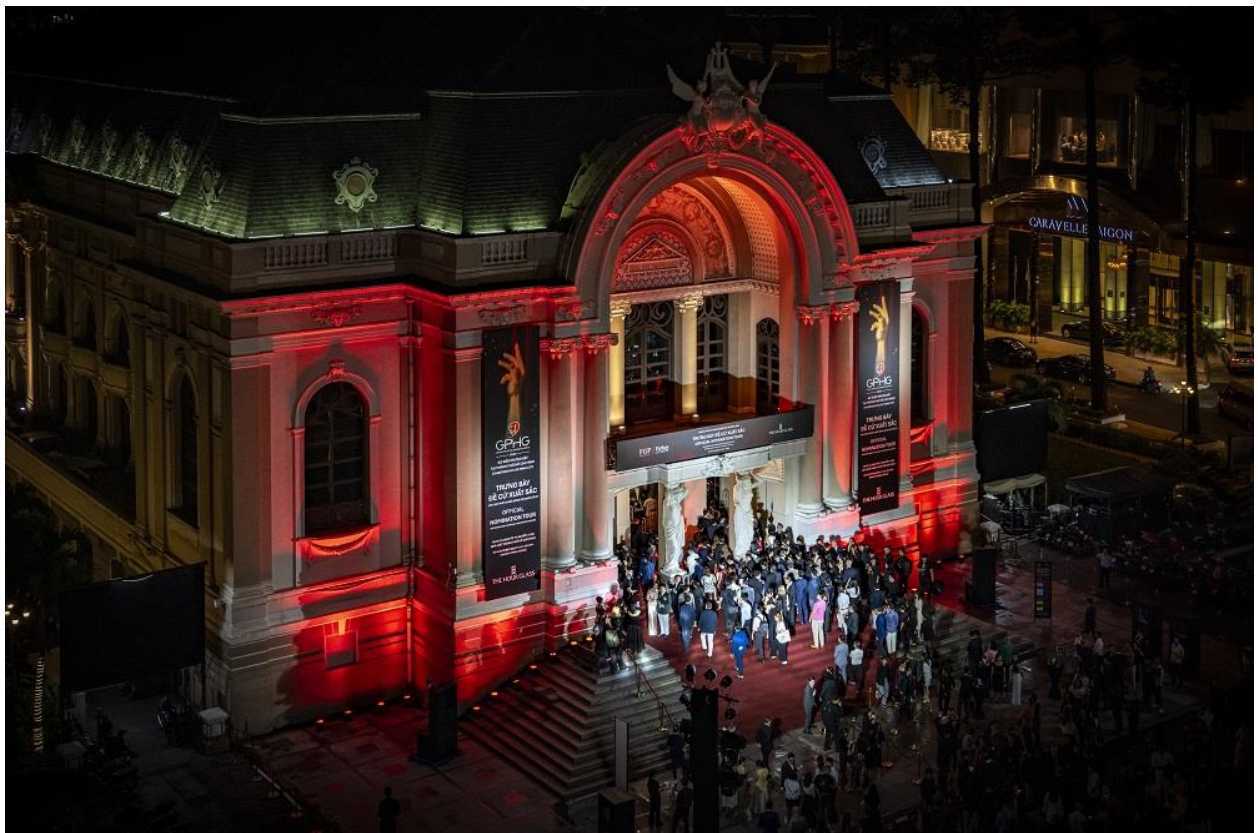


**PRESS RELEASE**

Geneva, 10 October 2024

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## The Hour Glass and the GPHG turn the spotlight on horology at the Saigon Opera House...



This was a unique opportunity for the amateur public and watchmaking enthusiasts in Vietnam. Organised by The Hour Glass from 8 to 10 October in Ho Chi Minh City within the prestigious setting of the Saigon Opera House, the travelling exhibition of the 90 timepieces nominated by the GPHG Academy provided access to the most extraordinary watches of the moment.

Masterfully displayed for visitors to admire, the 90 watches created by 57 brands testified to the innovation, expertise and dynamism of contemporary watchmaking. Divided into 15 categories paying tribute to the diversity of horological creations, the grand complications, artistic crafts masterpieces and mechanical exceptions rubbed shoulders with *Haute Joaillerie* models as well as more classic or affordable watches.

**Michael Tay, Group Managing Director of The Hour Glass Limited**, commented : *“The arrival of the Grand Prix d’Horlogerie de Genève in Vietnam signifies a pivotal moment in the evolution of the country’s watch culture. As The Hour Glass strengthens its commitment to the Vietnamese watch community, this event underscores the growing enthusiasm and connoisseurship that defines the market, serving as a testament to the country’s deepening appreciation for fine watchmaking.”*

**Raymond Loretan, President of the Foundation of the GPHG**, added, *“Vietnam is increasingly drawn towards an increasing penchant for watchmaking, with a passionate community of collectors and enthusiasts. This exhibition aims to generate even more interest, particularly among young people, not only in the exclusive watches that will be on display, but also in the watchmaking professions. It will moreover reveal new watchmaking talent and attract candidates for our academy, while helping to open up this promising market for international watch brands.”*

The 90 nominated timepieces are in the running to be awarded one of 20 prizes – including the prestigious “Aiguille d’Or” Grand Prix – to be presented on 13 November in Geneva at the 24<sup>th</sup> GPHG Awards Ceremony, broadcast live on [gphg.org](https://www.gphg.org) at 6PM CET.

After Ho Chi Minh City, the GPHG 2024 road show will move on to New York where the 90 nominated watches will be on display from 18 to 21 October in partnership with *Watches of Switzerland*. The *Musée Rath* in Geneva will host the exhibition from 31 October to 17 November 2024. The Bucharest University Library will host the prize-winners after the awards ceremony, from 21 to 23 November, organised by *MisterWatch Magazine*.

*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 20 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.

**World Tour 2024:** <https://www.gphg.org/en/gphg-2024/2024-schedule>

**Photos of the event:** <https://mediacenter.gphg.org/category/exhibition-2024/ho-chi-minh-city/>

**Watches nominated in the 2024 edition:** <https://www.gphg.org/en/gphg-2024/nominated-timepieces>

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