

# BASELWORLD

PRESS RELEASE | FEBRUARY 23, 2017

## BASELWORLD 2017 COUNTING DOWN TO THE ONE UNMISSABLE SHOW

In one month from today, the new creations and innovations of the global watch and jewellery industry will be exclusively presented to the world at Baselworld 2017. Renowned as the one unmissable annual show for this multifaceted industry, Baselworld is gearing-up to welcome all the key players, from the world's best-known brands, over renowned and prestigious buyers through to the international press. This unique show is the only one that unites the entire industry under one roof as all the world-class players are represented in Baselworld. It has earned its reputation as the global trendsetting show, as the place to be to witness history in the making. Baselworld goes live on March 23, and will run until March 30, 2017!

### THE WHO'S WHO IN WATCHES AND JEWELLERY

What exemplifies Baselworld is its unique ability to regroup the biggest and most prestigious watch and jewellery brands in the world, emerging design talent, the finest retailers and the global press. Over and above that, Baselworld has firmly established its role as the most important platform that showcases those innovations, creations and brand new collections that set the trends and determine what will be worn and most talked about in the coming year.

Given that one of Baselworld's strengths lies in uniting the global industry under one roof, so also does the show pride itself on its market focus and the ability to adapt to the needs thereof. These strength and qualities is what draws not just the crème de la crème but everybody involved in watches and jewellery to Basel. The most well-known and prestigious brands, the best designers, world-renowned dealers, suppliers of diamonds, gemstones, pearls and machinery, and the most successful independent watchmakers. Building on the show's success and to meet the increased demand for and by independent watchmaking brands, Baselworld has developed a new space concept for the most successful independent watchmakers. Visitors will find the new area, called 'Les Ateliers', in Hall 1.2 with more independent watchmaking brands than ever.

## ECONONOMIC VALUE THAT GOES WELL BEYOND THE IMMEDIATE INDUSTRY

A tribute to the high value of this show for Switzerland and the wider world, Baselworld is inaugurated every year by a member of the Swiss Federal Council. This year, Federal Councillor Alain Berset, Head of the Federal Department of Home Affairs and Vice President of the Federal Council, will grace the show with his presence and officially open Baselworld on Thursday, March 23, 2017. The official Opening Ceremony with the ribbon cutting will take place in Hall 1, at 10:30 am.

## NEWS SPREADS IN THE BLINK OF AN EYE STARTING GLOBAL TRENDS

Year by year, Baselworld is the unmissable show for the most important and influential media. All the key players from print, digital to audiovisual media converge on Baselworld to take the pulse of the industry, to witness the birth of new trends and to meet the multitude of brands united in one place. All the brilliance that is seen and experienced at Baselworld is disseminated instantly to audiences around the world, sharing with them the new collections and making them aware of what products will be setting trends and available in show windows during the coming 12 months.

To exemplify the interest, one needs look no further than at the Baselworld Press Conference which is invariably packed on-site, but equally importantly at the livestream which is devoured by 11,000+ key media representatives all around the world. This year will be no different when the eagerly anticipated Baselworld Press Conference goes live. On March 22, 2017 at 11 am, the world's eyes and ears will be tuned-in to Baselworld 2017. The livestream will be available for all on the Baselworld website.

BASELWORLD WILL BE HELD FROM 23-30 MARCH 2017.

Press Contact           Loraine Stantzos  
Internet                 baselworld.com  
E-mail                  press@baselworld.com  
Social Hub             www.baselworld.com/socialhub  
Facebook              facebook.com/baselworld  
Twitter                 twitter.com/baselworld  
Instagram             instagram.com/baselworldofficial  
Weibo                  weibo.com/Baselworld

Picture material for Baselworld is available to download free of charge at: [baselworld.com](http://baselworld.com)