



PRESS RELEASE

Geneva, 10 July 2023

Watches and Wonders Geneva announces its dates for 2024

The Salon has revealed its dates, confirming that it will be opening to the general public with a two-part program.

The next edition of Watches and Wonders Geneva will be held from 9 to 15 April 2024 in Geneva's Halles de Palexpo. New for next year, the general public will be able to attend the event over a long 3-day weekend, from Saturday to Monday inclusive. Press and trade visitors will have access to the Salon throughout the week.

The 2024 edition intends to build on the success of 2023, further raising Geneva's profile as an international watchmaking destination. The program will again unfold in two parts – at Palexpo and In the City – with an evening event on Thursday 11 April in the heart of town. The aim is to get the people of Geneva and local players even more involved in this major watchmaking event.

All the brands taking part in Watches and Wonders Geneva 2024 will be announced at a later date, along with the full program.

Download the press release at mediacenter.watchesandwonders.com

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WATCHES AND WONDERS

