

Newsletter

COUNTDOWN TO THE INDUSTRY'S FLAGSHIP EVENT: BASELWORLD REPOSITIONS ITS CONCEPT

In less than five months, Baselworld, the world's leading show for watches and jewellery, will once again unite the most important brands, buyers and media representatives for the industry's major annual event. The watchmaking flagship brands are present at Baselworld 2018 as are the industry leaders in jewellery and gemstones - many of them represented exclusively and with numerous innovations. The Swiss watch brands exhibiting at Baselworld account for the vast majority of Swiss watch exports, both in value and volume.

QUALITY AND DIVERSITY

Baselworld remains faithful to its strategy of quality and diversity. However, the watch and jewellery market is undergoing a period of profound change, first and foremost through the increasing consolidation of the market in terms of production and marketing, but also through the challenges and opportunities of digital technology. Responding to this development, Baselworld 2018 presents itself in a denser and more concentrated form in several respects. The duration of the show will be shortened by two days and will run for six days. The number of exhibiting companies will be between 600 and 700.

Baselworld has decided to maintain its outstanding quality for the next edition. The show does not rely on quantity, but will remain the leading event for premier global brands. And this in all segments.

ADAPTATION TO INDUSTRY NEEDS

The Baselworld 2018 concept was developed in close cooperation with the most important exhibitors. Karl-Friedrich Scheufele, Co-President of Chopard, emphasises that, "Baselworld 2018 will be more coherent and more concentrated. I look forward to participating in 2018, and I think Baselworld's management has made the right decision to initiate change." Eric Bertrand, President of the Baselworld Exhibitors' Committee, adds: "I believe that these are the first steps in a very forward-looking direction," and François Thiébaud, President of the Swiss Exhibitors' Committee notes that, "All these measures are positive for Swiss exhibitors. We now focus on the essence of what constitutes our industry."

FUTURE-ORIENTED CONCEPT

Baselworld 2018 will be the first step in a new, forward-looking concept. In order to continue to meet the industry's needs, all efforts to develop the traditional trade show into an expanded marketing and communication platform will be pursued. From 2018, new forms of real-time digital communication will be offered. At the same time, conceptual approaches for future editions are already being developed.

