

**PRESS RELEASE**

Geneva, 20 November 2025

*For immediate release*

## GPHG 2025 – Grand finale in Dubai



To wrap up the 25<sup>th</sup> edition of the Grand Prix d'Horlogerie de Genève (GPHG), the timepieces rewarded by the Academy and the Jury will be on display until 23 November as part of Dubai Watch Week, a major watch industry event.

The exhibition presents around 20 exceptional timepieces to be discovered under the guidance of an expert watchmaker.

A **panel discussion entitled “The true weight of a GPHG award”** and featuring the prize-winning brands’ top executives **will take place at 4pm on 21 November** in the Collector's Lounge at Dubai Watch Week.

After stopovers in Shanghai, Istanbul and Geneva, **the GPHG 2025 road show ends here in Dubai** within a welcoming, unifying setting reflecting the values of the GPHG – which for 25 years has been pursuing its mission of promoting the art of watchmaking internationally, with the support of its public and private partners and thanks to the solidarity of the industry's players.

As the **GPHG Foundation's President Raymond Loretan** emphasised: *"Concluding this 2025 edition at the heart of an event as dynamic and inspiring as Dubai Watch Week perfectly illustrates the GPHG's spirit of bringing people together, sharing and celebrating the watchmaking with the entire world. We extend our deepest gratitude to the organisers for their warm welcome and exemplary commitment to our shared passion."*

**See you next year for a 26<sup>th</sup> celebration of horological excellence!**

**Dubai exhibition photos :** <https://mediacenter.gphg.org/category/exhibition-2025/dubai/>

**2025 prize-winning timepieces :** <https://www.gphg.org/en/prize-list-25>

**2025 World Tour :** <https://www.gphg.org/en/gphg-2025/2025-schedule>

**Mediacenter:** <https://mediacenter.gphg.org/>

#GPHG25 #GPHG #horlogerie #watchmaking #awards

#fgpsa #fgpswissandalps #forbesglobalproperties #dubaiwatchweek

CONTACT PRESSE :

Aude Campanelli : [aude.campanelli@gphg.org](mailto:aude.campanelli@gphg.org)