

BASELWORLD 2015

Even as we continue our attempts to fully digest the full array of breathtaking creations from Baselworld 2014, the preparations for yet another outstanding display of everything that we love in the world of watchmaking and jewelry is well underway, with Baselworld 2015 being scheduled from 19 to 26 March 2015. Held annually, this iconic event offers a platform for almost 1,500 exhibitors from 40 different countries and from all sectors of the industry to congregate and showcase their finest wares at one of the finest exhibition centers in Europe, the Messe Basel, with immaculately constructed multi-storey pavilions providing the stage to display their creations for the year. From watchmakers to jewelers, luxury materials to machinery supplies, all exhibitors will be looking to put on their best shows to the almost 150,000 attendees from all around the world who have made the pilgrimage to this mecca of horology and jewelry. With everyone who is somebody in the industry congregated in 141,000sqm of exhibition space, the event serves as an excellent arena for business networks to be forged within the industry, as well as possible collaborations and partnerships for the year and beyond. Aside from industry professionals and





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private enthusiasts, the event is also an international media magnet, with 4,000 members of the media from over 70 countries set to provide up-to-the-minute coverage on the events that go on in front and behind the scenes on a variety of mediums from television, print and even social media. For those who want to catch the action firsthand, tickets are priced at CHF60 for a one-day pass, or CHF150 for an eight-day pass, and will be available starting from mid-January 2015. With many brands and manufactures utilizing the opportunity to showcase their new collections and novelties to the public eye for the first time, the event is the ideal time for industry professionals to gain an insight into the trends and developments of the coming year, and for consumers, the perfect chance to set sights on their next must-have timepieces before anyone else does.

To get more details on the exhibition, you may want to visit the official website (www.baselworld.com), which provides comprehensive information not just on the exhibition, but also various travel tips that may just nudge you into buying that train ticket down to Basel for the week. ★