

## BETWEEN DREAMS, REALITIES AND NECESSITIES, HOW DOES WATCHMAKING ADJUST ITS AMPLITUDE WITHOUT LOSING ITS BENCHMARKS?

**CIC2022**

September 28 and 29, SwissTech Convention Center – Lausanne

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In a constantly changing world, the world of watchmaking has continued to develop and reinvent itself, independently and despite economic upheavals. It has adapted and showed that it was possible to continue to create, produce and distribute in a tense global context.

From this movement new issues have emerged revolving around climate, ecology, and sustainability.

Faced with current climate and societal challenges, what can the watch industry bring? Does it follow movements and participate in new waves (ecology, feminist movements, etc.) or is it above that, or even against the tide? These will be the topics discussed at our international congress, in an attempt to best align the vibration of our watch industry.

Speakers are invited to submit proposals dealing with the following topics:

- Does the watchmaking world think enough of women? As well in the strategic vision of the product as in the organization charts of the companies? Is there a development today of a particular range of products geared specifically for women?
- The customer warranty. Beyond a marketing concept, is there a real technical differentiation today that makes it possible to increase the lifespan of watches? Reliability of products, wear-resistant materials, etc. Is the concept of customer warranty still relevant and do we want to develop it even more widely?
- Towards greener watchmaking. Sustainability and ecology. What is the contribution of the watch industry? Circular economy, recycling, short circuits, etc. What are customer expectations and how is the watch industry meeting or planning to meet them?
- Watch shows. More and more watch brands are breaking away from historic fairs to create their own events. Is there still a common vision of customer contact?

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Since our Congress is aimed at a technical audience, the conferences should focus on scientific and strategic content rather than commercial content.

The lectures will last 15 minutes followed by 10 minutes for questions from the audience. They will be the subject of a publication in the Proceedings of the International Chronometry Congress 2022.

### **Abstract submission**

Conference proposals should contain an abstract of approximately 150-200 words describing the main aspects of the intended presentation. A header will specify the exact title of the conference, the name and surname of the speaker as well as his professional contact details.

Submissions must be sent by post or e-mail to the secretariat of the Swiss Chronometry Society until **February 15, 2022**.

The Scientific Commission reserves the right to request additional information if the summary provided is not detailed enough. During the final selection, the Scientific Commission will pay particular attention to proposals meeting the awareness and communication objectives of the SSC, in relation to watchmaking know-how.

Bidders will be notified until March 26, 2022 of the acceptance of their submission. In the same letter will be attached the instructions for the drafting of the text to be published in the Proceedings of the Congress.

Thank you in advance for your suggestions.

The Scientific Commission