

# A Swiss delegation of 108 brands unveils its latest creations at a transformed Show

From March 21 to 26, Baselworld will be the hub of the world's watch and jewellery industry with 500 exhibitors. The show has adopted a host of evolutions to meet the requirements of customers, trends and the market. This new energy and new dynamic provide an opportunity for the 108 Swiss brands exhibiting here to offer world-exclusive presentations of their new models to the most influential retailers, national and international media, as well as the many visitors expected this year. The challenge of self-reinvention is being met and is patently on a winning track for the coming years.

## Switzerland, cradle of global watchmaking

At the heart of this exhibition where some 500 brands rub shoulders, no less than 108 Swiss brands are exhibiting, taking advantage of the countless resulting commercial opportunities. With markets once again growing in terms of the sector's exports, expectations are high. Pride of place is being given to expertise and trends, showcased in classic timepieces, grand complications, calendars, chronographs and chronometers, not to mention collections dedicated to women. Skeletonisation and tourbillons; retro, atypical or trendy looks; casual chic or smartwatches: there is something for every taste.

## Visitor experiences and Show Time

Physically, the Show has redesigned its spaces in order to concentrate industry players in Halls 1.0, 1.1 and 1.2. The press centre is strategically located in the middle of the main hall, directly linked to the "Central Plaza", the exhibition's nerve centre. The "Best of Les Ateliers" is in Hall 1.0 (south), "Watch Incubator" occupies the former Press Centre, in the gallery of Hall 1.0, while "The Loop" finds its place in Hall 1.1 with its lounges and restaurants. Not to mention the "Show Plaza" in Hall 1.2, an area reminiscent of New York salons where you can stroll, work, chat and generally have a good time. Michel Loris-Melikoff, Managing Director of Baselworld, supported by the Swiss Exhibitors' Committee, opted to give it a completely new look starting in 2019. A challenge brilliantly met and which can be appreciated by visiting this 102<sup>nd</sup> edition of Baselworld. The transformation encompasses both the physical environment and the overall atmosphere of the Show. These developments will be more significant next year with the synchronisation of exhibition dates between the world's two largest watch shows (SIHH from April 26 to 29 and Baselworld from April 30 to May 5).

For further information, kindly contact:

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## Exports rising

After two years of difficulties, watch brands have regained their energy on rising markets. In 2018, watch exports grew by 6.3% to CHF 21.2 billion, a level comparable to that achieved before the crisis, which is a sound basis for asserting that this renewed market health is a very good indicator for the coming years. In addition, renewed confidence enables brands to launch bold creations, favouring timepieces from iconic collections and betting on the women's segment, an extraordinary growth driver for the industry.

## Fresh daring

Vintage mania is out and cheap entry-level steel watches are being pushed to the side, making way for timepieces from each brand's emblematic collections. These are the timepieces of the future. Infused with renewed energy, brands are once again "daring" and staking their future on flagship models along with powerful creations. Feminine collections have definitely got the wind in their sails and mechanical beauty has never been so much in the forefront.

## The Swiss Press Centre is here to serve you

The press is also a core focus for Baselworld, which is offering numerous high-quality new workspaces for media representatives. The Swiss Exhibitors' Committee looks forward to welcoming you to the Swiss Press Centre – located in the main Fair press centre – from Wednesday 20 to Tuesday 26 March from 8.30 am to 6.30 pm, to provide you with a USB flash drive containing all the Swiss Exhibitors' press material, as well as any information and guidance you may require. In the event of your not making the trip, you will still have access to all the press kits produced by the Swiss brands via the MEDIA HUB, which will be online and available as soon as the Show opens.

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