

BIP - WINTER

INNOVATION & SUSTAINABILITY IN THE **WATCH INDUSTRY**



From February 1st to February
5th, 2027

Includes online sessions on Dec 15th,
2026 and January 25th - 29th 2027

TRADITION, LUXURY & INNOVATION

Apply online before November 15, 2026

Hes·so



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Freiburg





BEHIND THE DIAL: WHY JOIN?

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

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

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

KEY TOPICS COVERED

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



Language: English (Advanced level B2 written - C1 Oral)

Place: Fribourg Switzerland

Credits: 5 ECTS



CONVICTION
ON YOUR WRIST.



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