

Audemars Piguet signs a partnership contract with Swiss Learning and associates their image with the Excellence of Swiss Education

During this period of economical turbulence and crisis, the tendency is to turn to fundamental values and traditions.

It is on this base that Audemars Piguet and Swiss Learning have associated their strengths to promote the Excellence of our country.

Today, as with companies, education is a domain which is becoming more and more competitive moving further towards the international market. Swiss Learning, the flagship for Swiss education, highlights the pedagogical, multilingual, and multicultural strengths of our country.

When a student enters the door of a renowned Swiss school, he enters into a club of Excellence. One of the values extolled by Audemars Piguet, which has enabled the watch-making manufacture in Le Brassus to succeed over the years, by always creating innovating timepieces with their designs and concepts always more avant-garde.

At the time of signing this partnership, Mr. Philippe Merk, the CEO of Audemars Piguet, reminds us of the importance of high level education, which forms the future driving force of our society *"we must go forward with these exchanges in order to develop the notoriety of our country, by putting forward the quality of our education and creating strong international synergies between Switzerland and foreign countries"*.

Thanks to this collaboration, conferences have been set up around the world to highlight our know-how, the diversity, richness and dynamic pedagogies that our country offers. A certain number of dates have already been planned for Italy, Germany, France and Turkey as well as Brazil, Mexico, China and Japan where Swiss Learning recently opened an office, an information platform for local institutions.

These meetings are also opportune for maintaining the privileged and tight links with the alumni students. *"Alumni students from our schools are the true ambassadors for Switzerland, they are proof of the values, the philosophy and the professionalism of our country"* underlines Mr. Christophe-Xavier Clivaz, Director of Swiss Learning.

On top of good sound knowledge acquired during their stay in Switzerland the students, throughout their life, continue to enlarge their broadmindedness thanks to the international and multicultural environment in which they evolved.

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Created in 1875 by Jules-Louis Audemars and Edward-Auguste Piguet in the Swiss village of Le Brassus, Audemars Piguet is the oldest fine watch manufacturer never to have left the hands of the founding families. It currently offers a range encompassing mechanical watches with complex mechanisms, Haute Joaillerie creations and a line of jewellery. At each stage in its history, the Manufacture has been bold enough to adopt avant-garde techniques and to place them in the service of meticulous hand craftsmanship – an approach that has earned it an unparalleled number of world firsts in the demanding field of Haute Horlogerie.