



ACADEMY

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*Completing  
gemmological  
and geological  
knowledge,  
the Gübelin  
Academy sheds  
light on the myth,  
magic and  
mystery of gems  
and jewels.*



## DEEPLY INSPIRED BY KNOWLEDGE

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Coinciding with the hundred year anniversary of the birth of one of the world's most celebrated gemmologists, Eduard Josef Gübelin, the Gübelin Academy was founded in 2013. Inspired by his intellectual heritage, the Gübelin Academy aims to share the company's longstanding expertise in imparting passion, emotion and knowledge in the fascinating world of coloured gemstones. In our base in Hong Kong and further major Asian metropolises as well as in Switzerland, we offer a unique set of gemmological courses to professionals, enthusiasts and connoisseurs.

Yours truly,

Raphael Gübelin

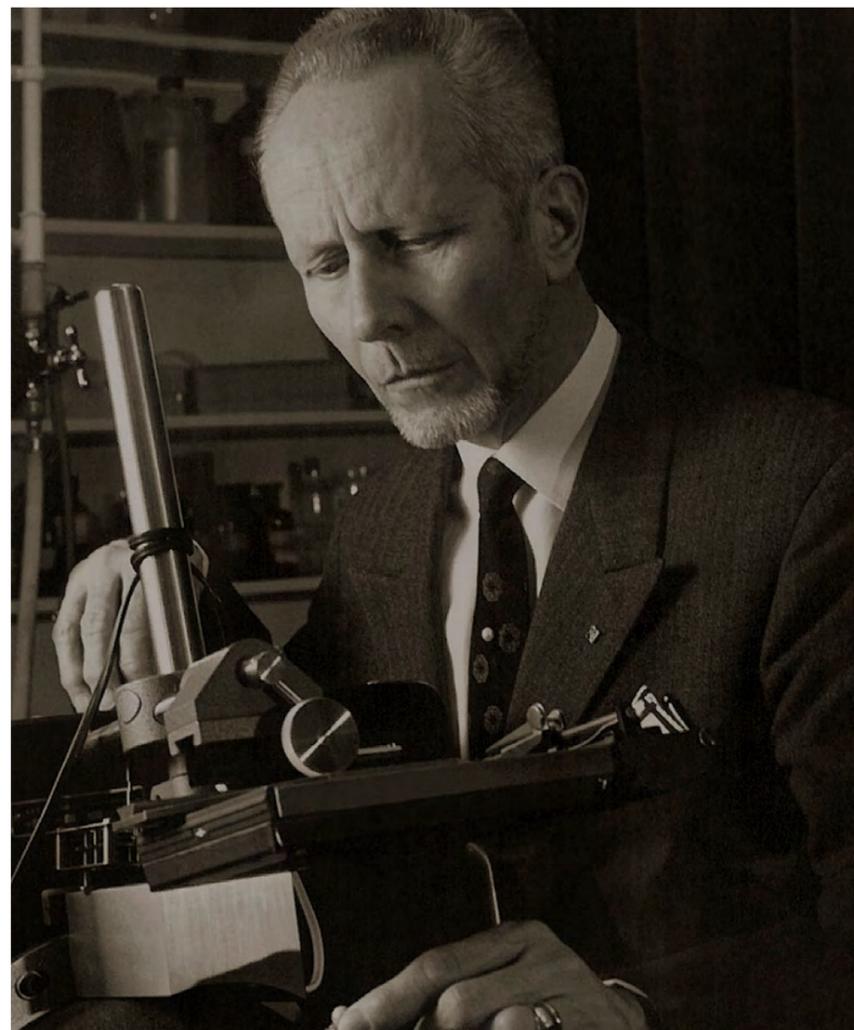
President  
Member of the Board

## PIIONEER SPIRIT

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*Eduard Josef Gübelin's passion for gemstones, his extensive knowledge and his revolutionary research are pillars of the House of Gübelin. The Gübelin Academy shares his expertise and his passion for gemstones with the public.*

Eduard Josef Gübelin is considered to be one of the most renowned gemmologists of the 20<sup>th</sup> century. His lifelong studies on inclusions, his numerous publications and his specifically developed instruments revolutionised science and laid the foundation for identifying and understanding gemstones.



*“To anyone who loves gemstones and rejoices in their radiant, coloured and dazzling exterior beauty, comes involuntarily the desire to be able to peep into their interior.”*

Eduard Josef Gübelin  
1913–2005

The roots of the Gübelin Gem Lab go back to 1923. Under the aegis of Eduard Josef Gübelin, it has grown over the decades to one of the most respected institutions of its kind in the world. In addition to the latest technologies which are used to analyse gemstones, the Gübelin Gem Lab has built up a gemstone reference collection comprising more than 27,000 gemstones.

The scientists in the Gübelin Gem Lab follow the footprints of Eduard Josef Gübelin and keep on researching. The insights gained by these research activities allow them to continue and to enhance their services for the benefit of the gemstone industry. Exciting research and technologies developed in recent years, have included such breakthroughs as age determination in sapphires and nano-particle traceability in emeralds. Built further on this foundation, Gübelin Academy draws on this heritage of learning and development, accessing the reference stone database for training samples and sharing complex gemmological concepts key to laboratory work in an accessible and inspiring manner.

The Gübelin Academy cultivates Eduard Josef Gübelin's legacy, sharing the art and science of gemstones with the public.

# WHERE EAST MEETS WEST

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*From the lively heart of Hong Kong to our home in Switzerland, Gübelin Academy has built a global presence in gemmological education.*

Following the successful opening of the Gübelin Gem Lab in Hong Kong, Gübelin Academy set up its primary location in this vivacious hub to strengthen an already established and respected worldwide company reputation. Classes are based in the glamorous Landmark building and taught in English, Cantonese and Mandarin.

Expanding on our Hong Kong base, classes are also available in Mainland China, in Shanghai and other key cities across the country, held regularly in Mandarin and English. Other prime Asian locations, from Kuala Lumpur to Singapore, feature in our international teaching schedule.

Balancing our original home base, courses are at the same time run out of and held in Switzerland, home to the House of Gübelin. Classes are offered in Lucerne, situated in the heart of Switzerland, and in Zurich, the Swiss metropolis, a perfect location for international students.

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## WHERE SCIENCE MEETS STORIES

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*Completing gemmological and geological knowledge,  
the Gübelin Academy sheds light on the myth, magic and  
mystery of gems and jewels.*

Historically, gemstones have been valued not only for rarity and beauty, but also prized for protective powers and magical associations. The gemmological developments of modern science have since revolutionised our understanding of gemstones, enabling us to appreciate internal characteristics and optical effects, for example, and distinguish, identify and value gemstones on sound principles of physics and chemistry. Yet the wonderful world of coloured stones is more than just facts and figures, specific gravities and refractive indices; it includes an irremovable romanticism and value founded in precious historical associations and seeming miracles of nature.

Gübelin Academy uniquely offers an education encompassing all these fascinating and complex aspects of coloured stones, balancing chemistry with history, and science with stories.



Coronation portrait of Queen Victoria from 1838

# UNIQUE EDUCATION

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*Gübelin Academy offers fast-track programmes imparting invaluable gem knowledge with a uniquely inspiring and sparkling approach.*

- Focused on the emotional and practical appreciation of emeralds, rubies and sapphires
- Fast-track programmes of two days upwards, within a modular course structure of increasing levels of expertise
- Designed for trade professionals as well as enthusiasts and connoisseurs of coloured gemstones
- Founded on Gübelin's long-standing expertise and experience
- Knowledgeable, passionate and inspiring teaching
- Several teaching locations across Asia and Europe

- Small-class environment ensuring tutorial-level teaching and networking opportunities
- In luxury surroundings with high quality gemstones and reference collection samples on hand
- Accessible, detailed and useful course material
- Students awarded a Gübelin certificate of attendance upon the completion of each level

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For upcoming events, seminars and course details:



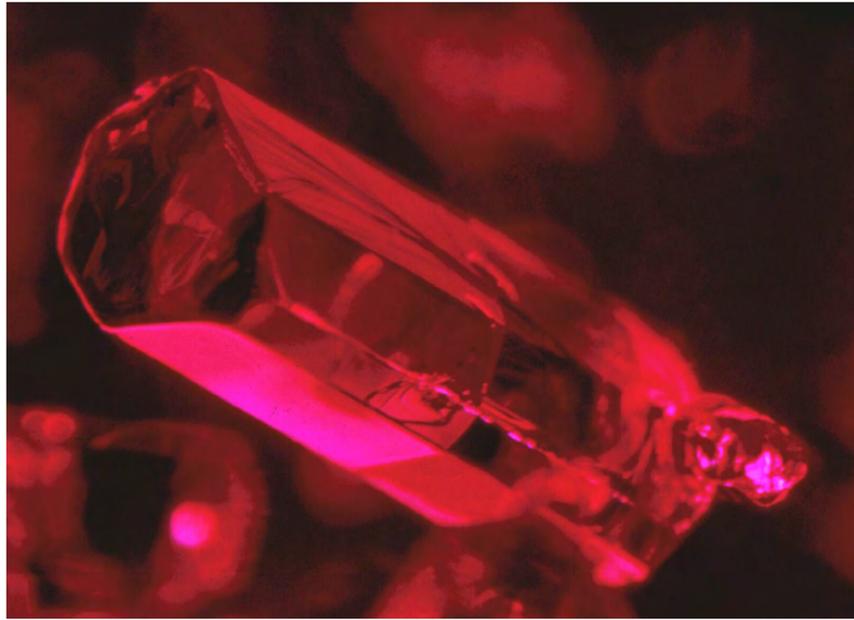
# COLOURED GEM PROFESSIONAL ON-SITE COURSES

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*Our key course is a fast-track curriculum covering emeralds, rubies and sapphires, designed for professionals, enthusiasts and connoisseurs of coloured stones.*

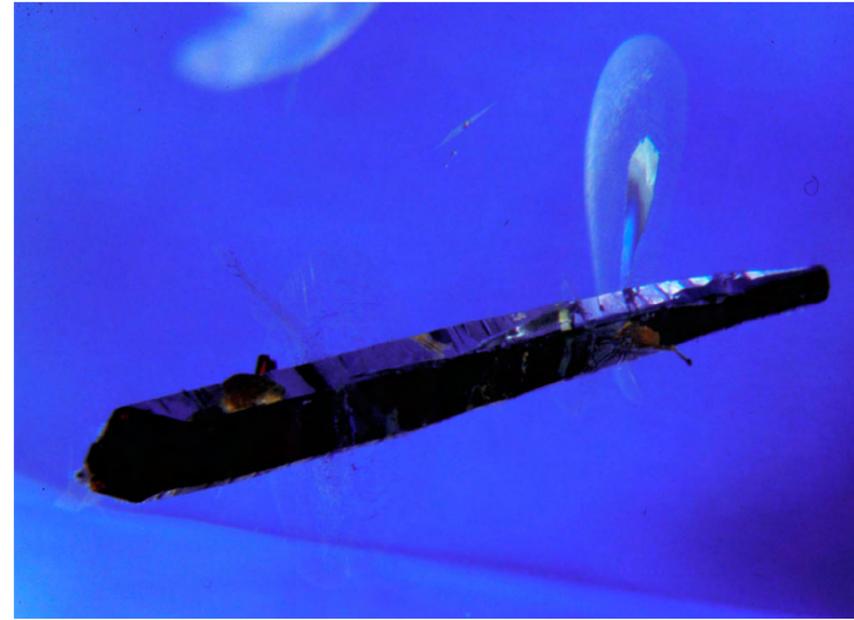
Created as a series of modular programmes with increasing levels, courses range from several hours to several weeks. Through knowledgeable, passionate and inspiring teaching, Gübelin Academy courses offer unique fast-track training into the wonderful world of coloured gems. Gain a Gübelin Coloured Gem Professional certificate while studying emeralds, rubies and sapphires, whether beginning with the basics or mastering the advanced history, gemmology and psychology behind the most precious and colourful commodities in the world.





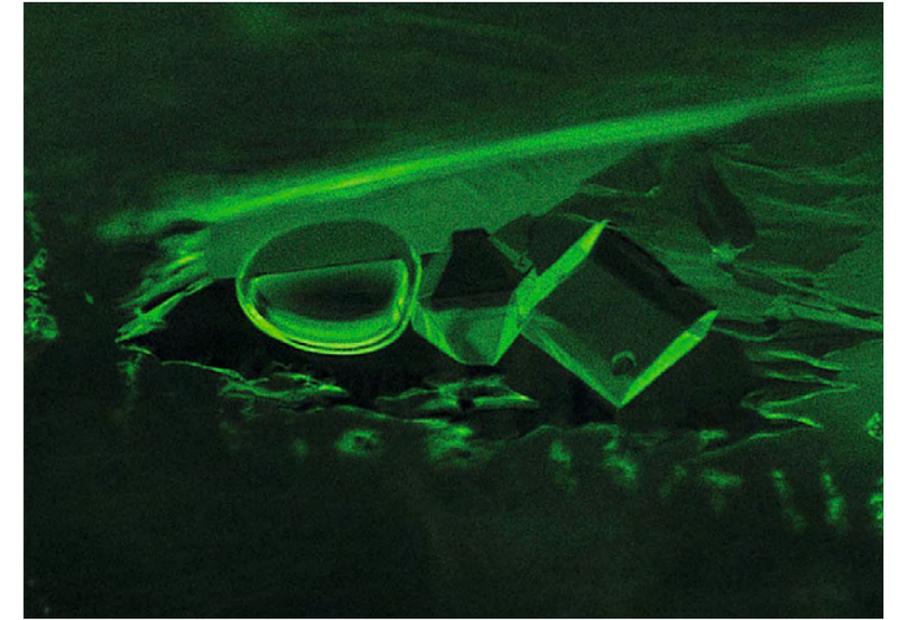
## LEVEL 1

A fast-track introduction to emeralds, rubies and sapphires. Introducing the gemmological, practical and historical basics of the Big Three in just two days: learn their key valuation criteria, as well as what they are, why they are so valuable and how to assess this value. Hear the stories and history behind emeralds, rubies and sapphires and their key gemmological characteristics. An invaluable introduction to anyone interested in or wishing to expand their knowledge of the main coloured gemstones and an undoubted inspiration to bring you up to the next level.



## LEVEL 2

The next step up in exploring emeralds, rubies and sapphires. Continuing in the modular fast-track format, delve into the details of the physical, chemical and optical properties of the Big Three in five days. With a combination of detailed course material and practical sessions, understand emeralds, rubies and sapphires from a deeper perspective. Explore their origins and treatments; the mystery of light and certain optical effects; formation, mining, production and sales; and look with a loupe like a professional examining the interior of these gems together with our trained gemmologist instructors.

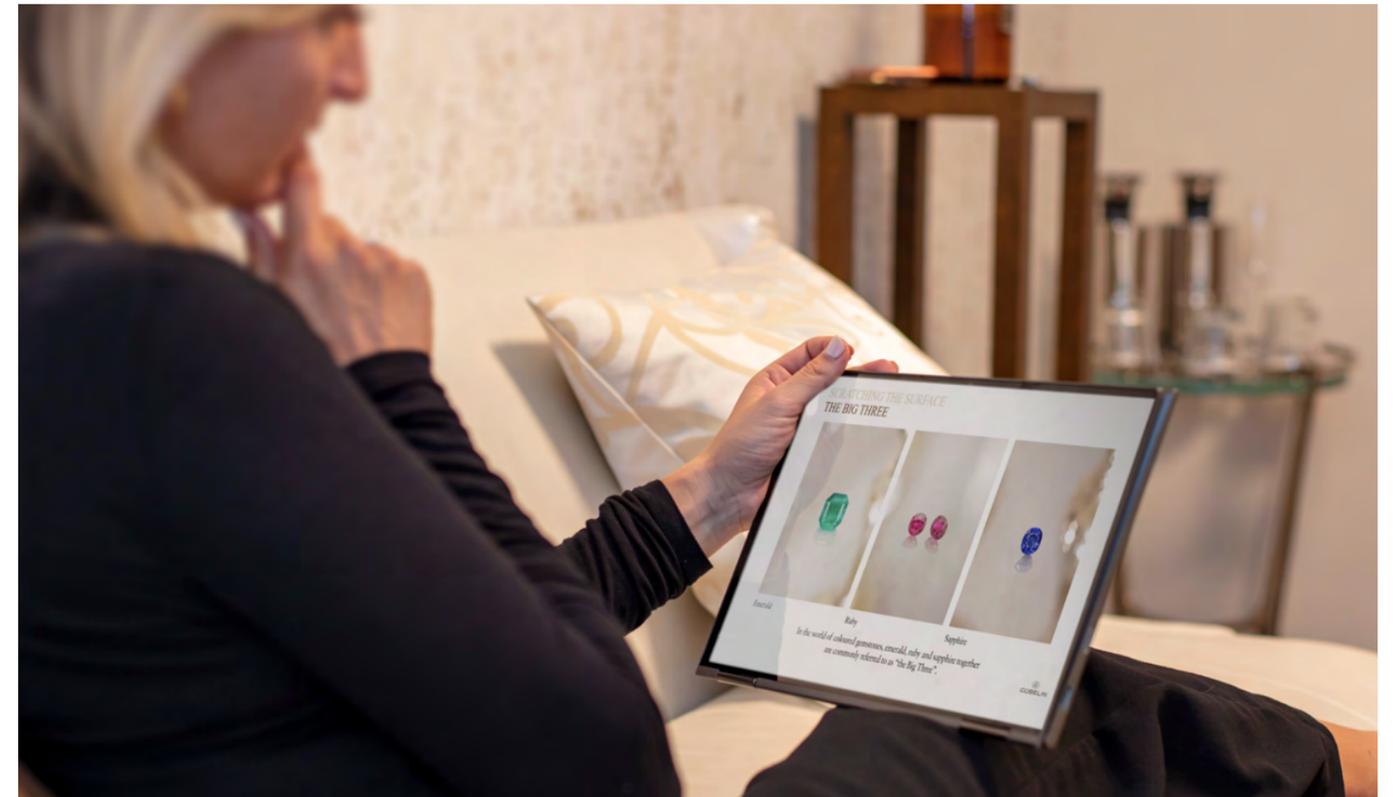


## LEVEL 3

The practical culmination of your Coloured Gem Professional. Through our unique gemstone reference collection and detailed image archive, learn how to handle, study and assess emeralds, rubies and sapphires over five days. Focusing on treatment and origin, discover the hands-on need-to-know basics in the gem business. Master the microscope to observe inclusions and internal features, while understanding gemmological examination and testing from the laboratory perspective. With practical loupe work, learn how to take these skills outside of the classroom in the field, whether buying, selling or just appreciating the wonderful world of the Big Three.

# COLOURED GEM PROFESSIONAL ONLINE COURSE

*Coloured Gem Professional – The Basics,  
introduces you to the emotional, historical and gemological  
basics of the “Big Three” – emerald, ruby and sapphire.*



Immerse yourself in the fascinating world of coloured gemstones as our trainers share with you their stories, the history, present to you their main valuation criteria, as well as their key gemmological characteristics. An invaluable introduction to anyone interested in or wishing to expand their knowledge of the most important coloured gemstones.

The format of this online course has been specially designed to nurture your passion about gemstones providing you with full HD videos starring our Gübelin Academy trainers and also further Gübelin specialists to enhance your personal experience.

Your learning outcomes, after each module, will provide you with the knowledge and skillset to feel confident about your gemological bases.

Upon successful completion of each module you will receive a certificate personally signed by our President, Mr. Raphael Gübelin.

You will then have the opportunity to continue to an intermediate and advanced course.

Starting immediately, gem aficionados can deepen their knowledge online anywhere and at any time. The new online course “Coloured Gem Professional: The Basics” is addressed towards interested persons all over the world, sharing the knowledge, experience and passion that the House of Gübelin holds for coloured gems.

## 4 MODULES

- Scratching the Surface
- Emerald
- Ruby
- Sapphire

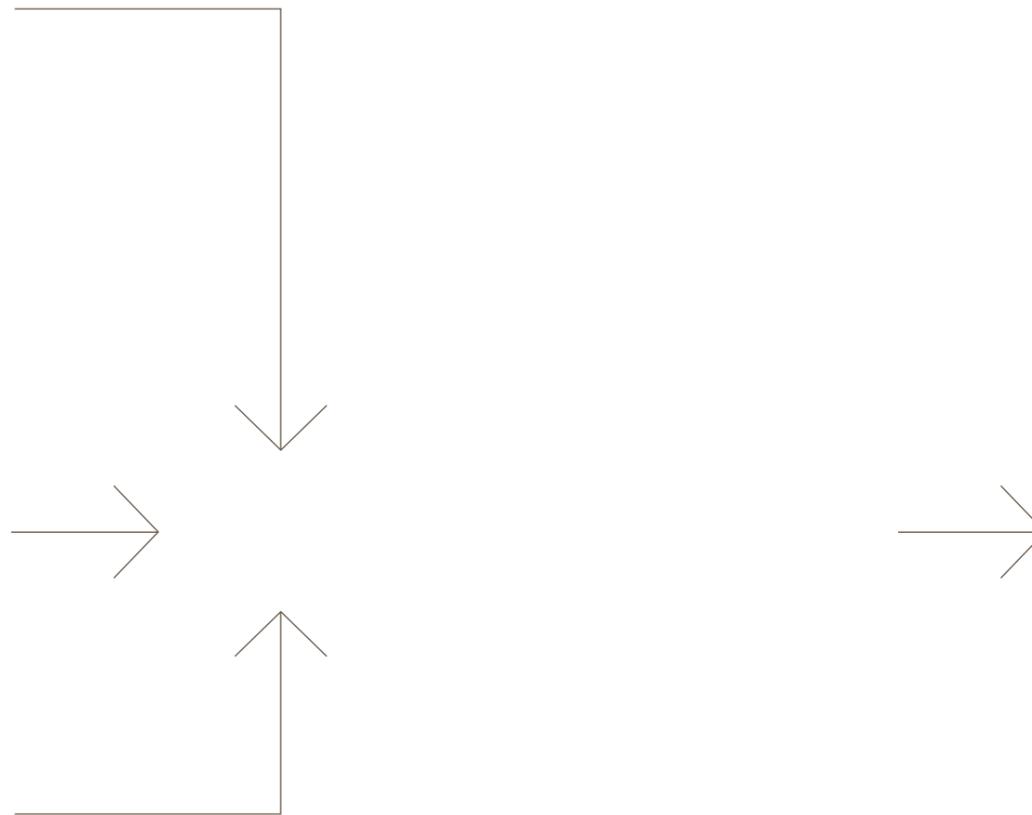
Duration per module: approx. 3 hours

# LEARNING JOURNEY TO OBTAIN YOUR CREDENTIALS

ONLINE  
COURSES

ON-SITE  
COURSES

LIVE  
COURSES



## TAILOR-MADE COURSES

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*Gübelin Academy is also offering its vast knowledge in tailor-made corporate training classes.*

Gübelin Academy offers professional trainings for companies and staff in the jewellery and gemstone sectors. In a highly competitive and fast-changing industry, front-line sales training in coloured gems and back office knowledge and industry understanding are intrinsic to business success and client trust. With an unrivalled experience in coloured gemstones and access to the most up-to-date cutting edge research, Gübelin Academy can offer the perfect training tailored to your needs.

We are honoured to inspire and educate jewellery professionals in the wonderful world of gems, and are proud to count some of the world's most famous brands and leading jewellers, such as Cartier and Chopard, amongst our corporate clients.



We will happily assist you in creating an unforgettable "gemmy"-event especially designed for you.

## GEM TALK

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*A 40–45 minutes insightful presentation in the exciting world of gemstones followed by a friendly glass of champagne in one of our boutiques while gazing and trying on some of our exclusive jewellery pieces.*



## GEM BITE

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*If you would like your 40–45 minutes gem talk to be accompanied by a friendly apero (glass of champagne and small bites) we are happy to organize a bite to eat for our guests as well.*

CHOOSE YOUR TOPIC

## TESTIMONIALS

*“Structured – Historical – Interaction – Practical. Great!”*

Ivan, Jewellery Professional, Switzerland



“The trainer was very professional and passionate about gemstones. Explained details clearly. To know more about history, value and the structure of coloured gemstones inspired me to make unique jewellery.”

Ian Yu, Jewellery Designer, Hong Kong

“Very comprehensive and well-designed course for both professionals and non-professionals. Very engaging class and I recommend whoever is passionate about jewels to attend.”

Kevin, Trade Professional, Hong Kong

“Excellent. Beautiful history, art, chemistry and literature all found in the study of gemmology. The trainer was eloquent, entertaining and extremely delightful in sharing the vast and wonderful world of gemmology. I have gained a substantial amount of useful and applicable knowledge about gemstones as a consumer.”

Jessica, Private Collector, Singapore

“Absolutely an eye-opening journey into the world of gemstones! The comprehensive explanation from historical to technical, commercial and even emotional aspects was very helpful as an introduction to the ‘Big Three’!”

Joanne Lai, Trade Marketing Executive, Hong Kong

“Rich content. The teaching material is combined with text and images. I gained a lot of professional knowledge. Very useful.”

Jason, Retail Professional, Cartier China

“As a customer, reader or writer about jewellery, the Level 1 lesson provides a solid education about the ‘Big Three’, which enlightened my writing and knowledge. Thanks to Gübelin for this fruitful learning experience.”

Joyce, Writer, Hong Kong

Gübelin Academy  
Hong Kong Lucerne

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