



## **The GPHG presents its project for an international watch industry Academy within the setting of the Dubai Watch Week**

***November 22<sup>nd</sup> 2019 – Dubai.* On the eve of its 20<sup>th</sup> anniversary, the Grand Prix d’Horlogerie de Genève (GPHG) is affirming its commitment to openness and innovation by announcing the creation of an international watch industry Academy, operational as of May 2020. This major initiative, in line with the unifying mission of the GPHG and supported by the City and Canton of Geneva, will invite all stakeholders in the sector who believe in the shared destiny of international watchmaking to take part in the various stages of watch selection process.**

Based on the GPHG’s core values of independence, neutrality and universality, this Academy will be composed of several hundred members, significant stakeholders in the main sectors of the watchmaking industry, divided into colleges and forming a vast worldwide network of ambassadors.

Academy members will have the two-fold task of proposing the eligible watch models they wish to see competed – in parallel with the traditional entries by the brands themselves; as well as taking part in the various votes. Proposals and remote votes will be done via a certified secure digital platform.

In addition, a jury of 30 Academy members will be appointed each year and will meet in Geneva, behind closed doors, under notarial supervision, to physically evaluate the pre-selected watches and proceed to the final vote by secret ballot. The vote of the entire Academy will count towards determining the prize list.

As of January 2020, the first personalities approached by the GPHG will be invited to be members of the Academy. From 2021, new members will be able to join the Academy by sponsorship. The list of members will be published on the GPHG website.

The Grand Prix d’Horlogerie de Genève (GPHG) aims to highlight and salute the most remarkable watchmaking creations, thereby contributing to promoting the worldwide reputation of the watch industry. With the creation of this large-scale Academy, the GPHG will consolidate its international recognition as the watch industry “Oscars”.