

BASELWORLD

MEDIA RELEASE | MARCH 26, 2019

BASELWORLD IN A SPIRIT OF OPTIMISM

2019 was a transitional year – The strategy for 2020 and beyond was met with widespread approval – Exhibitors report good business transactions

BASEL, SWITZERLAND, March 26, 2019 – Today, Baselworld closed its doors after six busy days. Michel Loris-Melikoff, Managing Director of Baselworld, emphasised at the closing press conference that 2019 was a year of transition for Baselworld. “We received an extremely positive response to initial innovations such as the layout of Hall 1.0, the new Press Centre, the Show Plaza in Hall 1.2 and the intensified communication, which also spanned digital channels,” he said.

Michel Loris-Melikoff reported 520 brands exhibited at Baselworld 2019. 81,200 visitors attended this year’s edition of the show, 22% fewer than in 2018. At 3,300, the number of media representatives present was slightly down on previous years. Loris-Melikoff regretted the decline but stressed that the quality of the visitors was excellent. The show director is confident that the turnaround has begun with this year’s edition and the outlook for 2020. Numerous exhibitors from all industry segments, who spoke at the press conference via video clips, also reported good business transactions.

Baselworld to transform into an experience platform in 2020

Throughout the entire duration of the show, Baselworld presented videos of Vision 2020+ to exhibitors in the Blue Room, a newly designed presentation room. The objective is to make Baselworld the most important community for the jewellery and watchmaking industry and transform it from a classic trade fair into an experience platform. The target is to offer all participants in the industry – representatives of the watch, jewellery, precious stones and technology sectors as well as journalists, bloggers and influencers, but also dealers and collectors – a digital platform with numerous information, service and networking tools throughout the year. The hospitality programme will also be further expanded.

Baselworld 2020 will feature numerous innovations such as new event and experience zones. Among other things, a Retailer Summit, CEO Talks and a Virtual Reality Zone are planned. The hall layout has also been reenvisioned: the gemstone exhibitors will move into Hall 2. An Innovation Square will be established in Hall 2 and a large area will be reserved for smartwatches and wearables. The outside exhibition square will be completely redesigned and interactive. At the same time, Baselworld will open its doors with a special offer

BASELWORLD

specifically for end customers and collectors. Michel Loris-Melikoff concluded: “Our strategy met with strong approval from the exhibitors during the presentations. We will tackle change with vigour and passion”.

The next Baselworld will be held from 30 April to 5 May 2020.

Media Contact

Baselworld

Media Relations

Dr. Christian Jürgens

+41 58 206 22 64

press@baselworld.com