



PRESS RELEASE

Grand Prix d'Horlogerie de Genève The 2021 edition is open for entries

Geneva, 3 June 2021 - **Swiss and international watch brands are invited to submit their entries for the 2021 edition of the Grand Prix d'Horlogerie de Genève (GPHG) until 5 July 2021 via the dedicated digital platform.**

The GPHG Academy, which was created last year and now brings together 500 stakeholders in the profession, has kicked off this 2021 edition by proposing several hundred watches for competition.

The watch brands concerned then decide whether or not to confirm the participation of the watches proposed by the Academy and may enter other watches of their choice in the competition. In addition, all brands can make spontaneous entries via the dedicated digital platform ([2021 Entries](#)). The list of prizes and categories, as well as the entry conditions and procedures, are laid out in the [Rules of the 2021 edition](#), available on the platform and on the GPHG website.

Following the entry of models by the brands, the Academy will hold a first round of voting in September to elect the nominated watches, then take part in a second vote at the beginning of November to determine the 2021 prize list.

A strategic instrument for promoting the industry's new products, the GPHG enables an international audience to follow the evolution of the art of watchmaking through a competition culminating in the **awards ceremony of the 2021 edition, which will take place on Thursday 4 November.**

2021 entries: <https://www.gphg.org/horlogerie/en/gphg-2021/entries>

Rules of the 2021 edition: <https://www.gphg.org/horlogerie/en/gphg-2021/rules>

Presentation of the Academy: <https://www.gphg.org/horlogerie/en/academy/presentation>

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