

## Visit to the Breitling Then & Now Pop-up Museum

Exclusive insights by  
**Georges Kern  
CEO, Breitling**

“The big hope lies in  
the USA”



March 20, 2025, 5:30 p.m. - 7:15 p.m.  
at Rennweg 14/16, 8001 Zurich

Join us for an exclusive visit to discover Breitling's three universes— Air, Land, and Sea— across three immersive floors, each offering a unique insight into its remarkable milestones through interactive displays, rare vintage watches, and previously untold stories.

Swiss AmCham CEO Rahul Sahgal will first interview Georges Kern, CEO of Breitling, followed by Alfred Gantner, Chairman of Breitling and Co-Founder of Partners Group. Guided tours of the museum will follow. To round off the evening, an apéro riche will be offered to network and share impressions.

  
**BREITLING**  
1884

**140**  
YEARS  
OF FIRSTS

Thursday, March 20, 2025 at Breitling *Then & Now* Pop-up Museum, Rennweg 14/16, 8001 Zurich  
Arrival of guests at 5:30 p.m. / Welcome remarks at 6:00 p.m. / Guided tours until 7:15 p.m./ Followed by apéro riche  
CHF 75.00 for members, CHF 90.00 for non-members (incl. 8.1% VAT).  
Free cancellation until 6 p.m. the day prior to the event. Full no-show charge after this deadline.

Registration on [www.amcham.ch/events](http://www.amcham.ch/events)

Phone: 043 443 72 00 - Email: [events@amcham.ch](mailto:events@amcham.ch)