



TIME TO WATCHES

EXHIBITION | EXPERIENCE | EVENTS

10 - 14 APRIL 2024 | HEAD — GENÈVE

The exhibitor list is expanding

The program is taking shape

Geneva, March 6th, 2024. The Geneva Watch Week is drawing near. In just a few weeks, this major annual gathering will bring together industry professionals in the lakeside city. It is within this context that the Time to Watches show will be held — an event not to be missed! At this stage, 50 brands will be exhibiting at the Haute Ecole d'Art et de Design (HEAD – Genève), with additional Houses still expected. These brands have chosen this venue to unveil their 2024 novelties: relaxed, welcoming, inclusive, yet structured, it offers media and retailers from around the world an exceptional opportunity to explore independent, free-spirited, and creative horology.



Antoine Preziuso (AHCI), Frank Jutzi (AHCI), Sinclair Harding (AHCI), Vincent Calabrese (AHCI), Carl Suchy & Söhne, Sinn, Behrens, Armand Nicolet, Ba111od, Beubleu, Cimier, Elka Watch Co., Envision, Fears, Jean Marcel, Laco, Marathon, Milus, Paul Picot, Ralf Tech, Schaefer & Companions, Squale, Yema, Zannetti, but also Adriatica, Airain, Appella, Arilus, Atowak, Berney, Carzo & Lieutier, Done Watches, Eagle Eye Watches, Exaequo, Ice Watch, Kendall, Lebois & Co, Lucile Beney, Magellan, Roamer, Robot, RSW, Saint Honoré Paris, Schneider&Co., Solar Aqua, Swiss Military Hanowa, SYE, Watchpeople and suppliers such as GPF Straps or Rapport London, , will all eagerly await watch enthusiasts starting from April 10th. These exhibitors represent over ten nationalities, giving Time to Watches a clearly international scope.

If you are part of the watchmaking professionals, feel free to accredit yourself :

[Register](#)

If you're a watch lover, the ticket office will be open to the public every day from April 10th to 14th, from 9:30 am to 7:00 pm.

For the first time this year, Time to Watches shuttles between Palexpo (Watches and Wonders), Geneva-Airport, the Beau-Rivage Hotel, and HEAD – Genève will help you to save time.

[How to get there](#)

In addition to the exhibition, Talks will take place every morning and afternoon from April 10th to 14th. Join us for an engaging exploration of the ongoing revolutions in the world of watchmaking: **innovation, diversity, and creativity.**

Discover how brands redefine the horological landscape through innovative and disruptive approaches. Explore how open-source tools revolutionize watchmaking, unlocking new possibilities for watchmakers worldwide. *Diversity in the watchmaking industry: what role do women play? Transformation of traditional business models: what are the outcomes? How is the landscape of the watchmaking industry being reshaped? Eco-responsibility is on everyone's minds, but how do brands truly integrate sustainability into their products and processes?*

Explore the latest technological advancements and revolutionary innovations shaping the future of watchmaking: *where technology and tradition meet to design exceptional timepieces.* Engage with our experts on the impact of art and pop culture on contemporary watchmaking creation.

« *The week ahead looks exciting. With a diverse array of brands on display, we anticipate some thrilling discoveries, and the planned discussions are bound to be captivating. This third edition is poised to make a lasting impression* » said Christian Wipfli, Founder and Director of Time to Watches.

For any further information :

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About Time to Watches – The Open Side of the Watch World

Time to Watches Watches is an inclusive and relaxed event born in 2022. It offers a wide range of services so that each brand can focus exclusively on its promotional and sales objectives. Time to Watches is a meeting and exchange-oriented show that aims to create synergies between all participating watch brands and their guests.



Historical watch manufacturers, newcomers, fashion, smartwatches: each brand will find at Time to Watches the perfect conditions to get in touch with its audiences. Because it is rich, diversified, creative and innovative, watchmaking can convey unique emotions, to generate real enthusiasm and to fascinate everyone.

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