

# Titoni

*TITONI has celebrated its 90<sup>th</sup> anniversary at the famous Commune by the Great Wall hotel in Beijing. The location of the event was chosen to mark TITONI's entry into China fifty years ago.*



*Titoni shop-in-shop, Guangzhou.*

This year, TITONI Ltd., the world-famous Swiss watch company, celebrated its 90<sup>th</sup> anniversary. Since this year also marks the 50<sup>th</sup> anniversary of its entry into the Chinese market, the jubilee event took place in the Middle Kingdom, more precisely at the Commune by the Great Wall. This prestigious hotel, beautifully located in the Shuiguan hills near Beijing and affording a magnificent view of the Great Wall, is both a boutique hotel and a semi-architectural museum: Commune by the Great Wall is a private collection of contemporary architecture designed by 12 Asian architects.

***A ceremony attended by the Swiss Ambassador and by a Swiss jazz singer from New York***

More than eighty media representatives and over hundred clients gathered to commemorate this momentous milestone. A graceful performance by the youthful Swiss jazz singer Eliane Amherd and her band, especially flown in from New York, as well as a lucky draw, entertained the guests and contributed to a most joyful and memorable event.

Switzerland's Ambassador to the People's Republic of China, Mr. Blaise Godet, was present as an honoured guest to congratulate the brand and

witness this glorious moment in the history of TITONI. The ambassador praised the Grenchen-based watch company in glowing terms: "Being present in China for 50 years and thereby being one of the first Swiss watch producers to enter the Chinese

market, TITONI can definitely be regarded as a pioneer". Convinced that the success of TITONI is not only a business legend, but also symbolic of the friendship between China and Switzerland, he joined Daniel Schlupe, CEO of TITONI, in unveiling the special edition of the 90<sup>th</sup> anniversary watch.

TITONI is one of the last few independent and small companies in Switzerland with a long history of fine watchmaking. In 1919, Fritz Schlupe founded a small, excellent workshop at the foot of the Jura Mountains. The individualised production of precise and attractive timepieces over the decades has won TITONI an outstanding reputation. Since its establishment, TITONI has always focused on mechanical watches. As early as the 1930s, the founder expanded the market from Europe to America and Japan. TITONI owes its high brand recognition in the Middle East, Far

East and Australia to the founder's son Bruno Schlupe. It all began in 1959, when a delegation from Beijing of the "China National Light Industrial Products Import and Export Corporation" first visited Switzerland. Its members became convinced that they had found the right company in TITONI. Already a year later, the traditional Grenchen-based manufacturer signed a contract with this Chinese import authority for the delivery of TITONI brand timepieces. This marked the beginning of stable growth for TITONI exports of its finest watches into China.

***Giving priority to after-sales service and partnership with customers***

Through taking a keen interest in Asian culture, the current CEO, Daniel Schlupe, has contributed to the growing popularity of TITONI watches in



*Matthias Messmer, Ambassador Blaise Godet, Daniel and Doris Schlupe.*



*Mr. Blaise Godet,  
Swiss Ambassador  
to the P.R. China.*

the Middle Kingdom. With its high quality and reasonable prices, the famous Swiss watch company has won many loyal customers. TITONI has consistently devoted great attention to providing an excellent after-sales service and considers the close partnership with its customers and distributors as the key to its success.

In the last few years, TITONI has been able to prosper and further increase its market share. So as to bring customers even closer to its philosophy, TITONI has set up more than a dozen boutiques in cities such as Beijing, Shanghai, Chongqing, Shenzhen, Zhengzhou and Harbin. These showrooms offer clients the opportunity to become familiar with the entire palette of TITONI models and to benefit from the services of the best watchmakers.

In his commemorative speech in Beijing, Daniel Schlupe described the attitude of the family company towards its products and future as follows: "There is a strong feeling of commitment and responsibility. What we are aiming for is a reasonable but steady growth in volume and a further improvement in quality." In the course of the many press interviews following the jubilee event in Beijing, TITONI's CEO always pointed out that "as a family business, we offer unique products of the highest quality, not mass-produced goods, which due to our size we could not produce anyway. We decide what we will and will not do. That is a great advantage for our market development: our decisions are made quickly, but we can hold the course for a long time. We can implement long-term decisions and do not need to constantly make new plans on the basis of short-term quarterly statistics."



*Commune by the Great Wall.*



*Titoni Anniversary Event, Commune by the Great Wall.*

Continued insistence on quality and services, along with the regular opening of more showrooms and the new brand image of "genuine pride" will definitely see TITONI achieving even more remarkable accomplishments on its way towards its 100<sup>th</sup> birthday in 2019.