



04.11 – 21.12.09

HIGHLIGHTS

L'EXPÉRIENCE DE LA VILLE
04.11-21.12.09 **CULTUREL**

**DÉMONSTRATION DE
SAVOIR-FAIRE HORLOGERS**
18-20.11.09 **PROFESSIONNEL**

METROPOLIS CINÉMA
27-28.11.09 **CULTUREL**

METROPOLIS WATCH FORUM
27-29.11.09
PROFESSIONNEL CULTUREL COMMERCIAL

**JOURNÉE INTERNATIONALE
DU MARKETING HORLOGER**
26.11.09 **PROFESSIONNEL**

**CÉLÉBRATION
DU SOLSTICE D'HIVER**
21.12.09 **CULTUREL**

**JOURNÉES DE
LA MÉTROPOLE
HORLOGÈRE**

**LA CHAUX-DE-FONDS
SUISSE**

WWW.METROPOLEHORLOGERE.CH

www.polygene.ch



Un projet NPR - Nouvelle Politique Régionale

ne.ch
REPUBLIQUE ET CANTON DE NEUCHÂTEL



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



JURA RÉGION

WATCH VALLEY

La Chaux-de-Fonds: Le Laste
Ultime horlogerie inscrit au
Patrimoine mondial UNESCO

Département fédéral de l'économie DFE
Secrétariat d'Etat à l'économie SECO

VILLE DE LA CHAUX-DE-FONDS



COME EXPLORE THE WATCHMAKING CULTURE

La Chaux-de-Fonds, the Watchmaking Metropolis, the birthplace of the architect Le Corbusier, is the capital of the world watchmaking industry and the biggest provider of micro technical technologies in Switzerland. Almost all the famous Swiss watch brands are either manufactured, designed, supplied or domiciled within a 30 minute radius of the Watchmaking Metropolis.

La Chaux-de-Fonds together with the town of Le Locle were recently added to the UNESCO WORLD HERITAGE list for their unique watchmaking urban development.

During the Watchmaking Metropolis Day you can:

- visit the International Watch Museum in La Chaux-de-Fonds and Le Locle Watch Museum «Musée du Château des Monts»
- participate in cultural events all day long
- attend public conferences
- take advantage of the opportunity to acquire watches and related products at special prices from the local retailers as well as at the “Metropolis Watch Forum”.

METROPOLIS WATCH FORUM

from 27th to 29th of November 2009 at the “Usine Electrique” of La Chaux-de-Fonds.

You will find:

- **METROPOLIS WATCH MARKET**
Wide range of affordable watches and exclusive hand decorated jewelry.
- **VINTAGE SHOP, ANTIQUE WATCHES**
Antique watches and other related collectables offered by professional dealers for the connoisseurs, the collectors and the enthusiasts.
- **VIP ZONE**
Exceptional watches, unique and valuable timepieces selected for this occasion will be displayed in the VIP area.
- **BOOK SHOP**
Offers publications about the history, the development and heritage of watchmaking and timekeeping of La Chaux-de-Fonds, Le Locle and the surrounding Jura area.
- **FILM SCREENING**
Feature length film on the big screen with the collaboration of «Cinema Passion». Also films related to the craft of watchmaking.
- **WATCHMAKING PROFESSIONS AND KNOW HOW**
Presentation on the various arts of watchmaking from professional schools and from the private sector.
- **ELECTRIC BAR**
Metropolitan Watchmaking Day meeting place for fun and relaxation.