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MCH GROUP & INFORMA MARKETS CREATE A NEW INTERNATIONAL STAGE FOR THE JEWELLERY, GEMSTONE AND WATCH INDUSTRY

MCH Group and Informa Markets are forming a joint venture and jointly launching the “Basilia Jewellery & Watch Fair” – a new international platform for the jewellery, gemstone and watch industry. In Informa Markets, MCH Group gains a partner with unparalleled global reach: the world’s leading B2B network in the jewellery sector and organiser of flagship events such as the Jewellery & Gem WORLD Hong Kong.

With the Basilia Jewellery & Watch Fair, MCH Group and Informa Markets are creating a new international platform for the jewellery, gemstone and watch industry – an intercontinental gathering held annually in Basel. “Partnering with MCH Group was a natural choice. Together we are building an event that responds to the industry’s changing needs and celebrates the diversity that makes it so dynamic,” says Margaret Ma Connolly, President and CEO of Informa Markets Asia.

Celine Lau, Director of Jewellery Fairs at Informa Markets Jewellery, adds: “We go where the market needs us most. Sourcing has never been more complex – buyers are looking for partners who truly understand their challenges. Basilia bridges that gap by connecting buyers directly with specialised suppliers – from independent retailers to emerging markets across Europe and beyond.”

A new meeting point for the entire industry

The first edition of the Basilia Jewellery & Watch Fair will take place in April 2027 in Hall 2 of Messe Basel under the theme “City Under Construction”, bringing together more than 400 exhibitors: manufacturers, designers, brands, retailers and wholesalers, distributors and sourcing specialists from around the world. Located in the heart of Europe, Basel offers the accessibility and infrastructure that an event of this scale requires. With its distinctive architecture, Hall 2 of Messe Basel provides the ideal stage for a fair conceived as a city within a city. “Basel is no coincidental choice – it is the right place for a platform of this ambition,” says Andrea Zappia, CEO ad interim of MCH Group. “By combining the global reach of Informa Markets with MCH Group’s expertise in creating event platforms, we are establishing a new kind of international stage here – designed to connect supply and demand across continents. We look forward to what we will build together.”

The Basilia Jewellery & Watch Fair brings participants from key international markets and across Europe together under one roof, closing a real gap in the European trade fair calendar. While the very top of the market has found its home, the industry’s broad commercial ecosystem – manufacturers, suppliers, independent brands, retailers and buyers – has until now lacked a dedicated international B2B platform in Europe. The Basilia Jewellery & Watch Fair fills that gap.

Roman Imgrüth, CEO Exhibitions & Events, MCH Group: “Great industries need marketplaces. With the Basilia Jewellery & Watch Fair we are living up to our responsibility – to an industry that deserves such a platform, and to our core purpose: to create spaces where commerce, connection and growth become possible.”

The event facilitates connections along the entire value chain, enabling companies to identify new opportunities, strengthen existing relationships and engage with partners from different regions and markets.

Cultural diversity as a concept

The Basilia Jewellery & Watch Fair is conceived as a city – structured around the diversity of its international exhibitors. Immersive quarters and districts bring the fair to life: jewellery quarters, diamond and gemstone districts, watch valleys, a Swiss district and a Tech Hub, alongside areas inspired by Hong Kong, Bangkok, Jaipur, Istanbul, Antwerp, Paris and Milan. Each district has its own personality – every corner a new discovery.

As a business platform thrives as much on ideas as on commercial opportunities, the exchange of knowledge will be a defining feature of the event. Seminars, panel discussions and expert-led conferences will accompany four days of networking, dialogue and industry exchange.

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Its portfolio comprises more than 550 international B2B events and brands in sectors such as Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition. Informa Markets provides customers and partners around the world with opportunities to connect, engage and do business – through in-person trade fairs, specialist digital content and actionable data solutions. As the world's leading exhibition organiser, Informa Markets brings a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days a year. For more information, visit www.informamarkets.com

About Informa Markets' jewellery portfolio

Informa Markets' global jewellery division, Informa Markets Jewellery, offers in-person and web-based sourcing experiences, digital solutions and dedicated B2B platforms that bring together international buyers and quality suppliers across fine jewellery, gemstones, and fashion jewellery and accessories.

The portfolio comprises trade fairs and events in major cities worldwide, the powerful digital platform JewelleryNet, a dedicated Jewellery Media Team with its flagship publication JNA, the educational programme Jewellery & Gem Knowledge Community, and the industry's most prestigious awards programme – the Jewellery World Awards (JWA).

About MCH Group

MCH Group, headquartered in Basel (Switzerland), is a global live-marketing company with a comprehensive service network for clients worldwide. Its core business includes unique community platforms such as the Art Basel shows in Basel, Hong Kong, Paris, Miami Beach and Qatar, as well as nationally significant trade fairs such as Swissbau and Giardina. The Live Marketing Solutions division, with its brands MCH Global, MC² and Expomobilia, offers tailored live-marketing solutions from strategy and creation through to implementation. MCH Group also operates Messe Basel and the Congress Center Basel, as well as Messe Zürich. The company employs more than 800 people, around half of them in Switzerland and the USA.

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