

In brief

Christie's



Developed as a prototype for perfecting the diving watch concept, this Rolex Deep Sea Special N°1 was attached to the hull of Auguste Piccard's bathyscaphe *Trieste* for the inaugural deep-sea trial to a depth of 3,150 meters in the Mediterranean on September 30th 1953. This watch then served as the proving ground for the Rolex Deep Sea Special N°3 that would reach 10,908m in the Mariana Trench with the *Trieste* on January 23rd 1960. It will be offered by Christie's at the "Rare Watches" auction to be held on November 8th at the Four Seasons Hotel Les Bergues in Geneva.

Les Ambassadeurs & Watches of Switzerland

Since September 1st 2021, Philipp Budiman, an expert in e-commerce and online mar-

keting, has taken over the management of Les Ambassadeurs as well as Watches of Switzerland and is responsible in this capacity for sales and marketing. He was previously head of Montredo, the online watch platform he founded in 2012 and which is based in Berlin.

MCH Group

In the first half of its financial year, the MCH Group's minimal activity due to the pandemic and the preparations for the events of the next six months resulted in a decline in operating income to CHF 60.4 million and a half-year loss of CHF 29.4 million. Despite the continuing tense situation, the mood is optimistic. With the Covid certificate being imposed, major events are once again possible and the group expects a gradual recovery in its activities.

Geneva Airport

The historical Geneva-New York route will resume before the end of the year. Following the reopening of the US borders that took effect on November 1st, Swiss and United Airlines have decided to reintroduce their routes, serving JFK and Newark airports. United Airlines will re-establish its Geneva to Newark service from November 1st with four flights per week. Swiss will operate up to four flights per week to JFK from December 14th.

SIAMS

From July 2022, Christophe Bichsel will be the new SIAMS customer manager. He will replace Laurence Roy, who has been in the position since 2005. The next edition of the biennial event will take place from April 5th to 8th 2022. **o**



Christophe Bichsel, Laurence Roy & Pierre-Yves Kohler (director)