

ILTM ASIA 2011
INTERNATIONAL LUXURY TRAVEL MARKET ASIA
SHANGHAI, CHINA

In cooperation with Zürich Tourism, Türler Watches & Jewellery presented itself at ILTM Asia 2011 on the occasion of a three-day workshop last June. This unique show is an invitation-only magnet for tour operators specialized in luxury travel. The high-caliber event was an ideal platform that allowed Türler to consummately fulfill its mission as a true brand ambassador for Switzerland's rich heritage in timepieces and jewellery. The attributes that embody Swissness and Swiss quality were conveyed to the attendees in intensive personal discussions, and many promising new contacts were forged in the Asia-Pacific region.



The Zürich delegation at the workshop hosted by ILTM Asia 2011, from right to left: Franz Türler, Watches & Jewellery, Zürich; Ms. Esther Grob, Market Manager, Zürich Tourism; Ms. Britta Matthesius, Director of Sales, Hotel Baur au Lac, Zürich, and Franz Türler Jr., Deputy Managing Director, Türler Zürich-Paradeplatz.

Franz Türler strikes the gong which signals that the team from Zürich is ready to welcome the next group of visitors.