



PRESS RELEASE *for immediate release*

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## The GPHG creates a sensation in Mexico, third stage of its 2019 roadshow

*Mexico, October 15<sup>th</sup> 2019* – After Sydney and Bangkok, the 84 watches pre-selected by the jury of the 2019 Grand Prix d'Horlogerie de Genève (GPHG) are on show in Mexico at the SIAR – Salón Internacional Alta Relojería – the largest watch show in latin America, held from October 15<sup>th</sup> to 17<sup>th</sup> at the St. Regis Mexico City hotel.

Providing a unique opportunity to admire the most beautiful timepieces of the year from nearly fifty brands assembled on this occasion, the GPHG's roadshow also created a sensation at the SIAR thanks to an exceptional presentation combining innovation and security by offering a glass-free view of the models set out on tables featuring a bold design.

"For watches lovers enjoying the pieces selected for the GPHG on live is a dream. Mexico and SIAR were fortunate to receive the exhibition for second time since 2017. It was a recognition for the passion that this country has for 'haute horlogerie' but also a way to promote nominated brands were never present in LATAM before".

**Carlos Alonso**, Publisher and Chief Editor of *Tiempo de Relojes* and Director General of the SIAR

*"After Sydney and Bangkok, being here in Mexico is an essential step towards strengthening the universality of the GPHG and I wish to thank Carlos Alonso for his invitation and welcome. For the GPHG it is important to be present on every continent, in order to fulfil our mission of promoting the art of watchmaking through the most beautiful contemporary creations. In this spirit, the SIAR is an essential platform and we wish this new edition every success!"*

**Raymond Loretan**, President of the GPHG

After Mexico City, the pre-selected watches – competing for the famous "Aiguille d'Or" Grand Prix or one of the 18 prizes rewarding watchmaking excellence – will travel to Puebla in Mexico before returning to Geneva, where the 19<sup>th</sup> GPHG Prize-Giving Ceremony will be held on November 7<sup>th</sup>.

Event photos: <https://mediacenter.gphg.org/category/exhibitions-2019/mexico-city/>

Roadshow calendar: <https://gphg.org/horlogerie/fr/gphg-2019/calendrier>

The 84 pre-selected watches: <https://gphg.org/horlogerie/fr/gphg-2019/montres-preselectionnees>



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