

## Press Release: BASELWORLD is back.

Basel, 23 June, 2021

**BASELWORLD was held for the last time in 2019. Now it is back in March/April 2022, and it will be very different. Instead of focusing on the spectacular appearance of luxury brands in the watch, jewellery and gemstone sector, the new BASELWORLD will primarily be a B2B platform in the mid-range luxury segment. The future concept combines trends in the experience marketing market with the needs of the entire community in the mid- and high-end segment of the watch, jewellery and gemstone industry.**

"After the Corona Pandemic had stalled BASELWORLD over the last two years, we took a lot of time to talk to our partners and exhibitors," says BASELWORLD Managing Director Michel Loris-Melikoff. "One thing became very clear: the BASELWORLD brand must remain, but it must fundamentally change."

Whereas BASELWORLD used to be the most important annual meeting place for the luxury brands in the watch, jewellery and gemstone industry, the new Baselworld will be a platform on which smaller watches and jewellery manufacturers and gemstone traders can present their products and retailers will have efficient and easy access to the diversity of manufacturers. BASELWORLD will become a digital platform, supplemented by live events, which will be available to the jewellery, watch and gems industry around the clock, 365 days a year, worldwide.

The date of BASELWORLD 2022 will be coordinated with the trade fairs taking place in Geneva at the same time and is intended as an important supplement and additional platform for the exchange of information between all the players in the industry, including those who did not participate in BASELWORLD in the past.

To be launched in autumn 2021, the digital platform will become a forum for exchange between all relevant representatives of the industry, the public and the media at BASELWORLD 2022. New tools for content creation will be used, allowing a maximum "touch and feel" experience and providing the opportunity to expand one's network and exchange information on the latest trends. It will be the first independent platform that combines digital and live events.

"Everyone will meet on our platform. The brands, the manufacturers, the retailers, the fans and the media," explains Michel Loris-Melikoff. "We will offer attractive conditions and prices for all brands that want to benefit from this unique platform."

Baselworld's new orientation is also in line with the MCH Group's strategy, which has been confirmed by the newly composed Board of Directors. It focuses on platforms for communities in select (international or national) ecosystems, the provision of experience marketing solutions with holistic support for customers worldwide and the operation of the group's own infrastructures in Basel and Zurich.

**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. A highly symbolic event - or 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 the driving force but also the leader of a community, the zenith of all enthusiasts, the key moment and has always been a veritable springboard for brands. Today, more than a century later, the event is reborn, reinvents itself and continues to evolve. BASELWORLD is becoming a hub. A diverse, hybrid meeting place between physical and virtual events that can be experienced and consumed all year round. A matchmaker and a central meeting place for all players in the industry. But also a platform to promote brands, guide buyers and increasingly promote the global driver: passion! BASELWORLD is the place where the dynamic industry converges and engages with each other, to make contacts, but also to live and share.

**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.

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