



BASELWORLD

Press Release

BASELWORLD IS BACK!

**The new Baselworld unveils its first pop-up event in Geneva.
The grand show will take place from Thursday, March 31 to Monday,
April 4, 2022.**

Geneva, August 30, 2021

Baselworld officially opened its first 'pop-up event' in Geneva this evening, at a press conference presenting the new Baselworld spirit, with 10 independent brands and a programme that favours openness, conviviality and networking. This event is part of the build-up to Baselworld 2022, which will take place in Basel from March 31 to April 4, 2022.

Connecting with the industry

Celebrating a premiere, the new Baselworld was launched with an unprecedented step outside its traditional premises to meet the industry and its customers. For the first time the new spirit of Baselworld was presented with a pop-up event in Geneva, which will run from Monday August 30 to Thursday September 2, simultaneously with the Geneva Watch Days. At the heart of the new concept is the customer.

Variety

10 watch brands - Claude Meylan, IceWatch, AHCI represented by Ludovic Ballouard and David Candaux, BA111OD Watch Concept, Bomberg, Furlan Marri, Ikepod, Riskers and Sinn Spezialuhren - all chosen for their independent profile, their size and their distinctive positioning, are gathered under the new Baselworld banner, and participating in the new concept to showcase their novelties.

All year round

Physical, hybrid: animating the community all year round 24/7/365, is the core of the new Baselworld concept. With this first meeting we are launching a multitude of events - live and virtual - that will take place on the new digital platform, which will be activated in a few weeks' time in the autumn of 2021. Original content, events, networking, connections are new tools, for the industry, that have been developed and that will be made available to brands to optimise their audience and their business, all year round, in addition to the physical meeting points.

Festivalisation

Under the auspices of inclusiveness, in Geneva this week, one can expect a vibrant social programme with an opening party, happy hour cocktails, aftershow and closing party. The business programme will be live broadcast featuring: Espresso Talks between Baselworld Managing Director Michel Loris-Melikoff and Jean-Christophe Babin, CEO of Bvlgari, as well as with Aurel Bacs, Senior Consultant at Phillips in Association with Bacs&Russo. A series of panel discussions on current topics such as Blockchain demystified with Gaetano Cavalieri, President of the CIBJO, the World Jewellery Confederation, whose member associations in more than 45 countries encompass more than 7 million individuals involved in world's jewellery and gemstone sectors, the rise of CPO (Certified Pre-Owned, watchmaking and

jewellery), Women in Watchmaking and the Art of Collecting will complete the programme. Much of all the above will be replicated on a larger scale at the grand show in Basel next year as the new Baselworld 2022 spirit reveals itself in a new environment as cool, friendly, trendy and open and accessible to all.

Baselworld, the iceBergues, Quai des Bergues 3, Geneva

Opening hours: Tuesday, August 31 to Thursday, September 02, from 9 am to 7 pm

About Baselworld

Baselworld has been breathing life into the world of watches, jewellery and gemstones since 1917. It has paved the way for all the players from around the world to come together in one place: Manufacturers, buyers, collectors, media, influencers. Baselworld is the unifying element to unite an entire universe under the single objective of developing business. Baselworld is all about tradition, innovation and inspiration and has a clear purpose: to energise the community. It is not only a driving force but also the leader of a community and has always been a veritable springboard for brands. Today, more than a century later, the event continues to evolve. Baselworld is becoming a diverse, hybrid meeting place between physical and virtual events that can be experienced and consumed all year round. A matchmaker but also a platform to promote brands, guide buyers and increasingly promote the global driver: passion.

About the MCH Group

Baselworld is organised by the MCH Group, one of the world's leading live-marketing companies with its headquarters in Basel and a comprehensive network of services. It owns and operates the exhibition sites in Basel and Zurich. It organises around 30 live marketing platforms in Switzerland and abroad, including Art Basel in Basel, Miami Beach and Hong Kong. It offers comprehensive live marketing services, from strategy to implementation.

Press releases and visuals: <https://www.baselworld.com>

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