



Expertise and innovation take the stage as the Swiss Exhibitors unveil their latest creations at Baselworld

For six days from 22 to 27 March, Baselworld is once again the centre of the watchmaking world, and gives Swiss brands the opportunity to present their new creations, symbols of their expertise and the very latest trends. 130 Swiss brands representing watchmaking, jewellery and industry suppliers lift the veil on their innovations for the most influential retailers, national and international media, and the many visitors expected at this 2018 edition.

Switzerland, the home of watchmaking

At the heart of the fair, which brings together some 650 brands, 130 Swiss brands take advantage of the many business opportunities available, and of course reveal their latest watch and jewellery creations to the world. The emphasis is on expertise and new trends, whether in classic or vintage timepieces, grand complications, GMTs and calendars, chronographs and chronometers, gem-set jewellery watches or the more affordable daily beaters. Skeletons, repeaters, tourbillons, old-school or hipster, sport-chic or smartwatch, there is something for every clientele.

Swiss watch exports in good health

The situation for Swiss watch exports improved steadily throughout 2017. After contracting for two years and hitting a new threshold, demand gradually picked up again. More and more markets rallied, although several are still lagging. Swiss watch exports missed the CHF 20 billion mark by a whisker, at CHF 19.9 billion. This is a 2.7% increase on 2016. The first quarter (+0.3%) saw exports stabilise, followed by substantial growth during the second quarter (+4.9%). The branch met the previous year's forecasts

several months in advance, leaving it well positioned for continued growth. Asia (+4.8%), which accounted for half of export sales, was the driving force for 2017, thanks to a strong second quarter. Europe (+2.6%) made more modest progress but remains an important factor in this recovery. The United States didn't keep pace with this upward trend, and this weighed on the American continent overall (-2.7%). Digital will be a priority for 2018, from communication and distribution channels to meeting new consumption habits. In this context, watch exports are expected to progress along similar lines to 2017. Buoyed by the dynamic that began last year, exports for January 2018 increased 12.6% year-on-year.

The Swiss Press Centre at your service

The Swiss Exhibitors' Committee looks forward to seeing you at the Swiss Press Centre – inside the Baselworld press centre – from Thursday 22 to Tuesday 27 March, between 8.30am and 6.30pm. We are there to answer your queries, help you find your way around, and provide press material for the Swiss brands. It will be a pleasure and a privilege to welcome you there.

For additional information, please contact:

Swiss Exhibitors' Committee
Darwel PR, Yves Vulcan, Director
yvulcan@darwel.ch, +41 (0)21 310 70 70

Federation of the Swiss Watch Industry FH
Jean-Daniel Pasche, President
jean-daniel.pasche@fhs.swiss, +41 32 328 08 28