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SPOTLIGHTS

Genoud continues its expansion

Ateliers Genoud, a leader in the global watch world, turned the economic crisis that hit watchmaking to its advantage by restructuring itself. The enterprise's aim is to move more into the international arena and develop new activities.

March 30, 2004

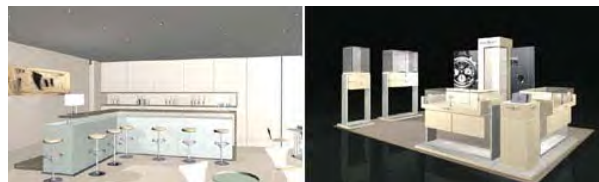
By Pierre Maillard



Raphael Genoud / Carrera



Carrera / TAG Heuer



Project / Maurice Lacroix



Maurice Lacroix / Cerruti

Genoud, which has been in the service of the most prestigious Swiss watch brands since 1964, knows how to turn a difficult situation to its advantage. Confronted with a slowdown in demand coming from the haut de gamme segment, Ateliers Genoud decided to vigorously develop its activities in the fashion and mid-range sectors. Now, the prestige brands are also proposing more accessible lines and are thus moving into these segments. As a result, they depend on the professionalism and experience of Ateliers Genoud to fill their needs in these sectors as well.

Genoud provides a personalized global service that ranges from the conception and design of material for the sales points (window displays, counter displays, presentation trays, mirrors, etc.) to that of counters, boutiques and stands at exhibitions. Tailor-made, precisely budgeted solutions combining traditional with hi-tech materials are a specialty of the enterprise.

For the last ten years, Genoud has been active in China, where it owns a factory employing 600 people, and has recently opened an office for creation and other services in Hong Kong. It has a strong presence in the USA, where it partners with Chippenhook, a maker of displays and presentation boxes.

This internationalization has allowed the Geneva company to reduce production costs in order "to increase the visibility of our clients," explains Raphaël Genoud. The design and quality control centre remains in Switzerland, but the production in China and the American partnership permit better service and major economies of scale, while offering the same high standards that have made the reputation of Ateliers Genoud.

www.ateliersgenoud.ch

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