

## Press Release



### GLASHÜTTE ORIGINAL is a new co-partner of the Berlin International Film Festival

"We are very happy to have won a German enterprise so rich in tradition as a partner. Sound craftsmanship is also a prerequisite for the success of any film," says Dieter Kosslick, Director of the Berlin International Film Festival.

The name GLASHÜTTE has been synonymous with high-quality watchmaking, German precision and exquisite design for 165 years. Today, GLASHÜTTE ORIGINAL, a company of the Swatch Group, is one of the leading makers of luxury timepieces worldwide. The manufactory in Glashütte, near Dresden, has its own watchmaking school that trains up to 12 watchmakers and three toolmakers annually. Like the Berlinale, GLASHÜTTE ORIGINAL is clearly committed to promoting young talent.

In its first year of the partnership signed until 2013, GLASHÜTTE ORIGINAL will concentrate on the presentation of its brand within the framework of the Berlinale. Additionally, points of contact with regard to content are being planned for future festivals.

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*61. Internationale  
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