

Press Release

Dubai Culture & Arts Authority, Swiss Watch industry's leading cultural body, The Fondation de la Haute Horlogerie (FHH), Emirates Airline, The Dubai Mall and The Grand Prix d'Horlogerie de Genève (GPHG) to support Dubai Watch Week 2016

Dubai, UAE; June XX, 2016: Under the Patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Vice Chairman of Dubai Culture & Arts Authority, Dubai Watch Week (DWW)—the only regional event dedicated to promoting education and cultural learning within the horological industry, is pleased to announce its major partners for the second edition this year.

Following the unprecedented success of its inaugural edition, Dubai Watch Week, organized by Ahmed Seddiqi & Sons is pleased to introduce partners that will support Dubai's vision in becoming a global cultural and educational hub for the region. The 2016 edition is organized in association with FHH and is supported by Dubai Culture & Arts Authority, The Dubai Mall, The Grand Prix d'Horlogerie de Genève (GPHG), Emirates Airline, and Christie's.

"We have been overwhelmed with the support and interest for this year's Dubai Watch Week and are honoured to partner with organizations such as Fondation de Haute Horlogerie (FHH), The Dubai Mall and The Grand Prix d'Horlogerie de Genève (GPHG) who are not only international and regional leaders but share a common interest in elevating the cultural landscape of the Middle East." said Hind Abdul Hamied Seddiqi - Chief Marketing & Communication Officer, Seddiqi Holding.

Fabienne Lupo, President and Managing Director of FHH commented: "The Fondation de la Haute Horlogerie (FHH) is proud to be associated with Dubai Watch Week 2016. The aim of the FHH is to spread the culture of fine watchmaking and grow its appreciation worldwide in many different ways. Through its exhibition *The Mastery of Time*, the participation in the DWW Watch Forum, and the organization of the first training and HH certification sessions in the region, the FHH fulfills its mission to a broader extent. Knowledge and education are key to the development of watch culture and we are thrilled to help further this through our participation during Dubai Watch Week."

Nasser Rafi, Chief Executive Officer of Emaar Malls, said: "Dubai Watch Week underlines the city's reputation as a leading global hub for luxury retail and its focus on offering exceptional lifestyle choices for the discerning customers. The dedicated programs in The Dubai Mall, the world's most visited destination, will not only drive customer interest in the latest trends in the horological industry but also educate the public on the evolution of the watchmaking industry and its focus on precision engineering and the highest standards of design aesthetics."

Khalid Bel Jaflah, Divisional Vice President, Commercial Operations, UAE & Oman for Emirates Airline said: "We are proud to be the official carrier for Dubai Watch Week. This is another channel of sponsorship which allows us to engage with our existing customers as well as offer an opportunity to support innovative initiatives across a number of sectors in Dubai."

"We are delighted to be presenting this year the 15 GPHG prize-winning watches within the context of the second Dubai Watch Week. « said Carlo Lamprecht, president of the GPHG Foundation « This event pays exceptional tribute to the art of horological excellence, an art that the GPHG aims to promote, embodying unique expertise and representing a true flagship for our Swiss industry. "

The strategic support from the partners for Dubai Watch Week is a testament to its success and the importance of Dubai as a regional horological hub.



Don't miss any updates; follow "Dubai Watch Week" on social media and for more information please visit: <http://www.dubaiwatchweek.com/>

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Press Enquiries

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DWW 2016 Official Partners

- Ahmed Seddiqi & Sons
- FHH
- Dubai Culture & Arts Authority
- The Dubai Mall
- GPHG
- Christie's
- AHCI

The highlights of Dubai Watch Week 2016 include the below programs that are currently being finalized:

DIFC programs

- Horological Movements exhibition - **15th to 19th November**
- Grand Prix d'Horlogerie de Genève winning watches exhibition - **15th to 19th November**
- Watch Forum - **16th to 19th November**
- Creative Hub - **16th to 19th November**
- Watchmaking master classes - **16th to 19th November**

The Dubai Mall programs

- HH Academy & Certification - **20th to 24th November**
- Mastery of Time - **15th to 29th November**
- Life of a Swiss Cuckoo Clock exhibition - **15th November to 29th November**

Dubai Watch Week Committee**Melika Yazdjerdi**

Director, Dubai Watch Week

Head of Corporate Communication, Ahmed Seddiqi & Sons

Hind Abdul Hamied Seddiqi

Chief Marketing & Communication Officer, Seddiqi Holding

Mohammed Abdulmagied Seddiqi

Chief Commercial Officer, Seddiqi Holding

Pascal O. Ravessoud

Director of Missions & Secretary General of the Cultural Council

Fondation de la Haute Horlogerie (FHH)

Carine Maillard

Director, Grand Prix d'Horlogerie de Genève

About Dubai Watch Week

Dubai Watch Week is a global event dedicated to the craftsmanship and innovation in the watch industry. The annual event is organized and curated by Ahmed Seddiqi & Sons, the region's largest luxury watch retailer. The first edition of the event was held under the patronage of Her Highness Sheikha Latifa Bint Mohammed Bin Rashid Al Maktoum, Vice Chairman of Dubai Culture & Arts Authority during October 2015.

The objective of the event is to raise awareness on behalf of the industry and to educate the public on the skills and knowledge of mechanical watchmaking. The first edition of Dubai Watch Week was recognized as significant meeting point for the watch industry by creating an intimate platform for collectors, brands, watchmakers and the members of the media to interact and share knowledge.

Dubai Watch Week will continuously foster the interest of its regional watch community by promoting Dubai as a platform for horological enthusiasts and experts through its annual event. The event covers a wide range of topics in the form of exhibitions, master classes and forums that will bring together some of the most important watch icons from across the world.

Ahmed Seddiqi & Sons

Established in 1950, Ahmed Seddiqi & Sons is the Middle East's most trusted destination for luxury watches and jewellery. Recognized today as a pioneer among the leading retailers in the region, the family owned and run company represents more than 60 luxury timepiece brands across 65

locations in the UAE. An advocate of 'horology' in the region's retail landscape, the company continues to create sustainable platforms for watchmaking, servicing, collecting and supporting watch enthusiasts in the region to increase their passion and understanding of the art of timekeeping. As a pioneer in the industry, Ahmed Seddiqi & Sons is the Middle East's only retailer to offer a full lifecycle for luxury watches and jewellery to an extensive clientele. The company prides itself in offering unparalleled customer service across pre-sale and post-sale dimensions having recently opened an exclusive and first of its kind Swiss Watch Services. Led by the passion and credibility of the second, third and fourth generations of Seddiqi family members, the organization delivers a living legacy and dynamic commitment to preserving and enhancing the tradition of watchmaking for decades to come.

FHH

Established in 2005, the objective of the Fondation de la Haute Horlogerie (FHH) is to promote the values of Fine Watchmaking worldwide. Created in 2005 at the initiative of its three founders - Audemars Piguet, Girard-Perregaux and the Richemont group - the Foundation has grown with the years, gaining in size and scope. The 26 Partner brands that fund the FHH's projects are all part of the Fine Watchmaking perimeter. The Foundation's work is relayed by a dozen local delegations. They lead initiatives aimed at the Partner brands, the main retailers, the media and watch enthusiasts. **The Foundation's missions**

- Inform: bring the history, professions, specificities and latest developments in Fine Watchmaking to a global public.
- Train: promote and transfer the skills and expertise of Fine Watchmaking among both the public and professionals (sales staff, retailers, brands).
- Recognise: produce a definition of Fine Watchmaking; draw up a Fine Watchmaking perimeter and determine who its members are.
- Organise: spread watchmaking culture worldwide and encourage exchanges within Switzerland and internationally through cultural and business platforms.

www.hautehorlogerie.org

About Dubai Culture & Arts Authority

The Dubai Culture & Arts Authority (Dubai Culture) was launched on March 8, 2008 by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President & Prime Minister and Ruler of Dubai. Dubai Culture plays a critical part in achieving the vision of the Dubai Strategic Plan 2021 of establishing the city as vibrant, global Arabian metropolis that shapes culture and arts in the region and the world.

The organisation has announced several initiatives that strengthen the historic and modern cultural fabric of Dubai. These include: **The Sheikh Mohammed Bin Rashid Al Maktoum Patrons of the Arts Awards:** The first of its kind initiative in the Arab world honouring individuals and organisations who have made financial or in kind contributions through sustained support to visual arts, performing arts, literature and film in the region; **Dubai Art Season:** The city's premier umbrella arts initiatives which encompasses of Art Week (Art Dubai, Design Days Dubai, and SIKKA Art Fair), Middle East Film & Comic Con, to highlight the Emirate's growing creative landscape within the international circuit; **SIKKA Art Fair:** An annual art fair aimed at promoting Emirati and local artists in the UAE; and **Dubai**

Festival for Youth Theatre: An annual festival that celebrates and fosters the art of theatre in the UAE.

www.dubaiculture.gov.ae

The Dubai Mall

Located in the heart the prestigious Downtown Dubai, described as ‘The Centre of Now,’ is The Dubai Mall, the world’s largest and most-visited retail and entertainment destination, which welcomed more than 80 million visitors in 2014. The Dubai Mall features the world-class Dubai Aquarium & Underwater Zoo featuring thousands of aquatic animals and a 270-degree walkthrough tunnel. The strong family entertainment components include KidZania®, an innovative children’s ‘edutainment’ concept; SEGA Republic, a 76,000 sq ft high adrenaline indoor theme park; the 22-screen Reel Cinemas megaplex with a total capacity of 2,800 seats; and the Olympic-sized Dubai Ice Rink. For visitors, there is an adjoining 5-star premium hotel, The Address Dubai Mall and car parking for over 14,000 vehicles. The Dubai Mall is an integral part of Downtown Dubai, the flagship mega-project by Emaar Properties. At 12 million sq ft, the mall’s total area is equivalent in size to 200 soccer pitches. With a total internal floor area of 5.9 million sq ft, The Dubai Mall has 3.77 million sq ft of gross leasable space and over 1,200 retail stores, two anchor department stores and more than 200 food and beverage outlets.

www.thedubaimall.com

Grand Prix d’Horlogerie de Genève (GPHG)

Created in 2001 and recognised as a public interest foundation from 2011, the Grand Prix d’Horlogerie de Genève (GPHG) annually highlights and rewards the excellence of contemporary watchmaking creations. It enables an international audience to follow the evolution of this art through a competition culminating in a prize-giving ceremony, which is held in autumn of each year in Geneva. This annual competition is open to all brands, involves several hundred watches that are launched during the course of the year, and awards the best-recognised honours in the watchmaking field. An international and independent jury composed of acknowledged specialists establishes the list of prize winners. The watches pre-selected for the GPHG, as well as the winners, take part in a travelling exhibition inviting to discover and admire the finest timepieces of the year, exceptionally united on these occasions.

www.gphg.org

Christie’s

2016 marks Christie’s 250th anniversary and will be celebrated with a series of events and exhibitions throughout this historic year for the company. As the world’s leading art business, Christie’s has continued to be recognised as tastemakers in the art market, continually innovating its sales calendar and curating sales to create different perspectives of the art market and collecting trends. Over the last 250 years, Christie’s has expanded its reach beyond the headquarters in London, with first sales in America in 1970, then Hong Kong in 1986 and more recently the Middle East in 2006, China as well as India in 2013. Since 2012, Christie’s has also included regular online

sales across all collecting categories. This continuing spirit of innovation has enabled art collecting to become truly global, allowing clients to acquire or sell works across sale locations, collecting categories and via auction, private sale and online. Within our 250th year, Christie's also celebrates 10 Years in Dubai and 30 Years in Asia. www.christies.com/250

Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's has since conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers around 400 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War & Contemporary, Impressionist & Modern, Old Masters and Jewellery. Christie's has a global presence with 54 offices in 32 countries and 12 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, Shanghai, and Mumbai.

www.christies.com

AHCI

The Académie Horlogère des Créateurs Indépendants (AHCI) was founded in 1985 by Master Watchmakers Svend Andersen and Vincent Calabrese. Across three decades, the AHCI has grown to become recognized by connoisseurs around the world as a byword for outstanding workmanship, boundless creativity, constant innovation and exquisite execution, all of which are traits that are to be found in every extraordinary timepiece crafted by the hands of its members and candidates. www.ahci.ch