



PRESS RELEASE
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Watches and Wonders: all set for the next chapter!

Watches and Wonders announces its schedule for the end of 2022 and its first provisional dates for 2023. The exhibition is ramping up its presence in China, where it will take up residence during the last quarter with two key events in Hainan and Shanghai before returning to Geneva from March 27 to April 2, 2023.

With spring in Geneva, autumn in Hainan and then Shanghai, Watches and Wonders is constantly on the move, refining and renewing its visitor experience in the process. The Exhibition's organisers are currently putting the finishing touches to the next two big events in its diary for Asia.

The first of these will be an extended show running simultaneously on Hainan Island sites Haikou and Sanya, from October to December 2022. If Sanya was already a feature on the 2020 and 2021 calendars, the second venue at Haikou is an innovation. The two events have been brought together under the banner of 'Watches and Wonders Hainan', named after the province of which the more northerly Haikou is the principal city, while Sanya lies on the chic coast to the south.

In Haikou, Watches and Wonders will be an opportunity to celebrate with the CTG (China Tourism Group), its historic partner organiser, the brand-new complex opening in September. Over a period of several weeks, a 500

square-metre venue will be hosting workshops, labs, talks and special presentations for connoisseurs, collectors, and the general public. Brands will be making the most of the show to stage exclusive events in their boutiques and organise pop-up stands especially designed for the occasion.

Meanwhile in Sanya, Watches and Wonders will once again take residence in the CDF Mall, a facility that has put the seaside resort firmly on the map. Here too, a range of educational and immersive experiences will be staged during the event. The entire watchmaking journey will also feature on social media, in a blended format that now forms part and parcel of the Watches and Wonders experience.

The next chapter of the Chinese journey for Watches and Wonders is confirmed to take place in Shanghai from November 23 to 27, 2022. This third edition will once again be hosted at the West Bund Art Center, where collectors, retailers, press, and VIPs will benefit from a fully re-designed Pavilion. Extending over two levels, the light, airy, open-format venue will showcase watchmaking's new releases for the year, along with a number of very special Watches and Wonders Shanghai exclusives. Each of the five days will be devoted to a specific audience to ensure the welcome and experience is just as it should be – and of course, offer the best possible health protection.

Watches and Wonders is also pleased to announce that the next edition of Watches and Wonders Geneva will take place from March 27 to April 2, 2023.

Press release available for download at mediacenter.watchesandwonders.com

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