

Big Changes at Baselworld: Half the Exhibitors, Space Reduced By One-Third, Shorter Duration

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Source: Forbes



Baselworld, the world's largest watch and jewelry fair, held annually in Basel, Switzerland, is reducing its presence and changing its strategy.

Following the 2017 fair, held in March, Baselworld announced it would reduce the show's duration from eight days to six days in 2018. There were 200 fewer exhibitors participating in the 2017 show compared to the previous year. Prominent brands Hermès and Dior have left the fair, and Hermès will exhibit this January at the 2018 Salon International de la Haute Horlogerie in Geneva.

In a statement released this morning, Baselworld management said it "decided to maintain its outstanding quality for the next edition. The show does not rely on quantity, but will remain the leading event for premier global brands. And this in all segments." François Thiébaud, President of the Swiss Exhibitors' Committee, added: "All these measures are positive for Swiss exhibitors. We now focus on the essence of what constitutes our industry."