



**THE WATCH INDUSTRY'S SUMMER GET-TOGETHER COMES TO AN END.**

## **SUMMING UP THIS EDITION IN FIGURES**

**After a week full of launches, meetings and lively discussions, Geneva Watch Days can look back on a record edition: 39 participating brands and nearly 1,500 industry professionals, including 600 media representatives and 300 retailers, came from all over the world to gather on the shores of Lake Geneva.**

The pavilion at the Rotonde du Mont Blanc was open to the public for four days and welcomed 8'000 people from the public, who were able to admire the latest offerings from the brands in 51 display cases grouped around three themes. 450 of them enjoyed guided tours led by three experts. The six symposiums on issues dear to the heart of the watchmaking industry were also a great success, each one drawing in fifty or so listeners to the auditorium. The brunch organized on Saturday, September 2 by the Fondation de la Haute Horlogerie attracted about 100 watch lovers to put their knowledge to the test in a quiz. Students, collectors and business executives had the opportunity to talk directly with the CEOs of the participating brands at three informal breakfasts. Finally, the charity auction held on August 30 organized jointly by Geneva Watch Days and Phillips in association with Bacs & Russo raised CHF 110'000.-for a fund dedicated to worthy students at the Ecole d'Horlogerie de Genève who find themselves in economic difficulty.

"Naturally, the success of this edition is down to our participating brands, and also to our partners. I would like to thank the Republic and Canton of Geneva, the Chamber of Commerce and Industry, Geneva Tourism, the Fondation de la Haute Horlogerie, the Grand Prix d'Horlogerie de Genève, Horopedia, the Ecole d'Horlogerie de Genève, the Watch Library, Worldtempus, GMT magazine and Revolution magazine for their valuable support," said Antoine Pin, President of the Geneva Watch Days Association and Director of Bulgari Watches.

Georges Kern, CEO of Breitling, is thrilled by the way the event went: "I am proud and delighted to play a part in and be a witness to this initiative - a collaboration that has been growing steadily ever since it was established three years ago. It's a cultural moment, a unifying event and a platform for dialog in the watchmaking industry."

"Informal but professional, decentralized but welcoming, this salon is the perfect format for launching our new products for the last quarter. Girard Perregaux and Ulysse Nardin are proud to be among the founding members and to contribute to its continuity," added Patrick Pruniaux, CEO of the two brands.

Maximilian Büsser, founder and director of MB&F, cannot conceal his enthusiasm either: "Launching beautiful mechanical objects opposite the Jet d'eau, right in the cradle of watchmaking, can only be a

delight. In a world where digital is gaining the upper hand, it remains crucial to share and exchange views with both industry professionals and the general public."

Boosted by this success, the salon is all set for its fifth edition in 2024 and is becoming an essential get-together in the industry's calendar.

#### **ABOUT THE GENEVA WATCH DAYS**

*The Geneva Watch Days are an industry salon founded in 2020 by eight prestigious watch brands: Breitling, Bulgari, De Bethune, Girard-Perregaux, H. Moser & Cie, MB&F, Ulysse Nardin, and Urwerk. The event is based on a modern and unconventional philosophy that emphasizes straightforward cooperation. It is a self-managed organization that is light, flexible, and agile, providing a common space to showcase the latest developments in watchmaking, while giving participating brands the opportunity to host decentralized activities. Held in partnership with the Canton and the City of Geneva, and with the support of the Geneva Chamber of Commerce, Industry and Services (CCIG), the show caters to industry professionals including retailers and media, while also being completely open to the public.*

*The 2023 event brought together the following brands: **Alpina, Angelus, Armin Strom, Arnold & Son, Artime, Bausele, Blanchet, Breitling, Bulgari, Byrne, Konstantin Chaykin, Claude Meylan, Corum, Czapek & Cie, De Bethune, Doxa, Frédérique Constant Group, Girard Perregaux, Greubel Forsey, Hautlence, HYT, Jacob and Co, Krayon, Laurent Ferrier, Louis Erard, Massena Lab, Maurice Lacroix, MB&F, H. Moser & Cie., Oris, Perrelet, Phillips in association with Bacs & Russo, Raketa, Reservoir, Ressence, Singer, Trilobe, Ulysse Nardin, and Urwerk.***

Media Relations: *Françoise Bezzola* [francoise@ideateams.ch](mailto:francoise@ideateams.ch)

Management: *Catherine Eberlé-Devaux* [catherine.eberle-devaux@bulgari.com](mailto:catherine.eberle-devaux@bulgari.com)