

PRESS RELEASE

A first for the GPHG on the African continent



Othman Benjelloun, President of BANK OF AFRICA and Raymond Loretan, President of the GPHG Foundation

Geneva, 21 October 2022 - After a stopover in New Delhi, the watches nominated by the Grand Prix d'Horlogerie de Genève (GPHG) Academy can be admired until 23 October at the Villa Roosevelt in Casablanca.

This exhibition was inaugurated yesterday evening in a ceremony notably attended by Othman Benjelloun, President of BANK OF AFRICA, Raymond Loretan, President of the GPHG Foundation, Carine Maillard, Director of the GPHG Foundation, Quentin Epiney, Founder and CEO of FGP SWISS & ALPS as well as His Excellency Guillaume Scheurer, Ambassador of Switzerland to the Kingdom of Morocco.

" BANK OF AFRICA is particularly proud to invite the Foundation of the Grand Prix d'Horlogerie de Genève to Casablanca. I have a strong personal attachment to Switzerland, the country where I studied engineering at the Swiss Federal Institute of Technology in Lausanne. The prestigious event we are organising illustrates the friendship between Switzerland and the Kingdom along with the quality of our economic relations, particularly through investments in the fields of innovation and technology. Watchmaking is undoubtedly the best standard-bearer for Swiss high technology, its art of living, as well as its values of excellence, perfection and creativity that shared by BANK OF AFRICA." Mr. Othman Benjelloun, President of BANK OF AFRICA

"The GPHG is extremely happy and grateful to be able to organise this exceptional exhibition in Morocco, the first on the African continent, in partnership with BANK OF AFRICA. This is a unique opportunity for watch lovers to admire live – thanks to an original scenography – the most beautiful contemporary watch creations from more than 50 different brands and to appreciate the expertise, creativity and innovation behind the emotions they convey. We hope that our presence in Morocco will nurture the interest of aficionados and a new generation of watch lovers." Carine Maillard, Director of the GPHG Foundation

After Casablanca, the watches nominated by the GPHG Academy will travel to Geneva where they will be exhibited at the Musée Rath from 2 to 20 November.

These timepieces are in the running for **one of the 20 prizes, including the prestigious “Aiguille d’Or” Grand Prix which will be bestowed on November 10 in Geneva during the 22nd GPHG awards ceremony**. The winners will be presented in New York for a final exhibition.

Event pictures: <https://mediacenter.gphg.org/category/exhibition-2022/casablanca/>

2022 Calendar: <http://gphg.org/horlogerie/en/gphg-2022/2022-calendar>

List of 2022 nominated timepieces: <https://www.gphg.org/horlogerie/en/gphg-2022/nominated-timepieces>

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