

Press Release:
BASELWORLD kicks off its new format with a pop-up event during the Geneva Watch Days from August 30 to September 2, 2021

Basel, 9 August, 2021



Baselworld will officially kick off its new format with a pop-up event during the Geneva Watch Days, from August 30 to September 2 this year. At the heart of Geneva and perfectly located in a space called the iceBergues, around 10 brands will gather under the new Baselworld banner. A venue for meetings and exchanges, for exhibitions, for networking events, where talks are broadcast live on the networks, it is a new, fresh, innovative and open approach that embodies the spirit of Baselworld 2022.

A brand new Baselworld awaits discovery in Geneva this late summer. Ten brands, selected for their independent profiles and their distinctive positioning to offer a real variety within the watch industry, including Claude Meylan, IceWatch, the AHCI represented by Ludovic Ballouard and David Candaux, BA111OD Watch Concept, BOMBERG, Ikepod, Riskers and Sinn Spezialuhren are participating in the new concept.

An environment designed for business relations as well as content creation, but also for conviviality and networking around a cocktail bar hosted by a DJ at the end of every day, the week will be punctuated by on-site talks featuring a series of industry experts debating current topics such as the use of blockchain in jewellery and watchmaking or the place of women in watchmaking today, will be broadcast live on the networks.

After many months apart, Baselworld sought to develop a new environment that was cool, trendy and modern, designed by the MCH Group's team of architects. The result is a place that provides a maximum "touch and feel" experience and offers the opportunity of expanding one's network, addressing retailers, distributors and the media as well as end customers who are welcome in the space. This first pop-up event in Geneva is part of the build-up to Baselworld 2022. See you on Monday 30th August at 5pm for a press conference, broadcast live on the networks, to discover the space and learn more about what's next.

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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