

create

your future!

Summer School

Driving change: Innovation & Sustainability in the Watch Industry



07-18 July 2025
Apply on line
before May, 1st 2025



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Freiburg



Watch Industry

Green & Digital Transition

The twin transition (green and digital transition) in the watchmaking industry aim to explore how the watchmaking industry, deeply rooted in tradition and artisanal craftsmanship, is adapting to contemporary challenges of sustainability and digitalization, while addressing the innovation challenge and maintaining the highest standards of quality assurance.

Additionally, the sessions will cover the importance of Swiss Made and intellectual property (IP) requirements, the protection of technical know-how and skills, as well as the industry's ongoing battle against counterfeiting and the need for precision and accuracy in manufacturing. These elements are critical for preserving the prestige and reliability of Swiss watchmaking in a highly competitive global market.





Watch Industry

Innovation & Tradition

The luxury industry, particularly in sectors like watchmaking, reflects a delicate balance between preserving tradition and embracing innovation. At the same time, luxury brands are incorporating cutting-edge technology to enhance their offerings and customer experience. From integrating digital tools in production to creating smart, connected products, innovation is reshaping traditional luxury. Brands are adopting blockchain for authenticity verification, and e-commerce is revolutionizing how consumers engage with luxury goods, all while ensuring that craftsmanship, exclusivity, and quality remain at the core of their identity.

Students will be immersed in Swiss culture, with two days of visits dedicated to exploring Switzerland's unique blend of innovation, tradition, and rich cultural heritage. This multicultural experience provides a firsthand look at how tradition and modernity intersect in one of the world's renowned luxury markets.

July
7th

Introduction to the Watch industry

Navigating from handcrafted timepieces in the 16th century to today's highly precise, innovative, and luxury-driven market.

Introduction to the Twin Transition

Exploring the economic challenges and issues related to the ecological and digital transition in the watchmaking industry.

July
8th

Introduction to the Luxury industry

Understanding of the luxury industry, actors, projects, challenges and opportunities in the watch industry.

Introduction to the swiss entrepreneurship

Presentation of knowledge, tools, and conceptual framework for thinking and acting successfully in an entrepreneurial environment

July
10th

From purpose to impact

Defining the lead with a global purpose and setting a clear, ambitious vision for the impact and aligning all of the actions and decisions with that vision.

Circular Economy

Presentation of the circular business model: circular product design, interaction of scalability and sustainability

July
11th

Human resources

Exploring the synergies between in-house people and customers, between personal and industrial data, to transform business models in the watch industry.

People & Culture

9th
July



July
14th

Introduction to the Intellectual property

Protecting innovations, designs, and brand identity, safeguarding the exclusivity and craftsmanship that define luxury timepieces

Introduction to the Data protection

Data protection is essential for securing customer information and safeguarding sensitive digital assets, in the new technologies and on the e-commerce platforms.

July
15th

Digital Transition

Analyzing the impact of digital technologies on production, products (smartwatches), and distribution channels in the watch industry.

Innovation property and data security

Exploring the digital challenges and issues related to the authenticity, intellectual property and digital security in the watchmaking industry.

Innovation & Tradition

July
17th

Ecological Transition

Examining sustainable practices, regulations, and responsible sourcing strategies in the watchmaking sector.

Social responsibility

To align with the SDGs, focusing on ethical sourcing of materials, fair labor practices, and reducing environmental impact.

July
18th

Convergence of Transitions

Exploring the synergies between digital innovation and sustainability to transform business models in the watch industry.

16h
July



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