



Baselworld relaunch needs more time

Baselworld organizers have decided to take more time for the launch of the new concept. Baselworld, scheduled for spring 2022, will therefore not take place. This decision is based on the one hand on the experience gained from the Pop Up Event at the Geneva Watch Days and on intensive discussions with manufacturers and retailers. On the other hand, it takes into account the fact that it is particularly difficult to launch a new concept for a new target segment due to the renewed aggravation of the COVID situation and the associated uncertainty among customers.

"Over the past few months, we have studied in detail our Watches, Jewellery and Gems ecosystem and gained important insights from discussions with major industry representatives," says Beat Zwahlen, CEO of the MCH Group. "The conclusion is that the market exists for a B:B:C platform that brings together medium-sized and specialized manufacturers with independent retailers. But their needs must be analyzed in more detail. This means we need to have significantly more time to get there."

In the coming months, therefore, an interdisciplinary team from the MCH Group will analyze the target segments and, in close exchange with manufacturers and retailers, make a deep dive into their marketing and transaction needs. In this context, particular attention will be paid to the latest trends in marketing and distribution with a view to the post-pandemic period, especially internationalization and digitization. The goal remains to create added value for the community's business in its target markets with the internationally anchored Baselworld brand and innovative platforms.

Due to the cancellation of Baselworld 2022, Managing Director Michel Loris-Melikoff has decided to leave the company and take on a new challenge. Loris-Melikoff had taken over the management of Baselworld in 2018 under difficult conditions and brought it to a successful execution in 2019. In a short period of time, he managed to gain access to the industry and win its respect. He initiated and helped shape the necessary transformation and repositioning of Baselworld. The MCH Group regrets his decision. It thanks him for his tireless commitment and wishes him all the best for his future engagements.

News

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