

## Positive results for Swiss exhibitors at Baselworld

At the end of the 2019 edition of Baselworld, the Swiss exhibitors' delegation comprising 108 companies gave a generally positive assessment of the outcome.

With 81,200 visitors and 3,300 media representatives, Baselworld remains a key event for Swiss exhibitors. Despite a slight drop in attendance, buyer quality was excellent and business volume was higher for many exhibitors than in the previous year.

After this edition, which has been described as a transition, Baselworld is focusing its strategy for the coming years on an "experience platform" offering more services for professionals, the media and end customers. The objective is to create a real community for all stakeholders in watchmaking, jewellery, gemstones and pearls as well as related technical branches, backed by sustained media presence throughout the year.

The Swiss exhibitors welcome these developments and reiterate their confidence in Baselworld.

As of next year, the coordination of dates between Baselworld and the Salon International de la Haute Horlogerie (SIHH) is an additional asset for the entire industry.

Baselworld will be held from 30 April to 5 May 2020 just after the SIHH in Geneva.

For further information, kindly contact:

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