



Tennis Club de Genève / Parc des Eaux-Vives

Geneva, 17 June 2020

Gonet Geneva Open

The Geneva Open tennis tournament to return with a new title sponsor

Geneva Trophy Promotion Sàrl, the company that has owned and operated the Geneva Open since 2014, is pleased to announce its partnership with private bank Gonet & Cie SA as title sponsor of what will now be known as the “Gonet Geneva Open”, which will next be held from 15 to 22 May 2021 at the Parc des Eaux-Vives in Geneva. This new partnership follows the withdrawal of the previous title sponsor announced in March.

Thierry Grin, tournament director, comments: *“We are particularly delighted to be returning next year with a local sponsor with such a strong commitment to Geneva as Gonet Bank. We are beginning an exciting partnership with people who are passionate about sport and who want to contribute to the influence of the tournament.”*

Classified as an ATP 250 tournament since 2015, under the umbrella of Geneva Trophy Promotion Sàrl, the Geneva Open is played in the unique setting of the Tennis Club of the Parc des Eaux-Vives in Geneva, offering a unique environment and conditions that make it one of the most popular tournaments among players on the European circuit. Its usual place in the calendar, the week before the Roland-Garros Grand Slam Tournament, ensures it attracts special attention from the tennis community. Recognised champions include two-time winner Stan Wawrinka (2016 and 2017) and Alexander Zverev, 2019 winner.

The Geneva tournament has a rich and memorable history, as it enjoyed a first incarnation from 1980 to 1991, also at the Parc des Eaux-Vives, with numerous prestigious winners including Björn Borg, Mats Wilander, Marc Rosset, Henri Leconte and Thomas Muster.

Nicolas Gonet, CEO of Gonet & Cie SA, representing the fifth generation of the family bank, says: *“We are committed to contribute to the future of an event which is an integral part of French-speaking Switzerland and Genevan sports heritage and which is fully in line with the values of performance and entrepreneurship that we express on a daily basis in the service we provide to our clients.”*

Gonet & Cie SA – which has already committed to the 2021, 2022 and 2023 tournaments – is therefore marking its 175th anniversary in a particularly striking way.

www.geneva-open.com

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Geneva Trophy Promotion

Created in November 2014, GTP (Geneva Trophy Promotion SARL) has organised the Geneva Open since 2015. Five editions of the tournament have been organised and the sixth, scheduled for this May, was suspended due to the coronavirus pandemic which has closed the ATP Circuit since the beginning of March.

Gonet

Gonet & Cie SA, whose roots date back to 1845, is present in Switzerland (Geneva and Lausanne) and in the Bahamas (Nassau). Since its founding in 1845, it has been active in wealth management for Swiss and international private clients.

The Gonet Group – which has 130 employees – also includes Gonet Conseils Finances SA, a financial company specialising in fiduciary services, private retirement planning, insurance and mortgages, as well as Gonet La Française Advisors SA, a joint venture distributing investment solutions for La Française in Switzerland.

For almost 15 years Gonet has been firmly committed to sports projects that share its values. In sailing, for instance, the D35 Gonet won the 2006 Bol d'Or and the Monofoil Gonet – a revolutionary monohull with foils – has been a pioneer since its launch in 2018. Between 2015 and 2018, as part of a support programme for young sporting talents of the future (“Gonet Going Up”), the Bank also supported runner Julien Wanders and tennis player Antoine Bellier.

www.gonet.ch

ATP

The ATP is the governing body of the men's professional tennis circuits – the ATP Tour, the ATP Challenger Tour and the ATP Champions Tour. With 64 tournaments in 30 countries, the ATP Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2020 ATP Tour will battle for prestigious titles and FedEx ATP Rankings points at ATP Masters 1000, 500 and 250 events, as well as Grand Slams (non-ATP events).

www.ATPTour.com

Media contacts:

Geneva Trophy Promotion Sarl
Laurent Ducret
laurent.ducret@geneva-open.com
+41 22 510 23 25

Gonet & Cie SA
Pascal Pupet
ppupet@gonet.ch
+41 22 317 17 48