PRESS RELEASE
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GPHG 2026
Swiss President Guy Parmelin
to inaugurate second stop on the GPHG's world tour in Bangkok

The GPHG 2026 travelling exhibition is arriving in Bangkok for its second official stop. It will be inaugurated on October 15 at *The Forum at Gaysorn Amarin* cultural centre, the exhibition shall be officially opened in the presence of the **President of the Swiss Confederation, Mr Guy Parmelin**, and His Excellency Mr Fabrice Filliez, Swiss Ambassador to Thailand. This high-level official delegation highlights both the strategic importance of watchmaking to Switzerland's international standing and the GPHG's universal vocation.

Organised by *PMT The Hour Glass*, this event follows an initial stopover in Mumbai. The Thai public will have until 18 October to admire the 78 watches nominated by the GPHG Academy. Guided tours led by experts, along with a range of activities and events, invite visitors to immerse themselves in the heart of contemporary watchmaking.

Narun Thamavaranukup, Managing Director of PMT The Hour Glass: *"The future of watchmaking is shaped not only by extraordinary watches, but also by the people, philosophies and passions that bring them to life. Hosting the GPHG offers a unique opportunity to deepen understanding, inspire a greater love of watches and create meaningful exchange within the community. Through this experience, we hope to strengthen Thailand's growing community of collectors and enthusiasts."*

Raymond Loretan, President of the GPHG Foundation: *"Bangkok offers an ideal setting blending age-old traditions with vibrant modernity. Supported by a community of collectors who are among the most discerning in Asia, Thailand's capital is the natural choice to host this second stop on the GPHG 2026 world tour. We are particularly honoured that the President of the Swiss Confederation, Mr Guy Parmelin, is opening this exhibition. His presence underscores the key role played by watchmaking in Switzerland's prestige and reaffirms the international scope of the GPHG. Offering a unique overview of contemporary watchmaking, this exhibition caters to the region's growing passion for the art of timekeeping and illustrates, from Geneva to Bangkok, the universal nature of this culture."*

19 prizes, including the prestigious "Aiguille d'Or" Grand Prix, will be attributed on **Saturday 7 November in Geneva** during the **26th GPHG awards ceremony, broadcast live from 6.30 pm (CET) on the gphg.org website.**

Following Bangkok, Geneva's *Musée d'Art et d'Histoire* will host all of the nominated timepieces from 29 October to 15 November. As the final stop on the 2026 tour and after the awards ceremony, the winning models will be showcased from 18 to 23 November at the Watches of Switzerland boutique in Knightsbridge.

About the GPHG: Created in 2001 and overseen since 2011 by a foundation recognised as a public interest organisation, the Grand Prix d'Horlogerie de Genève (GPHG) has for over 25 years been pursuing its mission to celebrate and promote the watchmaking art, thanks to the support of its public and private partners, notably its main partner, FGP Swiss & Alps, as well as the involvement of industry stakeholders.

About PMT The Hour Glass: PMT The Hour Glass is one of Thailand's leading destinations for fine watchmaking, representing many of the world's most distinguished watch brands. Through curated retail experiences, educational initiatives and community programmes, the company connects collectors and enthusiasts with the evolving world of watchmaking. Guided by its mission to advance watch culture, PMT The Hour Glass collaborates with watchmakers, cultural institutions and industry partners to inspire discovery, deepen appreciation for horological craftsmanship and strengthen Thailand's growing watch community.

#GPHG26 #GPHG #horlogerie #watchmaking #awards
#fgpsa #fgpswissandalps #forbesglobalproperties #TheHourGlass

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