



PRESS RELEASE

Grand Prix d'Horlogerie de Genève 2020 Open for entries

Geneva, June 24, 2020 - **Swiss and international watch brands are invited as of today to enter the 2020 edition of the GPHG, via a new digital platform.** The cut-off date for entries is July 31, 2020.

The GPHG Academy created at the start of 2020 and uniting 350 industry stakeholders has kicked off this 20th edition by proposing several hundred models for the competition.

The Academy's proposals are currently being submitted to the watch brands concerned, which can decide whether or not to confirm the participation of the proposed watches and also enter other watches of their choice in the competition. In addition, all brands may choose to enter the competition spontaneously via the dedicated platform.

The 2020 list of award-winners will be revealed on Thursday November 12 at the 20th GPHG award ceremony. A new award introduced this year will enable the Academy and the Jury to honour a smartwatch.

The list of awards and categories, as well as the entry conditions and procedure, are laid out in detail in the 2020 edition Rules on the GPHG website.

With the creation of its new Academy, the GPHG is inaugurating a whole new selection, entry and voting process. **Thereby globally developing its mission on behalf of watchmaking, it is establishing itself – more than ever this year – as an essential instrument in promoting the sector's latest models.**

2020 entries: <https://gphg.org/horlogerie/en/gphg-2020/entries>

2020 edition Rules: <https://gphg.org/horlogerie/en/gphg-2020/rules>

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

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