



Basel, 29 June 2026

BASILIA JEWELLERY & WATCH FAIR: FIRST EDITION TO TAKE PLACE FROM 8 TO 11 APRIL 2027 IN BASEL

Informa Markets and MCH Group are pleased to announce the dates for the inaugural Basilia Jewellery & Watch Fair. The new international platform for the jewellery, watch and gemstone industry will take place from 8 to 11 April 2027 in Hall 2 of Messe Basel.

The timing underlines Basel's role as a central hub for the watch and jewellery industry in spring. Basilia Jewellery & Watch Fair fills a genuine gap in the European trade fair calendar: As a dedicated B2B platform, it brings together manufacturers, suppliers, independent brands, retailers and buyers from around the world. This is made possible by the partnership between MCH Group and Informa Markets, which operates the world's leading B2B network in the jewellery sector, with proven expertise in creating platforms for the jewellery and gemstone industry.

"Basel will become the centre of the international jewellery and watch world from 8 to 11 April 2027," says **Roman Imgrüth**, CEO Exhibitions & Events of MCH Group. "Our new fair, Basilia, complements the existing ecosystem and creates a marketplace open to the entire industry."

Dan Ye, Vice President for Strategic Initiatives at Informa Markets in Asia, agrees, saying, "Basilia isn't just another fair – it's a platform built with intention, designed for buyers with a clear mission. Our April timing creates natural synergy within Switzerland's trade calendar and positions us perfectly within the global jewellery circuit."

Celine Lau, Director of Jewellery Fairs at Informa Markets, adds, "We are curating the full spectrum: Aspirational luxury meets high jewellery, boutique brands stand alongside independent watchmakers, and premier suppliers of diamonds, coloured gemstones and pearls exhibit together with providers of innovative jewellery technology. It is a deliberate mix that serves independent retailers, buyers from Europe and beyond, and decision-makers who seek quality, diversity and choice. The early industry response tells us we have struck the right chord."

The first edition of Basilia Jewellery & Watch Fair brings together more than 400 exhibitors under the theme "City Under Construction" – structured into immersive neighbourhoods and districts that reflect the diversity of the international jewellery and watch industry.

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 across sectors including healthcare & pharmaceuticals, infrastructure, construction & real estate, fashion & apparel, hospitality, food & beverage, and health & nutrition. Informa Markets offers customers and partners worldwide opportunities to connect, exchange and do business – through in-person events, specialist digital content and actionable data solutions. As the world's leading events organiser, Informa Markets brings a diverse range of specialist markets to life, opens up opportunities and supports them in succeeding 365 days a year. Further information at www.informamarkets.com

About Informa Markets Jewellery

The global jewellery division of Informa Markets, Informa Markets Jewellery, offers in-person and web-based sourcing experiences, digital solutions and dedicated B2B platforms that connect international buyers with high-quality suppliers in fine jewellery, gemstones, fashion jewellery and accessories. Its portfolio includes trade fairs and events in key cities worldwide, the powerful digital platform JewelleryNet, a dedicated Jewellery Media Team with flagship publication JNA, the education 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 globally active experience marketing company with a comprehensive service network for global clients. 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 customised experience marketing solutions from strategy and conception through to implementation. MCH Group also operates Messe Basel, the Congress Center Basel and Messe Zürich. The company employs over 800 people, around half of them in Switzerland and the USA.

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