

SWISS EXHIBITORS - MEDIA EVENT LIST BASELWORLD 2010

Date	Time	Exhibitor	Event	Place	Remarks
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Wednesday, March 17, 2010 / Press Day

11.00 - 12.00		BASELWORLD Show Management	Official Press Conference BASELWORLD 2009	Congress Center / Room Montreal	Accredited press only
12.00 - 13.30		BASELWORLD Show Management	Press Lunch	BASELWORLD Palace	Accredited press only
13.30		Hublot SA	Press Conference: "Veronica out of Africa"	Hall 1.0 / Booth A09	Accredited press only
13.30		Glycine Watch SA	Press Afternoon	Hall 2.0 / Booth A31	Accredited press only
14.00		Doxa SA Montres	Press Conference	Hall 1.1 / Booth A81	Accredited press only
15.00		Damiani Group	Press Conference - Mr. G Damiani unveils the 2010 collections and future projects	Hall 3.2 / Booth A11	Accredited press only
16.00		Bulova Corporation	Press Conference	Restaurant L'Entrée, 2nd Floor	Accredited press only
16.00 - 18.00		de Grisogono	Cocktail	Hall 1.1 / Booth E03	On invitation only
16.30		Montres DeWitt SA	Cocktail	Hall 1.1 / Booth B05	Accredited press only
17.00		Montres DeWitt SA	Cocktail	Hall 1.1 / Booth B05	Accredited press only
19.00 - 23.00		BASELWORLD Show Management	BASELWORLD Press Party : Delicious food, cocktails and live music	BASELWORLD Village Binningerstrasse 14, Basel	Present your press badge at the entrance for admittance

Thursday, March 18, 2010 / Opening Day

10.00 - 12.00		Altanus	Worldwide Première of "Patch by Altanus"	Hall 1.1 / Booth E50	
10.45		BASELWORLD Show Management	Ribbon Cutting : Official opening of the BASELWORLD 2010	Hall 1.0 / Foyer	
12.30 - 13.00		Frédérique Constant & Alpina	Press Conference	Hall 1.0 / Booth B27	Accredited press only
15.00		Bedat & Co	Press Conference	Hall 3.0 / Booth B01	Accredited press only
18.00		Heel Verlag GmbH Armbanduhren	Presentations "Watch of the Year 2010"	Congress Center / Room Sydney	On invitation only
17.30 - 19.00		TechnoMarine SA	Cocktail	Hall 1.1 / Booth B51	On invitation only
18.00 - 20.00		Ronda	Cocktail	Hall 5.0 / Booth B11	On invitation only
18.30 - 20.30		EBEL	Cocktail Vernissage	Hall 1.0 / Booth A01	On invitation only
18.30 - 21.00		Tendence	Cocktail	Hall 1.1 / Booth B75	On invitation only

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Friday, March 19, 2010

10.00		Franc Vila	Press Conference	Hall 4.1 / Booth A09	Accredited press only
10.30 - 17.00		Zeno Watch Basel	Personal Presentation of new Collection	Hall 5.0 / Booth B43	
11.00		Milus	Press Conference	Hall 1.0 / Room Luzern	Accredited press only
15.30		Rebellion Timepieces	Presentation of T-1000 & Cocktail	Hall 0.F - Palace / Booth P01	Accredited press only
17.24		Mondaine	Mondaine Factory Visit and Dinner	Basel Main Train Station	This event is now fully booked
17.30 - 19.00		TechnoMarine SA	Cocktail	Hall 1.1 / Booth B51	On invitation only
18.00		Bulova Corporation	Cocktails, Hors D'œuvres & Cirque du Soleil	Restaurant Le Plaza	On invitation only
18.00 - 20.00		Movado	Apéro	Hall 1.0 / Booth D01	On invitation only
18.00 - 20.00		Daniel Swarovski Corp. AG	Cocktail	Hall 1.0 / Booth B25	On invitation only
18.00 - 22.00		Eterna	Cocktail	Hall 1.0 / Booth B21	On invitation only

Saturday, March 20, 2010

10.00		Cuervo Y Sobrinos	Press Conference	Hall 1.0 / Booth A21	Accredited Press presentation in German language
11.00		Cuervo Y Sobrinos	Press Conference	Hall 1.0 / Booth A21	Accredited Press presentation in English language
17.30 - 19.00		TechnoMarine SA	Cocktail	Hall 1.0 / Booth A51	On invitation only
17.30 - 19.00		Atlantic Watch Ltd.	Cocktail with Christina Surer, Atlantic's Ambassadors.	Hall 2.0 / Booth A50	On invitation only
18.00 - 20.00		Manufacture Hysek SA	Cocktail	Hall 1.1 / Booth A01	On invitation only
18.00 - 20.00		Wenger Watch	Cocktail	Hall 1.1 / Booth E61	On invitation only
18.00 - 21.00		Zenith	Cocktail	Hall 1.0 / Booth B03	On invitation only
18.30 - 20.30		Harry Winston	Cocktail	Hall 1.1 / Booth A03	On invitation only
19.00		Delma Watch Ltd.	Delma Party	Hotel Hilton	On invitation only

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Monday, March 22, 2010

17.24		Mondaine	Mondaine Factory Visit and Dinner	Basel Main Train Station	Press invitation only info@mondaine.ch
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Tuesday, March 23, 2010

16.00		Tempvs Compvtare	Tempvs Compvtare supports the Sea Shepherd Conservatory Society - Press Conference held by Captain Paul Watson	Congress Center / Room Samarkand	
18.00 - 21.00		Zenith	Cocktail	Hall 1.0 / Booth B03	On invitation only

Wednesday, March 24, 2010

18.00 - 21.00		Zenith	Cocktail	Hall 1.0 / Booth B03	On invitation only
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