

BASELWORLD

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MCH GROUP IS SURPRISED AT THE STATEMENTS MADE REGARDING THE BASELWORLD CANCELLATIONS

Basel, Switzerland, April 14, 2020 - It is with great surprise and equally great regret that the MCH Group takes note of the cancellation of major exhibitors at Baselworld. The new date for the unavoidable postponement of Baselworld 2020 was defined jointly with leading exhibitors. The objective was to find the earliest and best possible date for the industry following the Covid-19 related measures. The companies now "migrating" – including Rolex – spoke out in favour of a postponement to January 2021. They are also represented on the Exhibitors' Committee, where the future vision of Baselworld has been discussed on several occasions and has met with a positive response, as was also evidenced by countless individual discussions. The intention to move to Geneva has never been mentioned. The MCH Group must therefore conclude that the relevant plans have been in preparation for some time and that the discussions concerning the financial arrangements for the cancellation of Baselworld 2020 are now being put forward as an argument.

On the basis of the positive and supportive feedback received from exhibitors, especially the small and medium-sized exhibitors from the watch, jewellery, gemstone and supplier industries, the MCH Group decided last year to invest substantial sums in the further development of Baselworld and in the establishment of additional digital platforms. The MCH Group is convinced that, in addition to a physical platform, a connection with the community must be maintained throughout the year. More than ever before, it sees an opportunity to develop a modern platform in the watch and jewellery industry for brands that do not rely primarily on tradition, but above all on innovation. In the next few weeks, the MCH Group will be making a decision on the continuation of Baselworld and on investments in its further development, which is geared to the long term.

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About Baselworld

Baselworld is the world's largest gathering of the watch, jewellery, gemstone, related and technical industries. For more than 100 years, Baselworld has become the annual meeting place for the entire community of professionals, buyers, connoisseurs, collectors, journalists, influencers and enthusiasts who come to discover, share and exchange around the latest creations of the greatest brands and players in the industry. Today, under the impetus of new management led by Michel Loris-Melikoff and his team, Baselworld is developing into a truly global event brand, bringing the community to life throughout the year, all over the world, thanks to a dynamic platform offering the industry a wealth of information, sharing and community networking tools, opportunities for events and experiences, services and appointments – digital and physical. Baselworld is organized by the MCH Group, a globally leading live marketing company – headquartered in Basel (Switzerland) – with a comprehensive services network spanning the entire exhibition and event market. It owns and operates the exhibition centers in Basel and Zurich. It organizes around 40 exhibitions in Switzerland and abroad, including Art Basel in Basel, Miami Beach and Hong Kong. The companies in the segment of "Live Marketing Solutions" are present all over the globe and offer customized marketing solutions in the areas of strategic and conceptual consulting, marketing consulting, event management and exhibition and event structures.