

Media Alert

Geneva, April 14, 2026

For Immediate Release

Official Inauguration of Watches and Wonders Geneva 2026 Geneva reinforces its status as the world capital of watchmaking

The official inauguration of Watches and Wonders Geneva 2026 took place on Tuesday, April 14 at 11:30 a.m. in the Palexpo auditorium, in the presence of political authorities from the City and Canton of Geneva, representatives of the economic community, and executives from the 65 exhibiting brands.

Nearly 300 guests - including Geneva authorities, official representatives, international journalists, partners, and service providers involved in staging the event - attended the ceremony marking the launch of the 2026 edition.

The ceremony opened with an address by Cyrille VIGNERON, President of *Watches and Wonders Geneva Foundation*, organizer of the event. He reaffirmed Geneva's status as the world capital of watchmaking and highlighted the role of Watches and Wonders Geneva as a cultural actor, "a culture that needs to be nurtured, transmitted and transformed in order to keep it alive." He added: "The Salon is as a platform that balances with competition and cooperation."

The State Councillor, Nathalie FONTANET, in charge of the Department of Finance, Human Resources and External Affairs, used her address to highlight the event's growing international reach and the strength of Geneva's watchmaking ecosystem, which combines heritage, innovation and resilience in an uncertain global environment. "This unique concentration of skills, expertise and innovation constitutes an unrivalled advantage, recognised far beyond our borders". She added: "Far more than just a showcase, it is a true hub for exchange, encounters and forward-thinking. It is here that tomorrow's trends take shape, perspectives are shared, ideas are exchanged and ambitions are forged."

The ceremony concluded with a ribbon-cutting, bringing together on-stage public authorities and executives from the 65 brands participating in this new edition.

Official Speeches

Nathalie FONTANET	State Councillor in charge of the Department of Finance, Human Resources and External Affairs
Cyrille VIGNERON	President of the Watches and Wonders Geneva Foundation

Distinguished Guests Present

Ana ROCH	President of the Parliament of the Canton of Geneva
Helene BUDLIGER ARTIEDA	State Secretary, State Secretariat for Economic Affairs (SECO)
Alfonso GOMEZ	Mayor of the City of Geneva
Marjorie DE CHASTONAY	Executive Council Member of the City of Geneva
Laurent JIMAJA	Mayor of the municipality of Grand-Saconnex
Michel POMATTO	Executive Council Member of the municipality of Grand-Saconnex
Valerie TISSOT-BUCHOUX	Executive Council Member of the municipality of Grand-Saconnex
Carole STUDER	President of the municipal Council of Grand-Saconnex
Philippe RICHARD	Secretary General of the Department of Economy, Innovation, Employment and Heritage (Vaud)
François LONGCHAMP	Chairman of Palexpo
Claude MEMBREZ	CEO of Palexpo
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 65 Exhibiting Brands

EXHIBITING BRANDS

A. LANGE & SÖHNE | ALPINA | ANGELUS | ARMIN STROM | ARNOLD & SON | ARTYA GENEVE | AUDEMARS PIGUET | BAUME & MERCIER | BEHRENS | BIANCHET | BREMONT | B.R.M CHRONOGRAPHES | BVLGARI | CARTIER | CHANEL | CHARLES GIRARDIER | CHARRIOL | CHOPARD | CHRISTIAAN VAN DER KLAAUW | CHRONOSWISS | CORUM | CREDOR | CYRUS GENÈVE | CZAPEK & CIE | EBERHARD & CO. | FAVRE LEUBA | FERDINAND BERTHOUD | FREDERIQUE CONSTANT | GENUS | GERALD CHARLES | GRAND SEIKO | GRÖNEFELD | HAUTLENCE | HERMÈS | H. MOSER & CIE. | HUBLOT | IWC SCHAFFHAUSEN | JAEGER-LECOULTRE | KROSS STUDIO | LAURENT FERRIER | L'EPEE 1839 | LOUIS MOINET | MARCH LA.B | NOMOS GLASHÜTTE | NORQAIN | ORIS | PANERAI | PARMIGIANI FLEURIER | PATEK PHILIPPE | PEQUIGNET | PIAGET | RAYMOND WEIL | RESSENCE | ROGER DUBUIS | ROLEX | RUDIS SYLVA | SINN SPEZIALUHREN | 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. Chanel, Hermès and LVMH are also members of the WWGF Board. The Foundation's mission is to promote watchmaking throughout the world by organizing Watches and Wonders Geneva.

More info at watchesandwonders.com

Download the press release, photos and videos at mediacenter.watchesandwonders.com

Videos highlights on [official B-roll footage](#)

Press Contact: press@watchesandwonders.com

Social media: [watchesandwonders2026](#)