not been possible to count on the usual commitment by the local police and judicial authorities to combating counterfeiting during the year under review.

Colombia

The fight against counterfeiting was also on the agenda of the first joint commission meeting between Switzerland and Colombia, which took place in November. Given the proliferation of platforms selling fake Swiss watches and using a .co extension, the FH regularly participates in seizure proceedings involving the domain names in question. However, the success of such proceedings remains hampered by the many refusals by the Colombian register responsible for these extensions to comply with court decisions.

Philippines

The problem in the Philippines is the existence of entire shopping centres devoted to fake goods, such as the San Juan Greenhills Shopping Complex in Manila. Large quantities of counterfeit Swiss watches are available for sale there, with almost complete impunity. The FH used the opportunity of the fourth joint bilateral commission meeting to share its grave concerns with the Philippine delegation, not only given the scale of the problem and the lax approach by the owners of the premises concerned, but above all in light of the threat of violent reprisals made against authorised investigators. Tensions are running at such a level that the police have suspended any interventions. The FH has therefore officially sought the support of the government authorities, to remedy an unlawful and now highly dangerous situation.

United Kingdom

The post-Brexit trade agreement between Switzerland and the United Kingdom formally came into effect on 1 January 2021. The new agreement replicates the vast majority of trade-related rights and obligations provided for in the bilateral agreements between Switzerland and the United Kingdom, with not



Ranil Jayawardena, British Minister for International Trade

only a free-trade agreement but also agreements on public procurement, combating fraud, mutual recognition in terms of evaluating compliance, an agricultural agreement and an agreement on customs facilitation and security. This has now been supplemented by agreements on areas such as air travel, road transport, insurance and citizens' rights.

In the spring, the FH had the opportunity to discuss certain points relating to the implementation of the bilateral agreement with the British Minister for International Trade, Ranil Jayawardena. The discussions included the requirement for UKCA (UK Conformity Assessed) compliance marking, which formally came into effect on 1 January 2021, but which in practice has been deferred until 1 January 2023. As things currently stand, CE marking can therefore be used in the United Kingdom until that date.

With regard to rules of origin – and although the topic has very little impact on the watchmaking industry – the revised rules in the Pan-European Convention were incorporated into the trade agreement starting on 1 September 2021, subject to the completion of ratification processes. As well as modernising the applicable rules, this incorporation means, first and foremost, that it is still possible to use intermediate materials from the European Union to determine preferential origin in the context of the bilateral trade agreement between Switzerland and the United Kingdom.

China

The FH used the 26th joint bilateral commission meeting with China to highlight an issue that directly affects several Swiss watch brands on the Chinese market, namely the creation and expansion of unauthorised, web-based, after-sales service networks that have been set up to redirect customer searches and requests fraudulently. These networks have no hesitation in copying and using all the brands' official references, including photos not only of original products but also workshops or window displays, logos, website content, etc. The number of redirected phone numbers and URLs runs into the hundreds. Not only is such deceit a flagrant breach of intellectual property rights; it is also very harmful for consumers, particularly given that the prices charged are entirely disproportionate to the alleged services provided.

This issue will again be dissected point by point by the bilateral working group on the protection of intellectual property, as well as by the quadrilateral watchmaking group set up as part of the free-trade agreement, of which the FH forms part.

It should also be noted that a number of administrative simplifications have been made to the free-trade agreement. In particular, the limit on the number of products that can be declared on the movement of goods certificate EUR.1 has been increased from 20 to 50.



Example of official content copied word-for-word on an unauthorised site

Middle East

The implementation of the free-trade agreement between EFTA and the Gulf Cooperation Council (Saudi Arabia, Bahrain, United Arab Emirates, Kuwait, Oman and Qatar) remained on the agenda. Certain administrative procedures that contradict the provisions of the agreement continue to be demanded by the customs authorities in some CCG member states, and the pandemic has unfortunately prevented customs experts from debating the issue to identify the necessary solutions. Nonetheless, the FH seized the opportunity of the joint commission with Saudi Arabia to again seek the support of the local authorities and request action on this matter.

Uzbekistan

Among the other interventions or positions taken by the FH, we should mention briefly the establishment of a list of watchmaking products for which price concessions will be demanded from Uzbekistan as part of its procedure to join the World Trade Organization. As in the majority of cases, this examination, led by the State Secretariat for Economic Affairs, again fell to Switzerland, given its status as the leading watchmaking supplier on the Uzbek market.

Covid-19 pandemic

The ongoing crisis caused by the pandemic continued to mobilise the FH during the year under review. As in 2020, it was a matter of remaining in permanent contact with the federal authorities and with *economiesuisse*, to coordinate the assessment of the situation and define economic expectations. Regular updates on the situation and its impact on the sector were provided regularly and the FH was also able to share its analysis during the round-table discussions organised by the Federal Council. It also offered its view each time the Council launched a consultation procedure, generally in support of the positions and proposals put forward by *economiesuisse*. The overriding concern on each occasion was to achieve the best possible balance between the burden on hospitals and maintaining economic activity.

Information and public relations

Media relations

Contact with the media was frequent during the past year. Changes in the Swiss watch industry in the context of the pandemic and the return to growth prompted a large number of interviews and a multitude of articles. Numerous Swiss media outlets (national or local television channels and radio stations, and press publications), as well as several foreign media, such as the New York Times, paid close attention to changes in the sector. Another highlight was the article published in the magazine “Vie économique”, which is produced by the State Secretariat for Economic Affairs.

The watchmaking year concluded with the usual interview with the agency ATS/AWP, in which the president of the FH looks back over the year and outlines the prospects for the sector.

A degree of relaxation on the pandemic front allowed conferences to return. As a result, Jean-Daniel Pasche was able to accept invitations from the Rotary Club in La Chaux-de-Fonds, the Société suisse de chronométrie for its study day, and the French school in Bienne.

Revue FH

True to its aims, the Revue FH continued to inform both members of the Federation and subscribers via either its paper or digital versions, with the latter proving significantly more popular since the start of the pandemic. Swiss and international watchmaking, FH activities, export statistics, news from watchmakers and subcontractors, new products and extracts from the trade register all featured in the magazine's 18 issues. The publication remains highly popular with both readers and advertisers, who find it an excellent way of promoting their new products or services.

Website

Regarded as a reference for matters relating to the watch industry, the FH website attracted large numbers of visits in 2021, with millions of pages viewed. It is also an important information source, reporting on the latest developments at the FH, watch companies and new product launches. The website also provides export statistics, updates on the Swiss made label and information on counterfeiting problems, among other things.



Jean-Daniel Pasche appeared on video at the study day organised by the Swiss Society of Chronometry

watch.swiss

How can we promote the watchmaking sector to consumers all over the world? The FH has responded with *watch.swiss*, an immersion into the fascinating world of the Swiss watch, comprising both a travelling exhibition and a digital platform. As a comprehensive experience, *watch.swiss* educates consumers and raises awareness through physical, fun, interactive activities. It also responds to those who want to hone their knowledge through the dedicated website, www.watch.swiss, and is well established on social media, with regular posts on Facebook and Instagram.

In 2021, we were finally able to unpack the exhibition after a year's absence, to embark on a two-stage tour of the Middle East, starting in Dubai and moving on to Abu Dhabi in early 2022. As a result, *watch.swiss* was able to take part in



watch.swiss took part in the #NoFilterDXB event in Dubai, in November 2021

#NoFilterDXB, which took place in Dubai in November. This event is the result of merging the Motor Show and the Boat Show, and revolves around a new concept celebrating the art of living. A large number of visitors attended the event, which was held alongside the World Expo.

At the same time, the FH uses the handle *watch.swiss.official* to communicate with followers on Facebook and Instagram. The purpose of our presence on digital media is to produce original, high-quality content celebrating the richness and diversity of Swiss watchmaking. From Geneva to Bienne, and Le Locle to Val-de-Travers, the FH travelled throughout Switzerland, in particular in the 'Arc jurassien', meeting professionals in their working environment. The latter thus had the opportunity to talk about their experiences and highlight the local know-how and diverse range of occupations associated with watchmaking, whether production is on an artisanal or industrial scale. Regardless of the setting, their activities are always underpinned by the watch product itself.

Over the year, 26 videos and almost 1,000 photos were produced. Eight brands, all members of the FH (Andersen Geneva, Century, Czapek Geneva, Delance, Frédérique Constant, Greubel Forsey, UCS and Voutilainen) and five watchmaking regions were showcased.

watch.swiss.official brings together people, products, occupations and places with the consistent visual identity and aesthetic required on social media, and presents original content to a targeted audience. These communications channels allow the FH to reach as many people as possible and convey the sector's common values: modernity, authenticity, know-how, an eye for detail, beauty and product quality. And all from a single geographical area.

Watch industry statistics and market trends

An analysis of the watch market and its prospects relies on multiple sources of information, of which export statistics are one of the most important. These are produced by the Swiss Federal customs authorities and are an essential official source of figures. They also provide a valuable basis for comparison for the brands. Each month, results from the sector are detailed by market, materials or price segment. Modelling past trends can be used to produce medium-term forecasts.

Among other factors determining the progress of the watchmaking market, trends in the luxury goods sector, the values of different generations of consumers, digitalisation and corporate social responsibility play a particularly important role, not to mention the consequences of the Covid-19 pandemic.

Permanent monitoring of these factors is sent to all interested FH members every week in the Tendances newsletter, which draws on multiple sources to summarise the latest updates in a dozen areas connected to the watch market.

All this information is incorporated into a more detailed analysis, which is distributed quarterly through the business magazine, Tendances. The key trend in the watch market in 2021 was the recovery, which followed the historic falls of the previous years. The upsurge in online sales and the second-hand market were also characteristic of the general trend. At the same time, the situation of the main actors and markets continued to polarise significantly.

A widely distributed half-yearly press release supplements the information that the FH communicates on watch industry statistics and market trends.

Berner Dictionary

The FH completed a new stage in its work on updating the Illustrated Professional Dictionary of Horology, widely referred to as the “Berner Dictionary”, namely its translation into English and German. The FH was able to embark on the final work at the end of the year.

General Meeting

Given the circumstances and the impossibility of meeting in large numbers during the first half, the FH’s 2021 General Meeting took place in written form, overseen by a notary, as it had in 2020. All the points on the agenda were approved by a large margin.



Filming day with an FH member for watch.swiss.official on social media, highlighting professionals in their working environment



The fight against counterfeiting

Scope of activities

In 2021, the FH pursued many activities to prevent counterfeiting on behalf of members of the Anti-Counterfeiting Group (GA) and the Internet Unit. We are reporting only the most salient points here, since a separate report is available to interested readers on request.

Seizure operations on the markets

Saudi Arabia

A programme of action targeting markets within Saudi Arabia was set up in response to the significant increase in seizures of fake Swiss watches on the country's borders, with over 30,000 counterfeits infringing the rights of members of the GA during the first eight months of the year.

Five raids were carried out in Riyadh and Jeddah, in conjunction with officials from the Anti-Fraud Department of the Ministry of Trade. These resulted in the seizure of over 32,600 fake Swiss watches.



Officials from the Saudi Ministry of Trade conducting a raid in Jeddah

Motivated by these results, FH representatives cooperated with the authorities to exploit the information provided by investigators in the United Arab Emirates. This information prompted action by government officials when a target under surveillance was seen receiving containers of suspect goods. A sixth raid resulted in one of the largest seizures ever made in the region, with over 120,000 counterfeit Swiss watches and huge quantities of other branded watches confiscated. It took several days for the teams in the field to record all the items seized.

Egypt

Six police raids were organised by the FH's representatives in Cairo and the surrounding area in 2021, resulting in the seizure of over 27,000 fake Swiss watches. A workshop used to assemble counterfeits was also discovered in an industrial area on the outskirts of the city, where more than 500,000 components – dials, crowns, plates, bracelets, presentation cases, etc. – were confiscated. According to the documents found on site, all these products came from China. Information on the entities involved was sent to the FH teams in Asia for investigation.

In addition, over 143,000 counterfeit Swiss watches and 38,000 components were discovered in April 2021, following the inspection of a cargo ship by the Egyptian customs authorities. In spite of the importer's attempts to have the goods released, the court ordered the confiscation and destruction of the products seized.

Training for the authorities

Although health restrictions again affected travel in 2021, the FH continued to provide training at a steady pace by video conference.

Training sessions involving the FH helped raise awareness among over 1,000 customs officers, police officers and other officials worldwide, including in Turkey, Egypt, the United States, Poland, Bulgaria, the United Arab Emirates, Croatia, Lithuania, the Czech Republic, Great Britain, Spain, Panama, the Balkans and Africa. All participants were given the key information needed to distinguish a genuine watch from a counterfeit.



Destruction of over 143,000 fake Swiss watches by the Egyptian customs authorities

Stop Piracy awareness campaign

The Swiss anti-counterfeiting and anti-piracy campaign, Stop Piracy, of which the FH is a founder member, launched a new website – www.onlyoriginal.ch – in 2021. Its educational content was developed specifically for teaching in schools and to raise awareness among young people. It can also, for example, be used in workshops on intellectual property and counterfeiting. The site currently exists in German and French: a translation into English is also in the pipeline.

Actions on the internet

Financial year 2021 ended with no fewer than 940,000 announcements of counterfeit watches withdrawn from online marketplaces and social media. While the figure is slightly below the Internet Unit's statistics for previous years, it nonetheless paints a grim picture of what is happening on the ground, namely that the counterfeiters are unquestionably becoming past masters at getting around the rules. Effectively, they are managing to sell counterfeits that breach almost no established law, largely thanks to the use of fake brands. It seems the online marketplaces are not to be outdone, requiring more and more formal evidence of wrongdoing and refusing to deal with complaints if any piece of evidence is missing or incomplete, even where the product in question is self-evidently a counterfeit and the rights holder or their representative are clearly acting in good faith.

As a result, the work is becoming more complex and above all, more time-consuming. A few years ago, most online marketplaces simply required a notification by email, listing the URLs of the counterfeit items (all brands combined), and would swiftly remove them. Today, it is common practice to require a separate notification – often consisting of a long online form – for each brand, including, for example, a list of items (formatted

onlyORIGINAL

UNE OFFRE DE SENSIBILISATION À LA CONTREFAÇON ET À LA PIRATERIE

- Conseils**
J'ai acheté une contrefaçon : que faire ?
- Contrefaçon**
Marque ? Brevet ? Droit d'auteur ? = Aspects juridiques
- Consommation**
En quoi la contrefaçon et la piraterie me concernent-elles ?
- Économie**

www.onlyoriginal.ch – the new Stop Piracy site aimed at raising awareness among young people

according to the platform's requirements), an updated power of attorney and a valid brand certificate for the country concerned. Moreover, in many cases, the author of the notification also has to copy the brand number and country of validity into the fields on the form.

This demonstrates the extent to which the burden of proof now lies with the rights holders, while there are almost no obstacles to the counterfeiters publishing an offer of fake goods.

Since 2020, the FH's new tool for monitoring online marketplaces, AdIntelligence (2020), has fortunately helped to automate a sizeable proportion of the notification work, thanks to dedicated scripts for each platform and centralising members' brand certificates in its database.

From a legal perspective, several pieces of legislation on the responsibilities of intermediaries and digital trade evolved during the year under review. European Union legislation on digital services, the Shop Safe Act in the United States and the e-commerce law in China are particularly important and will form a basis for the fight against counterfeiting in the future.

At the same time, there have been certain positive developments with a small number of marketplaces, which are investing in improving their anti-counterfeiting measures.

In terms of procedures, the Internet Unit launched its fifth round of asset seizures, including blocking over USD 1 million from the accounts of sellers of counterfeit goods. An amount of this kind is a first in the history of the FH.

In terms of sites dedicated to counterfeit watches, the WebIntelligence system has continued to provide effective surveillance. Hosts that do not cooperate with the standard formal notice to remedy process have been identified and investigated.

Out in the field, several large-scale raids were carried out in China in April 2021, directly targeting 13 of the factories associated with the NOOB label. More than 100,000 components and several thousand fake watches were seized. Major repercussions on the sale of counterfeit watches online were observed shortly after these interventions, with numerous specialist sites and blogs announcing a freeze on orders for over a month.

Technical analyses

The technical investigations carried out by FH watchmakers got back on track in 2021, following a year best consigned to oblivion in 2020. The 230 samples examined (271 in 2019 – 105 in 2020) covered 26 brands (22 in 2019 – 15 in 2020) and came from 24 countries (22 in 2019 – 20 in 2020). Most of these counterfeits were seized at the Swiss border. A number of test purchases were also carried out, to document certain ongoing procedures. The striking fact that emerged from these analyses can be summarised in simple terms as an expansion of the offer. The issue here is not an increase in the production of fake watches, but rather a segmentation of the product ranges available on the market, which translates into a broader price range. This expansion of the offer goes hand-in-hand with an increase in the quality differential, which is itself segmented into a multitude of labels, without which the diversity of quality levels would be incomprehensible for market actors. In addition, it can be seen in a contraction of the array of models being copied, which is only paradoxical on the surface, and has the corollary effect of exacerbating competition between distributors.

In brief, fewer models are being copied, but there is much more choice in terms of price and quality levels. FH statistics show that counterfeiters rarely concentrate on more than one or two models per brand. Moreover, in terms of the quality of counterfeits offered on the market in 2021, the FH's evaluation scale can be used as a tool to quantify the expansion of the offer, and now runs from a score of 5 for very low-quality products to 33 for the highest quality. The year under review was marked by a significant increase in this differential.

Counterfeit goods declarations

Alongside its "clinical analysis" activities, the FH's Anti-Counterfeiting Department issued 2,341 counterfeit goods declarations in 2021, 248 fewer than the year before (-10%). Demand remained high during the year under review and continued to be driven by an increase in requests for intervention from customs authorities in Switzerland and worldwide. It is useful to remember that behind each of these declarations lies the seizure of one or more fake Swiss watches. Although it is still difficult to get information on the conditions of each of these seizures, FH specialists nonetheless try to make the best possible use of the data available. The information can be broken down in all kinds of ways, for example by brand and model,

but plenty more besides. Among other things, it is possible to summarise countries of origin or destination, transporters and the number of items per shipment. This information can be used to detect swiftly what criminologists call “repeat offences”. All these data are made available to members in summary reports, individualised by brand.

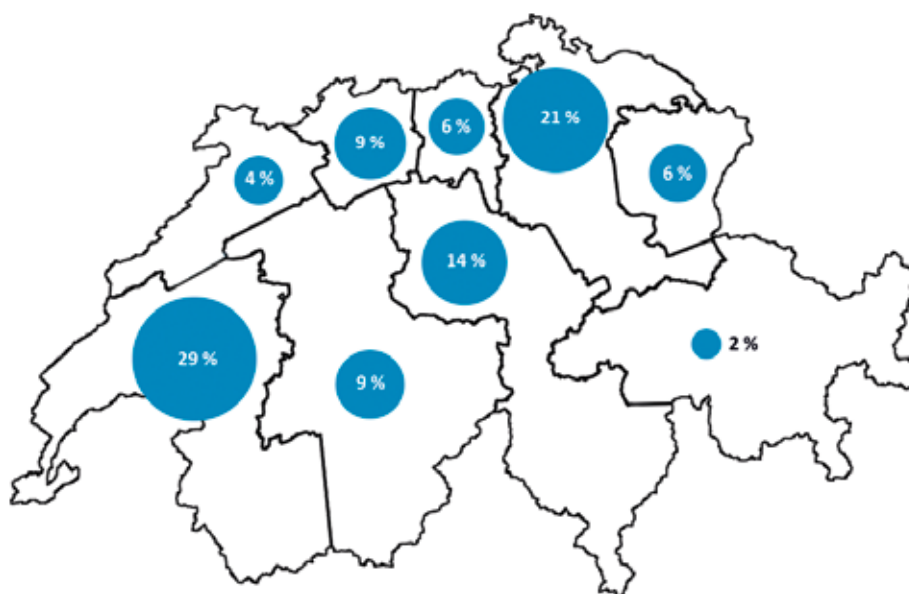
Joint intervention request

The number of seizures carried out under a joint intervention request sent to the Federal Customs Administration fell sharply (-19% to 716 units). It is important to remember, however, that any comparison with 2020 is somewhat biased by the highly exceptional circumstances. Leaving 2020 aside, the overall trend in customs seizures figures is positive. Ultimately, 2021 will remain a good if not record year in terms of seizures at

the Swiss border. The number of brands under surveillance is now 44. Most of the 792 items seized (in 716 shipments) from China or Hong Kong, transited through the Netherlands or Singapore. Both these regions are now clearly becoming “high-risk zones” for the traffic in fake Swiss watches.

Detecting repeat offences

Data-mining techniques applied to customs notifications help to detect problematic repetitions, revealing certain troubling behaviours that merit further consideration and in some cases, a response. The most common case is, of course, that of repeat offenders. The data summary, however, goes a great deal further, offering the possibility of highlighting the degree of involvement of all the actors concerned. The Dutch postal operator PostNL is a case in point.



Geographical distribution of recipients of counterfeits by postal area (number of observations: 792)



Effectively, by examining information gathered from the shipping notes on packages, it is obvious, strangely, that the Netherlands is clearly at the top of the countries of origin declared, while most of the shipments concerned actually come from China. If we look explicitly at the operator – the one whose trademark or company name is mentioned on the package – PostNL once more comes out top.

All the data gathered in respect of the joint intervention request show PostNL's degree of involvement in shipping fake watches from China to their final recipients in Switzerland. The Swiss data are corroborated by EU market figures in respect of intervention requests in European Union countries.

In other words, the available data clearly show that the Netherlands is the main gateway to Western European markets for counterfeit products transported from China by post, and that PostNL is a key operator in this traffic.

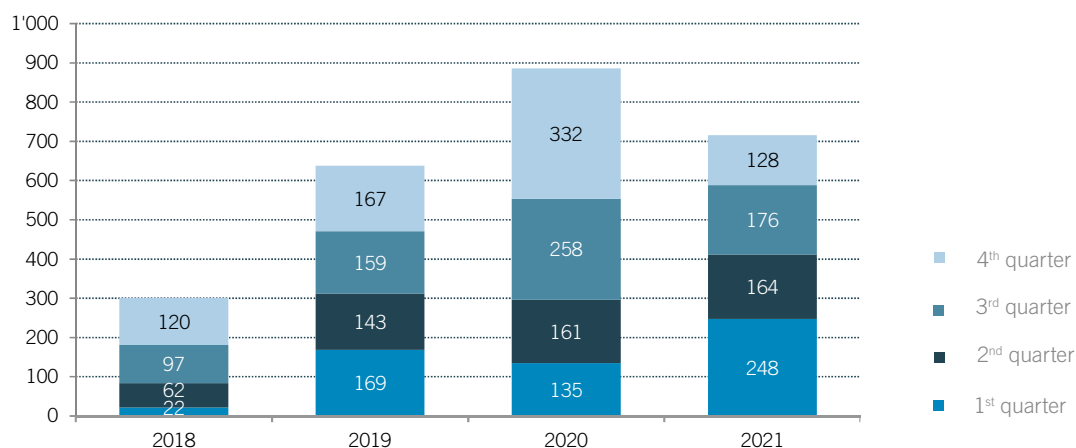
Based on this observation, the FH drafted a rationale for taking legal action against PostNL. It appointed its long-standing partner REACT, which is based in Amsterdam, to examine the appropriateness, possible terms and chances of success of such an action. For both the FH and REACT, this is a textbook case, the outcome of which will undoubtedly determine the future strategy of the GA in respect of other postal operators, forwarding agents or transporters.

Labelled counterfeits

Over the last few years, attentive observers have noticed the emergence of a multitude of diverse labels associated with counterfeit brands and models. While they were originally distributed confidentially and reserved for insiders, they have gradually increased to such an extent that trying to list them all is now quite a challenge. This move towards differentiation was



Involvement of PostNL in the traffic in fake watches



Change in the number of seizures under the Swiss joint intervention request

instigated by a few self-proclaimed experts who have made a business out of comparing counterfeits on the internet, particularly on specialist forums. Chinese distributors looking for a way of distinguishing themselves from their competitors and distributing their products for less have been quick to grasp the benefits of categorising products in this way. Ultimately, a label is simply a means of persuasion. In the world of fakes, the key is not telling the truth but making people believe.

The label is therefore used by Chinese wholesalers to distinguish different product ranges and price segments in response to requests from their sales networks. A label gives the product a veneer of exclusivity that artificially enhances its appeal. This allows the distributor to drive demand while keeping supply under control, which increases the price of the product. As a perfect application of the principles of a market economy, there is a certain irony in this little lesson in capitalism delivered by the heirs to Mao Zedong. One thing is for sure: in terms of damage to their image for the brands concerned, labelled products of this kind offer much more potential for harm than current products, even though they currently represent only a tiny portion of the global market.

How can we define a labelled counterfeit and what does it have that others lack? A counterfeit watch is a complex assembly of diverse elements. For the counterfeiters, the issue is squeezing every last penny of profit out of the process, without any unnecessary effort. Quality criteria are therefore applied in a highly differentiated manner. Within this process, the label becomes in some sense a “specification”, telling the producer which component or part of a component should be the focus of particular attention.

Around 30 labelled samples were examined in detail by FH watchmakers in 2021, and offered some interesting lessons: a fake watch with a label stands out from other counterfeits mainly as a result of the materials chosen, along with a significantly improved level of finishing and quality of assembly on both the movement and the external parts.

In general terms, the technical investigations carried out on labelled fake watches show that the wholesalers are relying on their usual, well-established networks of manufacturers, which ultimately obeys a certain industrial logic. However, these same wholesalers demand particular attention to the quality, finishing



and assembly of the components, in a clearly defined order, in return for payment for the optional service that will ultimately earn them a label. Chinese distributors have taken on board the fact that labelled products sell for between two and four times the price of their non-labelled counterfeits, thus offering much higher margins. To take matters to their logical conclusion, a few large distributors have had no hesitation in negotiating exclusive deals with their suppliers on certain components or changes to movements, which gives their label an undeniable competitive advantage.

NF (Noob Factory) was the first unofficial label to appear. Since then, the word "factory" – or simply the letter "F" – have thrived and been associated in turn with all the letters of the alphabet, or a number. Each new development, whether technical or aesthetic, now prompts the creation of another label, which explains, to some extent, why they have multiplied. The irony of the story: some labels are now themselves counterfeits.

Labelled counterfeits: an ingenious coding system created by Chinese wholesalers

Standardisation

With the help of its Standardisation Committee (SC), the FH coordinated and contributed to the progress of several national (NIHS), European (CEN) and international (ISO) projects. Because of the health situation, numerous working meetings were held either solely by videoconference or in hybrid mode, with some of the participants attending in person.

The main projects in relation to national standards were the finalisation of a series of four standards on miniature threading, along with the publication of standards on the impacts that watches withstand during wear. It was also decided to rework the standard on the chemical and climatic resistance of the external parts of watches, to incorporate tests using chlorinated agents, cosmetics and ozone.

The FH was asked by the Swiss Association for Standardisation (SNV) to provide the secretariat for the interdisciplinary committee *INB/NK 164 - Jewellery and Precious Metals*, an institution that mirrors the four corresponding committees at European and international level. Working in cooperation with the appointed experts, the secretariat is therefore responsible for acting on the votes initiated by these committees and then forwarding a representative position statement for the whole of the Swiss industry to the SNV. Over the past year, around 15 votes were coordinated and two plenary meetings held, in February and September. These covered the follow-up to draft standards, in particular those affecting the watchmaking industry more directly. Updating the action plan will also ensure better follow-up of tasks and activities handled by the INB/NK 164 committee.

In terms of international standardisation, 2021 stood out primarily for the ISO/TC 114 conference which, for the first time in its history, was unable to be held in person and therefore took place by videoconference, from 17 to 21 May. Several topics were discussed with the delegations from Germany, China, France, Hong Kong, Japan, the United Kingdom, Russia and, of course, Switzerland. The Swiss delegation, the translator, and the ISO presidency and secretariat were able to make use of the FH's premises and infrastructure to meet and work locally in excellent conditions. The revision of standard *IEC 60086-3 - Watch batteries* resulted in the publication of a new version in April 2021. The changes mainly concerned tolerances in dimensions, which were tightened. Although standard *ISO 22810 - Water-resistant watches* is not officially being revised, trials of water-resistance tests have continued and several delegations were able to present their research in this area, highlighting the influence of various parameters on the test results. The sub-committee on luminescence contin-

ued its work on revising standard *ISO 17514 - Time-measuring instruments - Photoluminescent deposits - Test methods and requirements*. With regard to watch glasses, the Swiss delegation proposed launching a consultation on the potential addition of a number of definitions and four tests to standard ISO 14368-4 on anti-reflective treatments, to check for resistance to scratching, wear, ultrasound and cosmetic products. During the last systematic examination of standard *ISO 6426-2 - Horological vocabulary - Part 2: Technico-commercial definitions*, the French and Japanese delegations requested a revision for the purpose of amending certain definitions to align them with other standards and add new ones, for example, "connected watch", "radio-synchronised timepiece", "manufacture", "watch assembly" and "movement assembly". Given the multiplicity of national laws and the difficulties encountered with countries that do not have clear guidelines, the Swiss delegation proposed a potential new standard on good commercial practices. This would not be a binding document but would only contain recommendations based on the content of a self-declaration. The proposal was accepted just before the end of the year, so work on the topic can now officially begin. The conference ended with each delegation offering its thanks to president Silvano Freti, who completed his term of office at the end of 2021 and was succeeded on 1 January 2022 by Raphaël Schwarz, who specialises in regulatory affairs at the FH.



Legal and economic services

Several services are available on the FH extranet site. These are reserved for members, giving them access to privileged information and useful working tools. Topical news items linked to FH activities or matters of direct concern to members are updated regularly.

Legal services

The world is constantly changing, with new technologies emerging that require an appropriate legal framework. In 2021, the FH was confronted for the first time with the issue of NFTs (non-fungible tokens) in the watchmaking industry. NFTs are a recent phenomenon in the sector. They are linked to blockchain technology, and are digital files to which a certificate of authenticity has been attached. Already well known in the art world, NFTs are gaining traction across the board, including in the watchmaking sector. Enticed by the idea of making a profit, those who instigate sales of NFTs tend to forget that the protection of intellectual property rights does not stop at the borders of the real world, but also applies in the digital arena. It is therefore perfectly possible to object to the sale of an NFT involving a trademark, design or even an image protected by a watch brand's copyright. Accordingly, the FH has supported and advised several of its members in their actions against sellers of NFTs that used protected trademarks and designs without the consent of the rights holder.

As usual, the legal department intervened on several occasions in connection with various consultation procedures related to activities in the Swiss watchmaking industry. One example was the revision of the regulation on category-specific exemptions applicable to vertical agreements and the relevant EU guidelines. European case law has established a clear framework for selective distribution networks, which are very important for the sale of premium products. Along with other umbrella organisations and individual businesses in the luxury sector, the FH defended these benefits and made its position clear to the legislature. In Switzerland, the FH also contributed to the consultation on the revision of customs legislation, to emphasise the major role played by the customs authorities in seizing products that infringe intellectual property rights.

Corporate due diligence is becoming an increasingly important topic in Switzerland and internationally. Accordingly, the FH has paid particular attention to the new ordinance on due diligence and transparency in the areas of minerals and metals sourced from conflict zones, and child labour. While the responsible approach to these issues by Swiss businesses is

not in doubt and they are happy to set a positive example, it is important to avoid unrealistic demands. These developments are systematically analysed by the FH and discussed by the Legal Affairs Commission.

The regulatory affairs arena continues to expand and requires particular attention. The FH successfully objected to new hallmarking obligations on gold watches in India, as well as requesting the revision of a new Chinese standard with negative consequences for watchmaking, and contributing to numerous other consultation procedures at the national and international level. It also intervened on several occasions to object to a disadvantageous imports regime in Turkey, as part of an economic mission led by the State Secretariat for Economic Affairs. Several guides have been produced to support FH members in implementing these increasingly complex regulations and requirements.

Economic services

FH members have access to extensive statistical and economic information, particularly through the extranet site. This provides access to the complete database of watch export statistics, quarterly analyses of trends in the market in the magazine *Tendances* and information on exports from other major global players. Members can also sign up to receive the weekly *Tendances* newsletter, which focuses specifically on the watch market.

Relations with the authorities and economic circles

Watchmaking associations

The year's usual meeting of watchmaking associations at the Hong Kong Watch & Clock Fair was cancelled and replaced by a video conference, with the FH represented by the head of its Hong Kong office, Thierry Dubois. Among other things, the participants discussed trends in the sector in their country or region.

Swiss authorities

The FH intensified its contacts with the Swiss authorities to provide detailed, regular updates on the sector in light of the measures taken by the Confederation and the cantons as part of their efforts to combat the consequences of the pandemic. Accordingly, the president of the FH took part in all the round tables organised by the president of the Confederation, Guy Parmelin.

economiesuisse

As an active member of economiesuisse, the FH is represented on the following bodies: General Meeting (Jean-Daniel Pasche, FH), Committee (Thierry Kenel, Swatch Group, Me Theda Koenig Horowicz, Rolex, and Cédric Bossert, Richemont), Executive Committee (Thierry Kenel, Swatch Group), Board of Association Managers (Jean-Daniel Pasche, FH), Legal Commission, WTO Working Group, Working Group on questions of origin and customs issues, Expert Group on intellectual property, Working Group on short-term economic issues, Expert Group on relations with the European Union, Competition Commission.

It was heavily involved in discussions within economiesuisse to ensure that the efforts of the watchmaking sector were taken into account in the messages sent out by the umbrella association for the Swiss economy, particularly those aimed at the federal authorities. Most meetings were held by video conference.



Thierry Dubois (centre) and moderators at the meeting held during the Hong Kong Watch & Clock Fair

Standing Committee of the European Watch Industry (CPHE)

The Standing Committee of the European Watch Industry (CPHE) held a meeting in Furtwangen in the Black Forest on 15 October 2021, chaired by Jean-Daniel Pasche and with delegates from Germany, France, Italy and Switzerland in attendance.

The analysis of the economic situation obviously highlighted the severe downturn in activity in 2020, but also the faster than expected recovery since the start of the year under review. In general terms, the pandemic also accelerated a number of underlying trends, while shifting the balance in some areas, resulting in a polarisation of markets and products, an increase in online sales and the second-hand market, and changes in consumer behaviours and values.

An update on a number of regulatory affairs was provided. With regard to the European Union, the CPHE confirmed its position on two occasions, explicitly requesting the cancellation of the ban on non-rechargeable primary batteries envisaged in the review of Directive 2006/66/EC on batteries and accumulators. The interim report from the Öko-Institut, published in June 2021, includes a range of options and suggests, to the FH's satisfaction, that the aforementioned ban should not be implemented.





Maurice Altermatt, Guido Grohmann, Mario Peserico, Jean-Daniel Pasche, Claude Vuillemez, Agnès Besnard, Pierre Burgun, Patrice Besnard (from left to right)

The plan to restrict the use of undecafluorohexanoic acid, which is currently being examined under the REACH regulation, is potentially very problematic for the sector, insofar as it aims to limit the production, use and marketing of the substance. This has a direct impact on epilams – solutions that prevent lubricants from spreading – which are essential for the proper functioning of mechanical and quartz movements. An exemption for watchmaking is therefore needed.

A lot of attention is also being focused on the review of the REACH regulation, which aims to provide better protection for consumers and the environment. Its objectives are ambitious and include an acceleration of authorisation procedures and a review of registration obligations (with the possibility of requests for new information) as well the establishment of the concept of “essential use” and the treatment of substances in product families.

In France, the future impact of laws to combat waste and support a circular economy affects the watchmaking sector in several ways, including the provision of spare parts, time scales for repairs, a reparability index and the publication of environmental information.

In late 2021, the CPHE was in contact with the World Trade Organization with regard to the draft Chinese standard on hazardous substances for watches (see Highlights section, page 17).

In terms of geographical indications, the trademark “Made in Glashütte” is likely to be granted exclusive protection for watches at the request of the manufacturers concerned. The European Union notification procedure required is currently underway and the implementing ordinance could come into force in 2022. In France, the Hamon Act of 2014 expanded the benefit of geographical indications to the industrial and

artisanal sectors. Work on a “Made in France” label for watches is set to resume in terms of defining the terms and conditions and determining the criteria that should be used to establish a French indication of origin.

There have also been discussions on the issue of classifying connected watches in the Harmonized System given that, in the absence of a binding decision from the World Customs Organization, each national customs administration can currently choose to classify them in either Chapter 85 (electronic products) or Chapter 91 (clocks and watches).

Finally, delegates noted the increasing number of watch trade fairs in Switzerland and as a result, the increasingly sharp divide between fairs dedicated to high-end watches, and those for other products. Numerous trade fairs and exhibitions are still taking place at the international level, in particular in the jewellery sector, not including other, more local, targeted events.

According to the alternating presidency rule, the European delegation will head the CPHE for 2022–2024, represented by Mario Peserico, president of Assorologi.



FH centres abroad



The seminar organised by the FH Centre in Tokyo attracted over 100 participants

The health situation, successive restrictions and other emergency responses complicated life for the FH Centres in Hong Kong and Tokyo for the second year running.

FH Centre in Hong Kong

The year under review remained dominated by the total absence of Chinese customers in Hong Kong, therefore creating a very difficult market for watches. The success of the tax-free status of the Chinese island of Hainan clearly did nothing to support a recovery in the local market. Nonetheless, the FH Centre resolutely pursued its activities to support the sector as a whole and the association's members in particular. First, it provided regular information updates to the central office and to members on the changes in the market situation as the months passed. It also continued to offer practical support to several subsidiaries or local representatives of brands in areas as varied as introducing commercial or industrial partners, in Hong Kong, China and elsewhere in the region, identifying new staff or providing personal support for visits to markets in south-east Asia.

The Hong Kong Centre also responded to numerous requests from FH members, especially in the legal field and on preventing counterfeiting throughout the region. In particular, it provided assistance to many brands to facilitate their registration with the Chinese and Korean customs authorities. Similarly, it conducted several dozen investigations of local companies and filed numerous objections each month against the registration of marks in Class 14 (watch industry), both in Hong Kong and elsewhere in the region.

FH Centre in Tokyo

On the Japanese market, the Tokyo centre provided support to FH members and their local agents, by supplying commercial information, establishing business contacts and providing linguistic assistance, among other things. It also responded to requests from the media and maintained a close relationship with local professional organisations and diplomatic representations, as well as responding to specific requests received on a daily basis from Japanese consumers or companies.

In addition, it provided regular assistance to consumers in the form of after-sales services, as certain brands no longer provide maintenance for older models. This is one of the reasons it also manages an after-sales service pool for a number of Swiss brands.

FH seminar

The conditions under which the Tokyo centre organised its fifth information seminar for FH members and their local representatives were once again driven by the pandemic. Nonetheless, no fewer than 92 brand representatives met in a series of groups at the Mandarin Oriental hotel in Tokyo on 4 and 5 November. The presentations and discussions focused mainly on the use and interpretation of the results of the two-yearly survey on watch consumption, and identifying the brands' future needs in this area.

Media relations

At the end of the year, the FH centre also organised a meeting with various Japanese media representatives from the general press and specialist magazines, in particular to provide them with more detailed information on its activities and the services it can provide to them about Swiss watchmaking, including sector and company news, new products and statistics, among others. The 20 or so participants praised the initiative, the first of its kind, which also proved to be a welcome opportunity for discussion and networking.



Meeting with the Japanese media

watch.swiss Japan

Despite very strict and often changing health restrictions, the FH Centre in Tokyo still managed to present the travelling exhibition *watch.swiss Japan* four times during the year. The exhibition schedule began in Tokyo in the early spring, as part of the Watch Fair organised by the department store Odakyu Shinjuku, which stands in the railway station that serves the famous neighbourhood of the same name. As it happens, the station holds the record for the highest number of daily passengers in Japan. The FH exhibition then travelled to Miyazaki, on the island of Kyushu, to join a week-long promotional event organised in May by a large watch retailer with official distribution rights for several Swiss brands. The



watch.swiss Japan was presented at the Odakyu Shinjuku department store in Tokyo and then at Hidaka Honten Proshop in Miyazaki





watch.swiss Japan at the Takashimaya department store in Nagoya

third step on the Japanese tour was the city of Nagoya, where *watch.swiss Japan* was presented on two occasions: for over a month (27 July to 31 August) as part of the Grand Opening of the Takashimaya shopping centre, and then at the traditional Precious Watch Fair organised at the end of November by the Matsuzakaya department store.

As an additional attraction that is still very popular with our various retail partners, *watch.swiss Japan* was able to fulfil its mission with both the Japanese public and the VIP customers who are regularly invited to these events. The initiative was supported by several promotional activities, starting with targeted campaigns on social media and advertisements on websites that specialise in watches.

Inside the FH

Replacement of computer systems

An address and document management system was developed internally in the 2000s. Known as EDM – for Electronic Document Management – a pioneering term at the time, the programme consisted of around 20 different modules fulfilling numerous functions, ranging from registering new members to sending out minutes or importing statistics. An assessment carried out in 2020 indicated the need to replace the EDM system on the grounds of technological obsolescence and user-friendliness.

The plan to renew this complex database, appropriately named ODYSSEE, was launched in the spring of 2021, with the main aims being to:

- ♦ Develop a flexible, modular address and contact management system,
- ♦ Communicate with members through various channels,
- ♦ Have access to a sophisticated document management system, to manage the various files in progress according to the needs of each division or service,
- ♦ Plan tasks according to the specific processes of certain departments.

It was decided to use OnBase software, which offers a comprehensive solution incorporating documents, processes and structured data. Implementing the new system will ensure easier, more fluid working processes and remove the technical and functional obstacles encountered with EDM.

This “odyssey” involved most, if not all, FH employees during all or part of 2021, first in analysing the various processes to be created, and then in functional testing. The development was 90% complete by the end of 2021, with just a few areas still to finalise. Deployment is scheduled for spring 2022.

Continuing professional development

The FH has always encouraged its employees to improve or diversify their professional knowledge and several employees completed their training in 2021. In spite of the challenges of following courses that were sometimes delivered online, all adapted to the new situation and obtained their qualifications, with some excellent marks. They were:

- ♦ Florian Blanchard:
CAS – Strategic drafting in communications
- ♦ Emilie Bessire: Accounts assistant
- ♦ Marielle Henchoz:
CAS – Written communications techniques
- ♦ Nani Illescas: Accounts assistant
- ♦ Maxime Stoll: Finance and Accounts specialist –
Federal certificate
- ♦ Romain Vizzarri (intern): CFC – Sales employee –
Commercial certificate

The FH thanks them for their commitment and congratulates them on their success.





The Swiss watch

industry in 2021

The statistics processed, distributed and analysed by the FH are a key indicator for the sector. Prepared by the Federal Customs Administration on the basis of declarations made by firms, they constitute the main official, regular and reliable source for monitoring the development of watch exports. Through a wealth of detailed information concerning markets, products and price segments, the FH can pinpoint recent or historic trends in the Swiss watch industry.



Watch industry statistics

General situation

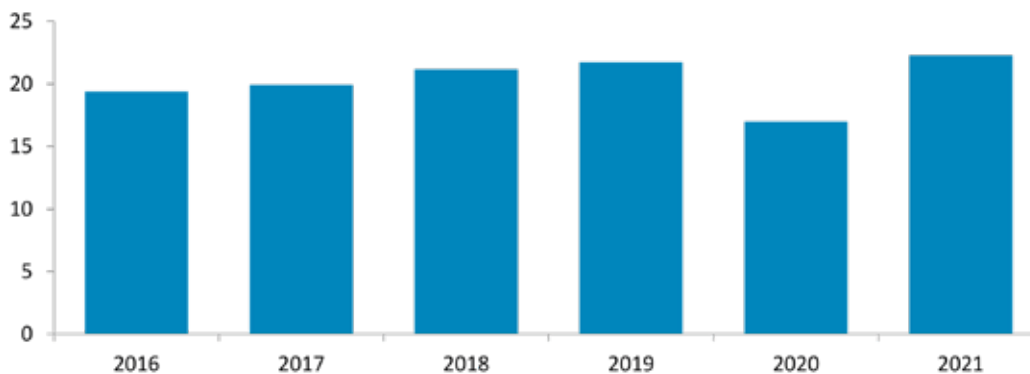
While the Covid-19 pandemic continued to make its presence felt throughout the year, its consequences for the watch market proved less severe. Overall, luxury personal goods benefited from the sharp increase in demand in China and the United States, additional opportunities created by digitalisation, the use of savings accumulated during the various lockdowns and more significant restrictions on luxury experiences, particularly tourism-related activities. While travel retail suffered from the decline in tourism, an increase in domestic purchases, a switch to digital channels and the development of the duty-free market in Hainan offset losses to some extent.

The return to pre-crisis levels in early autumn and the acceleration of growth in the fourth quarter led Swiss watch exports to exceed the previous record set in 2014. The industry thus showed great resilience, doing its utmost to satisfy demand, in conditions that are still often difficult. It was also able to benefit from the Confederation's support measures, which in particular enabled it not to reduce its workforce.

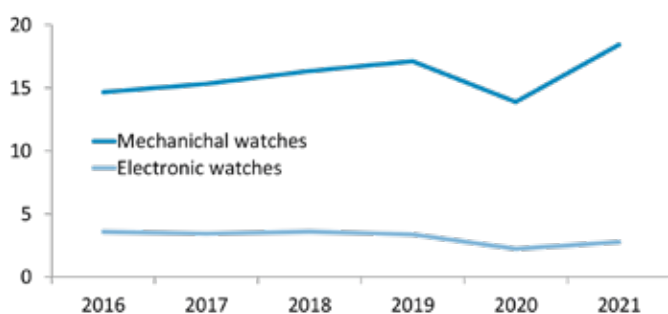
Despite the encouraging results overall in 2021, stark discrepancies exist between the various actors in the luxury sector and in Swiss watchmaking. Growth is being driven more by a set of brands than by product categories as in the past, while others are proving less successful and in some cases, suffering significant declines. The same polarisation is being seen in markets and price segments, as evidenced by the decline in volumes. This can be explained in part by current economic factors associated with the pandemic – which are by definition temporary – but also, more worryingly, by structural changes, to which the sector must respond and adapt.

Swiss watch exports

The return to pre-crisis levels as early as September and positive performance in the fourth quarter produced the best-ever annual results for the sector, at 22.3 billion francs, 2.7% higher than in 2019 (+31.2% compared with 2020) and a 0.2% improvement over the 2014 record.



Swiss watch exports (in billion francs)



Exports of wristwatches (in billion francs)

Swiss exports of watches

Exports of wristwatches increased by 3.5% compared with 2019, to 21.2 billion francs. The number of items, however, continued to fall, to 15.7 million. This is a decline of 4.9 million (-23.8%) compared with 2019.

Exports by price range

Watches priced at less 500 francs (export price) fell sharply, accounting for over 95% of the decline in volumes, with a 25.1% drop in their export value. The decline in value for watches priced between 500 and 3,000 francs was significantly less marked (-3.5%), while watches priced at over 3,000 francs grew by 9.7%.

Exports by material

The groups of materials that saw the highest decline in volumes were steel (-21.4%) and the Other materials category (-37.4%). Value was driven mainly by watches made from precious metals (+7.8%) and steel (+2.9%).

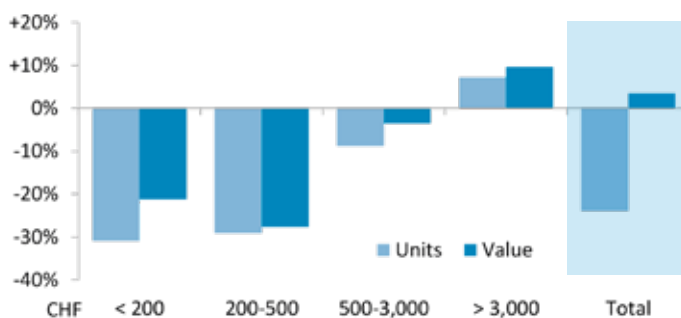
Main markets

Among the main regions, America (+21.7% compared with 2019) recorded the strongest growth thanks to the United States, absorbing 17% of Swiss watch exports. In Asia (+1.0%), growth in China was offset by often marked declines in most other markets on the continent. Its market share was 52%. Europe fell overall (-3.4%), with a market share of 29%.

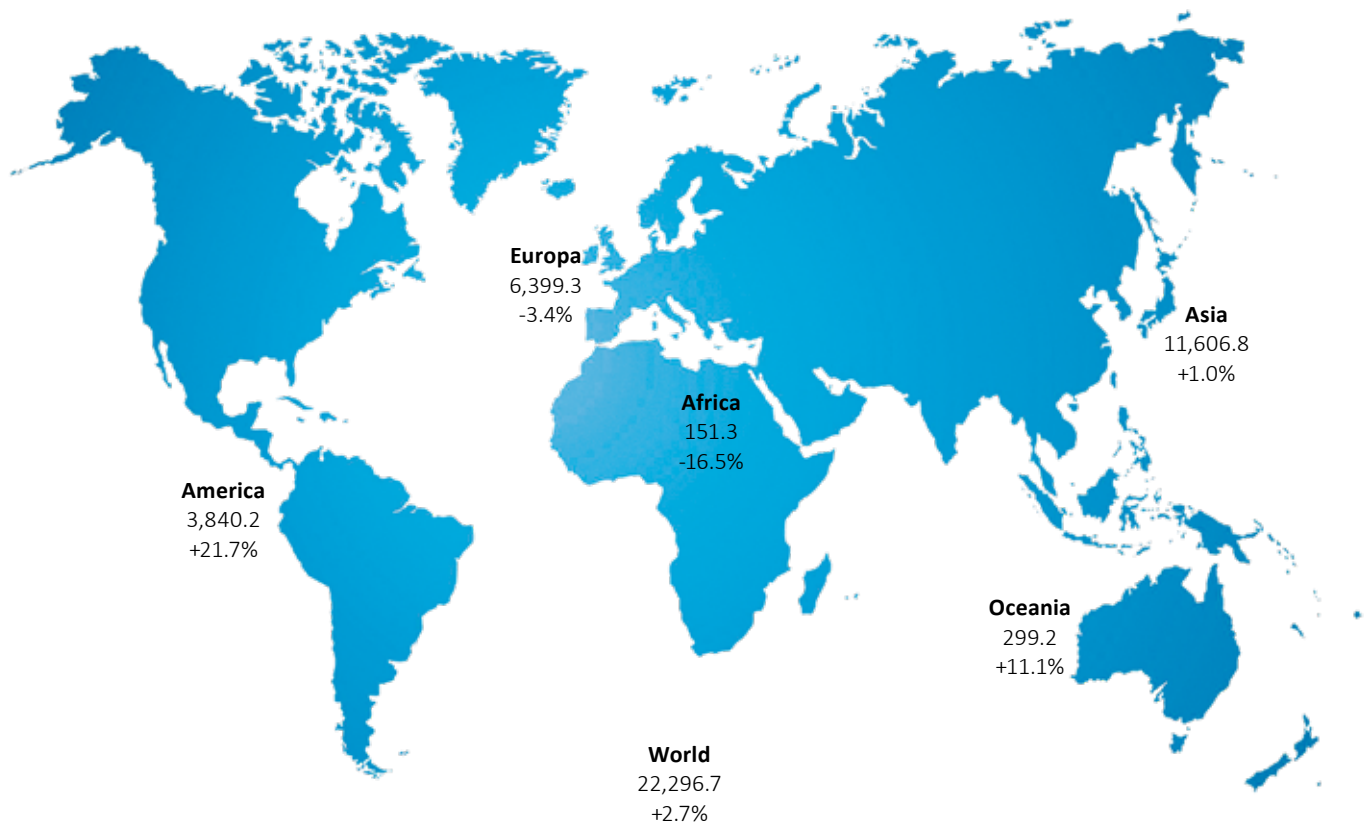
The United States (+27.8%) witnessed remarkable growth throughout the year and was once again the leading market for Swiss watch exports. China (+48.8%) came in just behind, thanks to continuing steady growth. Between them, these markets represented 27% of total value and accounted for most of the growth observed.

Hong Kong (-20.7%), Japan (-11.9%) and South Korea (-18.7%) all saw sharp falls. Conversely, Singapore (+0.6%) returned to its 2019 level, while the United Arab Emirates (+6.4%) outstripped it.

In Europe, the United Kingdom (-2.4%) fared better but still declined and Germany (-5.9%) recorded a notable fall, while the situation remained challenging in France (-11.2%), Italy (-11.5%) and Spain (-12.9%). The Netherlands (+12.6%) grew strongly, probably for logistical reasons.



Exports by price segment (variation compared with 2019)

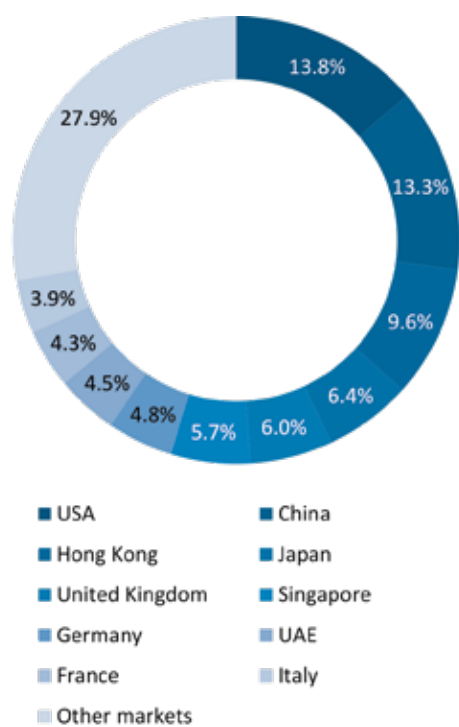


Total value of exports in 2021 in million francs, variation compared with 2019

Other exported products

Wristwatches accounted for over 95% of the value of Swiss watch exports. The sector also exported other products, such as watch movements, alarm clocks, other clocks and pocket watches, as well as components, mainly for after-sales service. Together, these amounted to the equivalent of 1.1 billion francs, a decline of 10.9% compared with the reference year of 2019.

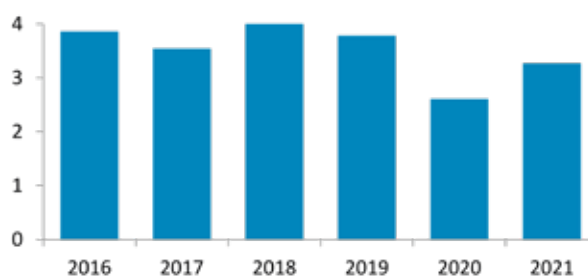
Exports of wristlets, watch cases and dials, which were down by 4.9%, are largely attributable to processing traffic.



Main export markets in 2021

Watch imports

Swiss watch imports remained significantly lower than in 2019, declining by 13.5% to 3.3 billion francs. Finished products (watches, alarm clocks and other clocks) accounted for 60% of imports and fell by 9.0% on average. Imports of components also contracted sharply (-19.7%).



Swiss watch imports (in billion francs)





Structure of

the FH in 2021

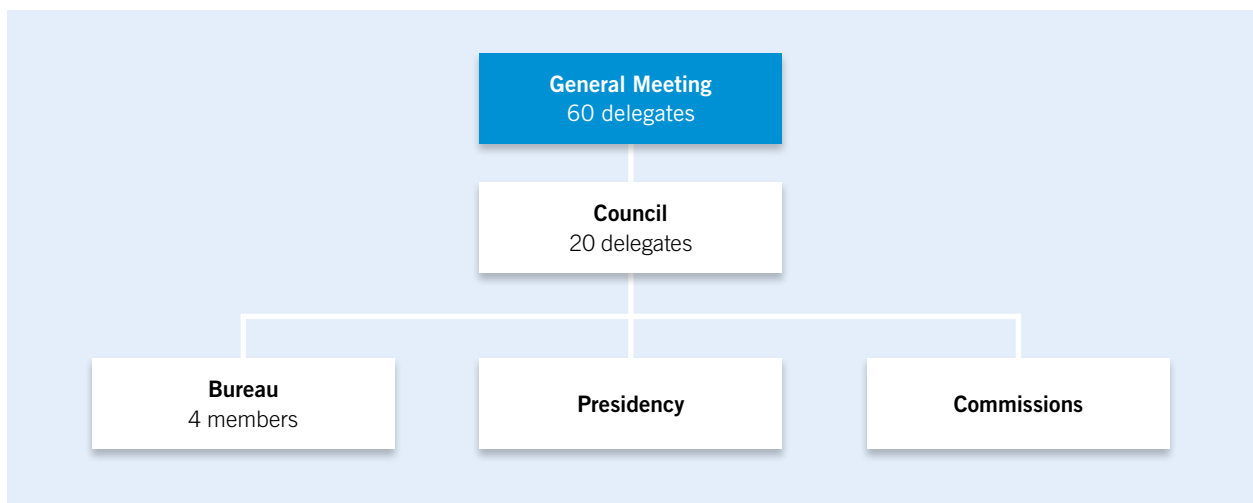
An organisation representative of the Swiss watch industry as a whole, the FH has the following main tasks and objectives: helping to defend and develop the sector, establishing a permanent link between its members in order to promote their shared interests, representing the Swiss watch industry in its dealings with Swiss and international economic authorities and organisations, asserting the interests of its members during consultation procedures preparing the ground for national and foreign legislations, defending its members' interests in the legal arena, and fighting actively against infringements of intellectual property rights and acts of unfair competition.



The FH in 2021

On 31st December 2021, the FH included 452 companies, associations and institutions (approximately 90% of the Swiss watch industry manufacturers), including 174 firms in the finished products sector. In terms of products, markets and

business size, the Swiss watch industry is characterised by its very great diversity. The FH is therefore structured with a view to harmonising the different interests of its members through the balanced composition of its statutory organs.



The General Meeting

Governing body of the association, the FH General Meeting comprises a maximum of 60 delegates totalling 60 votes. Lasting three years, terms of office are renewable.

The General Meeting takes decisions on issues submitted to it by the Board concerning the interests of the Swiss watch industry and the association's general policy; it elects mem-

bers to the Board, as well as the president of the association, and appoints the auditor; it discusses and approves the annual report and the accounts, as well as the scale of subscriptions.

On 31st December 2021, the FH General Meeting was composed of the following delegates (some with more than one vote):

Grégory Affolter

Affolter Group SA

Patricia Carla Rodrigues de O.S. Antunes

Gucci Swiss Timepieces SA

Karlheinz Baumann

Richemont International SA

Elie Bernheim

Raymond Weil SA

Jérôme Biard

Roventa Henex SA

Guillaume Boilot

TAG Heuer, Branch of
LVMH Swiss Manufactures SA

Antony Boiteux

Werthanor SA

Jean-Sébastien Bolzli

Aéro Watch SA

Cédric Bossert

Richemont International SA

Patrick Brandelet

Joray & Wyss SA

Pascal Bratschi

Manufacture des Montres Rolex SA

Pierre-André Bühler

ETA SA Manufacture horlogère suisse

Jérôme Cavadini

Richemont International SA

Dino D'Aprile

Rubbattel & Weyermann SA

Pascal Dubois

Dubois Dépraz SA

Joris Engisch

Jean Singer & Cie SA

Christian Feuvrier

Nivarox-FAR SA

Arianna Frésard

Victorinox Swiss Army SA

David Guenin

Gimmel Rouages SA

Philippe Gurtler

Rolex SA

Lars Kästle

Breitling SA

Thierry Kenel

The Swatch Group SA
(FH Vice President)

Sébastien Lang

Louis Lang SA

Aurélien Le Bigot

Zenith, Branch of
LVMH Swiss Manufacture SA

Giuseppe Maesano

Universo SA

Alain Marietta

Métalem SA

Pierre-André Meylan

Piguet Frères SA

Corine Neuenschwander

Neuenschwander SA

Marianne Pandiscia

Multitime Quartz SA

Jean-Daniel Pasche

FH President

Flavio Pellegrini

MGI Luxury Group SA

Alain Sierro

Fraporlux SA

Manuela Surdez

Goldec SA

Alberto Tellan

Manufacture des Montres Rolex SA

François Thiébaud

Tissot SA

Pierre Verdière

La Montre Hermès SA

Andreas Voll

IWC Schaffhausen,
Branch of Richemont International SA

Vladimiro Zennaro

Bergeon SA





The Board

Comprising twenty members elected for three years by the General Meeting, the FH Board, which meets four times a year, has the following main attributions: it defines the association's policy and monitors its application; it rules on the admission of members; it gives its opinion on issues to be submitted to the General Meeting and executes the latter's decisions; it elects the Bureau and appoints the vice-president(s); it appoints heads

of division and commission members; generally it assures a permanent link between members of the association, the authorities and third parties; it approves agreements concluded between the association and its members or third parties; etc.

On 31st December 2021 the Board was composed of the following members:

Raynald Aeschlimann

Omega SA

Karlheinz Baumann

Richemont International SA

Jérôme Biard

Roventa-Henex SA

Guillaume Boilot

TAG Heuer, Branch of LVMH Swiss Manufactures SA

Cédric Bossert

Richemont International SA

Matthias Breschan

Compagnie des Montres Longines, Francillon SA

Pierre-André Bühler

ETA SA Manufacture horlogère suisse

Christian Feuvrier

Nivarox-FAR SA

Arianna Frésard

Victorinox Swiss Army SA

Philippe Gurtler

Rolex SA

Lars Kästle

Breitling SA

Thierry Kenel

The Swatch Group SA

Sébastien Lang

Louis Lang SA

Alain Marietta

Métalem SA

Jean-Daniel Pasche

FH

Aubin Robert-Prince

Robert Laminage SA

Alain Sierro

Fraporlux Swiss SA

Alberto Tellan

Manufacture des montres Rolex SA

Andreas Voll

IWC Schaffhausen, Branch of Richemont International SA

The Bureau and the Commissions

Comprising the president, the two vice-presidents and one or two members, the Bureau examines issues delegated to it by the Board and, exceptionally, questions of an urgent nature.

At the end of 2021, its composition was as follows:

Jean-Daniel Pasche

FH

Carole Décosterd

Rolex SA

Thierry Kenel

The Swatch Group SA

Alain Marietta

Métalem SA

The president of the Financial Commission is regularly invited to attend the Bureau's meetings.

The FH also has six permanent Commissions responsible for examining issues of general interest dealt with by the association.

The Commissions and their presidents:

Economic Commission

Thierry Kenel

Financial Commission

Pascal Bratschi

Legislative monitoring Commission

Olivier Blanc

Legal Affairs Commission

Jean-Daniel Pasche

Standardisation Committee

Silvano Freti

Anticounterfeiting Group

Jean-Daniel Pasche



The network of partners

The FH would be nothing in the globalised world without a solid network of partners, which can be found both within and outside the sector on all five continents. Non-exhaustive, the list below provides a summary of this network.

Watchmaking partners

- ♦ All India Federation of Horological Industries
- ♦ American Watch Association (AWA)
- ♦ Association des fabricants de décolletages et de taillages (AFDT)
- ♦ Association patronale de l'horlogerie et de la microtechnique (APHM)
- ♦ Association patronale des industries de l'Arc-horloger apiah
- ♦ Association pour l'assurance qualité des fabricants de bracelets cuir (AQC)
- ♦ Association suisse pour la recherche horlogère (ASRH)
- ♦ Associazione Ticinese Industria Orologiera-ATIO
- ♦ Assorologi (Italy)
- ♦ BV Schmuck + Uhren (Germany)
- ♦ Centre suisse d'électronique et de microtechnique (CSEM)
- ♦ Centredoc Centre suisse de recherche, d'analyse et de synthèse d'information
- ♦ China Horologe Association
- ♦ Comité permanent de l'horlogerie européenne (CPHE)
- ♦ Contrôle officiel suisse des chronomètres (COSC)
- ♦ Convention patronale de l'industrie horlogère suisse (CP)
- ♦ Fédération de l'horlogerie (France)
- ♦ Fédération romande des consommateurs (FRC)
- ♦ Fondation de la Haute Horlogerie
- ♦ Fondation Qualité Fleurier
- ♦ Fondation WOSTEP
- ♦ France Horlogerie Industries du Temps et des microtechniques
- ♦ Hong Kong Watch Manufacturers Association
- ♦ Infosuisse Information horlogère et industrielle
- ♦ Japan Clock and Watch Association
- ♦ Japan Watch Importers' Association
- ♦ Joyex - Asociación Española de Fabricantes y/o Exportadores de Joyería, Platería y Relojería
- ♦ Korea Watch and Clock Industry Cooperative
- ♦ Société suisse de chronométrie (SSC)
- ♦ The Federation of Hong Kong Watch Trades & Industries Ltd
- ♦ Union des Fabricants d'Horlogerie de Genève, Vaud et Valais (UFGVV)
- ♦ Verband deutschschweizerischer Uhrenfabrikanten (VdU)

Federal administration

- ♦ Bureau central du contrôle des métaux précieux
- ♦ Commission des experts douaniers
- ♦ Swiss Federal Institute of Intellectual Property (IPI)
- ♦ Office fédéral de la douane et de la sécurité des frontières (OFDF)
- ♦ Office fédéral de la santé publique (OFSP)
- ♦ Office fédéral de la sécurité alimentaire et des affaires vétérinaires (OSAV)
- ♦ Présence suisse
- ♦ State Secretariat for Economic Affairs SECO



Chambers of commerce

- ◆ Alliance of Swiss Chambers of Commerce
- ◆ Arab-Swiss Chamber of Commerce and Industry (CASCI)
- ◆ International Chamber of Commerce international (ICC)
- ◆ Swiss-Chinese Chamber of Commerce
- ◆ Swiss-Indian Chamber of Commerce
- ◆ Joint Chambers of Commerce (Russia, Ukraine, Kazakhstan, Belarus, Kyrgyzstan, Moldova)
- ◆ Swiss-Asian Chamber of Commerce
- ◆ Swiss Business Council Abu Dhabi
- ◆ Swiss Business Council Dubai
- ◆ Swiss Chamber of Commerce in Japan

Economic organisations

- ◆ BUSINESSEUROPE
- ◆ economiesuisse
- ◆ Switzerland Global Enterprise

Technical organisations

- ◆ CIBJO – The World Jewellery Confederation
- ◆ Comité FRANCECLAT
- ◆ Ecole d'ingénieurs ARC
- ◆ International Electrical Committee (IEC)
- ◆ Tokyo Watch Technicum

Customs and police organisations

- ◆ Agenzia delle Dogane, Roma
- ◆ Commandement général de la Guardia Civil (Espagne)
- ◆ Commandement général de la Guardia di Finanza (Italie)
- ◆ Direction générale des douanes et Droits indirects de la République française
- ◆ Europol
- ◆ Federal Bureau of Investigation (FBI)
- ◆ Interpol
- ◆ Police cantonale de Neuchâtel
- ◆ Police cantonale du Jura
- ◆ U.S. Customs and Border Protection
- ◆ World Customs Organization

Organisations involved in standardisation

- ◆ Association française de normalisation (AFNOR)
- ◆ British Standards Institution (BSI)
- ◆ Bureau of Indian Standards (BIS)
- ◆ Comité européen de normalisation (CEN)
- ◆ Deutsches Institut für Normung (DIN)
- ◆ Federal Agency on Technical Regulating and Metrology (GOST R)
- ◆ International Organization for Standardization (ISO)
- ◆ Japanese Industrial Standards Committee (JISC)
- ◆ Korean Agency for Technology and Standards (KATS)
- ◆ Standardization Administration of China (SAC)
- ◆ Swiss Association for Standardization (SNV)

Anticounterfeiting organisations

- ♦ Anti-Counterfeiting Group (ACG)
- ♦ Brandowners Protection Group (Gulf Cooperation Council)
- ♦ Ecole des Sciences Criminelles, UNIL
- ♦ INDICAM - Associazione italiana per la Lotta alla Contraffazione
- ♦ STOP PIRACY – Plate-forme suisse de lutte contre la contrefaçon et la piraterie
- ♦ Swissness Enforcement
- ♦ The Anti-Counterfeiting Network (REACT)
- ♦ Union des fabricants

Legal organisations

- ♦ Association internationale pour la protection de la propriété intellectuelle (AIPPI)
- ♦ Association suisse du droit de la concurrence
- ♦ Association suisse du droit européen
- ♦ Commission européenne, DG Environnement
- ♦ International Trademark Association (INTA)
- ♦ Ligue internationale du droit de la concurrence
- ♦ Organisation for an International Geographical Indications Network (Origin)





Fédération de l'industrie horlogère suisse FH
Verband der Schweizerischen Uhrenindustrie FH
Federation of the Swiss Watch Industry FH

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