



PRESS RELEASE

"IGNITE THAT SPARK" SONG LAUNCH

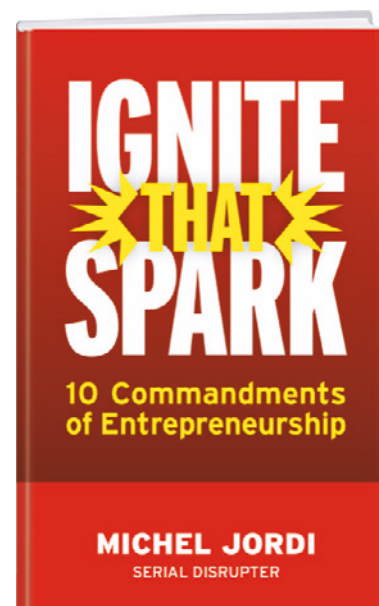
"Swiss Ethno Pope" Michel Jordi has chosen Swiss Digital Day, October 25th 2018 to launch his first hit song, titled "IGNITE THAT SPARK"

Michel Jordi has been known since the 1990s for his Swiss Ethno Fever products which brought him international fame and recognition. In November 2017, he published his autobiography *Der Uhrschweizer - Aufgeben ist keine Option* in German.

On November 19th 2018, Jordi will officially launch his new book *Ignite That Spark - 10 Commandments of Entrepreneurship* at University College London (UCL). True to his reputation as a serial disrupter, he has opted to follow that path by linking the book with a pop song. However, it is not "just another song," but instead a strong and encouraging message for up-and-coming generations. The lyrics reflect Michel Jordi's life and were written by Franceska Aeschlimann. She also composed the music with British singer-songwriter Chris Eaton, who performs it in a duet with Abby Eaton.

The official 'drop' of this captivating song will be tomorrow October 25th 2018 on the occasion of **Swiss Digital Day**. You can listen to and share the song from his [Ignite That Spark](#) YouTube channel and let yourself be inspired.

In addition, you can meet Michel Jordi in person as guest speaker in Olten on October 28th and Luzern on October 29th. More on his micheljordi.net webpage.



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Nyon, October 25th 2018



PRESS RELEASE

THE BOOK



"Always be first, different and unique"
Jean-Claude Biver, Chairman of Hublot watches

"Michel helped me become who I am today, notably by sending me to Hong Kong at age 26 to open his Asian branch, as well as proving a great mentor who taught me to follow my convictions and never to give up. His book is a valuable companion for every aspiring entrepreneur."
Patrick Boutellier, CEO Rolex Australia

"Michel Jordi is one of the great brands of Switzerland as an entrepreneur and person. He and his work reflect inspirational ideas of the best kind. His book gives insights and shares experiences from which we can all learn."
Jeffrey G. Katz, former CEO of Swissair, founding CEO of Orbitz online travel, voted five times as one of the Top 25 Most Influential People in Travel.

"This captivating book reads like a fine dining menu in a gourmet temple. You can taste it à la carte or go for the complete discovery menu with all its delicacies and calories".
Anton Mosimann, OBE and chef at Mosimann's of London

"The start-up maniac Michel Jordi is the living proof that entrepreneurship is all about passion and never giving up".
Beat Schillig, Founder of IFJ (Institute for Young Entrepreneurs) and Venturelab

"Michel Jordi shares his experience, insights and vision in this compelling must-read roadmap for aspiring entrepreneurs. A vivid example of resilience throughout his eventful career".
Dominique Turpin, former president of IMD Lausanne, Switzerland



Michel Jordi is a serial entrepreneur and disruptor of the Swiss watch industry. He is the inventor of the legendary Swiss Ethno watch and LE CLIP. He was honoured with the Leadership Award of the EU Business School, Barcelona in 2018. Studied at Harvard Business School, Boston and IMD, Lausanne
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