

Swiss Exhibitors at Baselworld salute the results achieved for 2019 as well as for subsequent years

Following the announcement this week of a move to harmonise SIHH and Baselworld dates as of 2020, the Swiss Exhibitors' Committee is particularly pleased with this synchronisation which is beneficial for the entire Swiss watch industry, as well as with the many changes to look out for in 2019 already. Baselworld's objective was to reinvent itself and be more appealing to all. The challenge has been met and is well on its way to being won. The Swiss Exhibitors' Committee and all the brands it represents would like to thank the Baselworld Management for the work undertaken and for the many results already achieved. Baselworld 2019 will undoubtedly prove a not-to-be-missed event.

New management, a new dynamic!

Michel Loris-Melikoff, the new director of Baselworld, supported by the Swiss Exhibitors' Committee, was determined to give the show a complete makeover in 2019, a challenge that has been successfully met and will already be visible at the next edition. In addition to the synchronisation of exhibition dates between the world's two largest watch fairs, which will come into operation in 2020 (SIHH from April 26th to 29th and Baselworld from April 30th to May 5th), other changes are on the agenda for the 2019 edition. Fresh proof that the Basel show is capable of entirely reinventing itself.

Baselworld, an experience platform

On a practical level, the Show is rearranging the exhibition areas, resulting in a more compact event that will take place mainly in Halls 1.0, 1.1, 1.2 and 3, as well as a new press centre strategically located in the heart of the main hall, directly linked to the "Central Plaza" with its many restaurants. Not to mention the new "Best of Les Ateliers" located in Hall 1.0 (south); "The Loop" in Hall 1.1 with restaurants and lounge bar; and "The Show Plaza" in Hall 1.2, with runway shows worthy of New York salons. A range of new options with a wide choice of friendly places to work, chat, eat, drink or simply have a good time.

Charter covering 75% of hotel capacity

For 2019, a new partnership is being established with hotels in Basel and the surrounding area, with the aim of ensuring that hotel room rates are respected during the exhibition in an entirely transparent manner. Michel Loris-Melikoff states that three-quarters of hotels in Basel and the

surrounding region have signed an agreement on compliance with maximum rates. They thus become official partners of the event and ensure that there will be no longer any minimum length of stay and no price increase compared with 2018. Depending on the category of the partner hotel, the maximum price ranges from CHF 200 (1* hotels) to CHF 1,290 (5* SUP hotels) per night for a double room with breakfast. [Click here for a list of partner hotels.](#)

Media a core concern

The press is also at the heart of the changes undertaken by Baselworld's management, which will provide numerous high-quality new workspaces for media representatives, including a completely resized press centre in the middle of Hall 1.0. Not to be outdone, the Swiss Exhibitors' Committee will provide you with regular newsletters before the show presenting the latest news from Swiss brands. The Swiss Press Centre is at your service – within the main press centre – from March 20th to 26th 2019, notably to provide you with an USB stick containing all the Swiss Exhibitors' press material. Naturally also on hand to inform you, guide you and answer all your questions, we look forward to meeting you on our stand. And even if you don't make the trip, you will have access to all the Swiss brands' press kits via the SWISS EXHIBITORS' HUB, which will be available online from March 20th 2019 onwards.

For further information, please contact:

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