

PRESS RELEASE  
Shanghai, 30th May 2024

## Watches and Wonders: on track for a fourth edition in Shanghai!

**After Geneva, it's off to China for a new edition of Watches and Wonders, to be held from August 28 to September 1, 2024 at the West Bund Art Center in Shanghai. The event will open its doors to the general public for the first time over three days, with an immersive and educational program specially designed to enrich the visitor experience.**

Shanghai will be, for the fourth year, the epicenter of the watchmaking scene during the Chinese leg of Watches and Wonders. Exhibiting brands will take up residence at the West Bund Art Center for five days, from August 28 to September 1, 2024. Reserved for professionals for the first two days, the event will then open its doors to the general public for the first time over a long 3-day weekend, from Friday to Sunday inclusive.

The program has been designed for all – those completely new to horology, along with watch enthusiasts or experienced collectors. It is an opportunity for the visitors to enjoy a unique, immersive experience in the watchmaking of today and tomorrow. Conferences, talks, discussions, introductory workshops, product presentations, trade demonstrations, photo exhibition - the journey is already shaping up to be very attractive! A new prospective area, the LAB, will be created at the heart of the Salon, where innovation and invention will play an important role.

Tickets go on sale at the end of June 2024 on the Watches and Wonders WeChat mini-program. All that's left is to connect to WeChat mini-program and [watchesandwonders.com](https://www.watchesandwonders.com) to follow the latest news from the Salon. For the others, see you end of the summer in Shanghai!

#### EXHIBITING BRANDS

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A. LANGE & SÖHNE | BAUME & MERCIER | CARTIER | IWC SCHAFFHAUSEN |  
NOMOS GLASHÜTTE | PANERAI | PIAGET | ROGER DUBUIS | VACHERON CONSTANTIN

**Download press release, photos and videos at**  
[mediacenter.watchesandwonders.com](https://mediacenter.watchesandwonders.com)

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