

Women in the watch industry

Their contribution to the watch industry is inestimable, yet no one speaks of them. They are workers, engineers, creators or watchmaker jewelers. A good fifty percent of the workers in the watch industry are female; without them, everything would come to a halt...Just think about it a moment . . .



DELANCE is a small enterprise, who takes over social responsibility. If its founder's passion is watch business and creation, it's as well her mission to encourage women to realise their dreams. In fact, Mrs. Giselle Rufer puts herself out for regional and international women-associations. Awarded with the title "Entrepreneur of the year 2008", she is a popular speaker concerning professional and personal themes which passionate her. For any kind of question or conversation regarding this, she is at your full disposition. Feel free to contact her at +41 (0)32 323 64 01 or by E-Mail giselle.rufer@delance.ch . You are also very welcome to visit her in Baselworld 2009: Hall 5.1, stand C37.