

Fact Sheet | March 2010

BASELWORLD 2010 - The Watch and Jewellery Show

Sector figures

Sector	Surface		Exhibitors	
	m ²	%	number	%
Watches	98'600	61.7%	592	30.9%
Jewellery	39'300	24.6%	759	39.6%
Related Products	22'100	13.8%	564	29.5%
Total	160'000	100%	1915	100%

Surface / number of exhibitors by continent

Continent	Surface		Exhibitors	
	m ²	%	number	%
Europe	128'160	80.1%	1'221	63.8%
Asia	21'760	13.6%	525	27.4%
North America	7'360	4.6%	89	4.6%
Others	2'720	1.7%	80	4.2%

Total number of exhibitors:	1'915
Total gross exhibition area:	160'000 m²
Total countries exhibiting:	45