

MEDIA ALERT

Geneva, April 1st, 2025

**Media Alert
For Immediate Release
Watches and Wonders Geneva 2025
Official Inauguration**

The official inauguration of Watches and Wonders Geneva 2025 took place this morning at Palexpo-Geneva, in the presence of Federal Councillor Guy Parmelin, representatives of economic and political authorities of the City and Canton of Geneva, as well as the CEOs of the 60 exhibiting brands.

The ceremony opened with a speech by Federal Councillor Guy PARMELIN, head of the Department of Economic Affairs, Education and Research (EAER). He declared: "Dual training is part of Switzerland's competitiveness. It benefits directly to the watchmaking industry, that combines tradition and spirit of innovation", adding, "Switzerland must continuously develop its professional training system to remain a country of innovation and a dynamic economy."

Cyrille VIGNERON, President of the Watches and Wonders Geneva Foundation, mentioned: "With my colleagues of the Watches and Wonders Foundation, we believe that our passion for the extraordinary should be shared as broadly as possible. The salon is a wonderful expression of that passion, by revealing the vibrant living tradition of watchmaking."

The inauguration featured the artwork of Stéphane GALIENNI, co-founder of Balistik Art, showcasing how artificial intelligence contributes to art and culture.

The ceremony ended with a ribbon-cutting ceremony, attended by the official authorities and CEOs of the 60 exhibiting brands.

Addresses and speeches:

Guy PARMELIN Federal Councillor, Head of the Federal Department of Economic Affairs, Education and Research (EAER)
Cyrille VIGNERON President of the Watches and Wonders Geneva Foundation

Attending personalities:

Nathalie FONTANET President of the Geneva Government, Head of the Department of Finance, Human Resources and External Affairs
Alberto VELASCO President of the Geneva Parliament
Delphine BACHMANN State Councillor, Head of the Department of Economy and Labour, Canton of Geneva
Christina KITSOS Mayor of Geneva
Laurent JIMAJA Mayor of Grand-Saconnex
Sandra PORTIER Administrative Councillor, City of Grand-Saconnex
Yann SIMETH President of the Municipal Council, City of Grand-Saconnex
Colonel Monica BONFANTI Commander-in-chief, Geneva cantonal police force
Lieutenant-colonel Luc BROCH Deputy Commander, Geneva cantonal police force
François LONGCHAMP President of Palexpo Genève
Jean-Vital DOMEZON President of the Société des Hôteliers de Genève
Claude MEMBREZ General Manager of Palexpo Genève
Matthieu AUBERT Head of the Service of the Economy, Canton of Neuchâtel
Matthieu HUMAIR CEO of the Watches and Wonders Geneva Foundation

Members of the board of the Watches and Wonders Geneva Foundation

Members of the Exhibiting Committee of Watches and Wonders Geneva

CEOs of the 60 Exhibiting Brands

EXHIBITING BRANDS

A. LANGE & SÖHNE | ALPINA | ANGELUS | ARMIN STROM | ARNOLD & SON | ARTYA GENEVE | BAUME & MERCIER | BELL & ROSS | BREMONT | BVLGARI | CARTIER | CHANEL | CHARRIOL | CHOPARD | CHRISTIAAN VAN DER KLAAUW | CHRONOSWISS | CYRUS GENÈVE | CZAPEK & CIE | EBERHARD & CO. | FERDINAND BERTHOUD | FREDERIQUE CONSTANT | GENUS | GERALD CHARLES | GRAND SEIKO | GRÖNEFELD | H. MOSER & CIE. | HAUTLENCE | HERMÈS | HUBLOT | HYSEK | HYT | IWC SCHAFFHAUSEN | JAEGER-LECOULTRE | KROSS STUDIO | LAURENT FERRIER | LOUIS MOINET | MEISTERSINGER | MONTBLANC | NOMOS GLASHÜTTE | NORQAIN | ORIS | PANERAI | PARMIGIANI FLEURIER | PATEK PHILIPPE | PEQUIGNET | PIAGET | RAYMOND WEIL | RESSENCE | ROGER DUBUIS | ROLEX | RUDIS SYLVA | SPEAKE MARIN | TAG HEUER | TRILOBE | TUDOR | U-BOAT | ULYSSE NARDIN | VACHERON CONSTANTIN | VAN CLEEF & ARPELS | ZENITH |

ABOUT WATCHES AND WONDERS GENEVA FOUNDATION

Created in September 2022 on the initiative of Rolex, Richemont and Patek Philippe, Watches and Wonders Geneva Foundation (WWGF) is a non-profit foundation based in Geneva. In 2024, three new key members, Chanel, Hermès and LVMH joined the founding members on the WWGF Board. Our mission is to promote watchmaking throughout the world by organizing watchmaking events, with Geneva as flagship event. Today, Watches and Wonders Geneva brings together the world's leading watchmakers, with 60 brands exhibiting in 2025 and 49,000 visitors at its last edition in April 2024.

More info at watchesandwonders.com

Download the VNR (Video News Release) at : [VNR - Video News Release](#)

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