

2010/
INVITATION FOR VISITORS





WHERE BUSINESS BEGINS
AND TRENDS ARE CREATED.

WELCOME TO BASELWORLD

We are delighted to welcome you to BASELWORLD 2010, the World Watch and Jewellery Show.

Enjoy the unique atmosphere that prevails at this internationally leading event. BASELWORLD provides you - as our guest - with an ideal networking platform, giving you the opportunity to forge valuable personal contacts in an exclusive business atmosphere.

About 2,000 companies from the watch, jewellery, precious stone and related sectors are presenting their new products and innovations in Basel. Only at BASELWORLD can you experience these brand worlds at the topmost level. The outstanding importance of the event is borne out by the presence of 3,000 media representatives from all the different continents.

We cordially invite you to enjoy this exceptional ambiance and to combine the fascinating world of watches and jewellery with business success.

BASELWORLD 2010/
March 18 to 25, 2010



IN BRIEF

93,900 visitors from 100 countries.

1,952 exhibitors from 45 countries.

2,973 journalists from 70 countries.

160,000 m² exhibition area.

In Basel, you are visiting the world's biggest and most important event in the watch and jewellery industry.

The world's most renowned brands showcase their products exclusively at BASELWORLD and do not attend any other shows.

BASELWORLD offers you a unique overview of everything that the industry has to offer globally.

It is here that you can see the new products, creations and innovations of the year: trends are set at BASELWORLD.

BASELWORLD offers you the rare opportunity to speak to the CEOs and owners of the brands in person.

Participate in the main networking event for the sector. All the key players from the watch and jewellery industries meet up just once a year: in Basel, each spring!



GETTING THERE

By Air

EuroAirport Basel-Mulhouse-Freiburg (15 minutes by car from the show venue)

Zurich Airport (approximately one hour by train from the show venue)

A shuttle bus runs between the airports and the show venue. At both airports you will find Welcome Desks with useful information on BASELWORLD. Special offers are available from Swiss International Air Lines: www.baselworld.com

By Rail

The two railway stations Basel SBB/SNCF (www.sbb.ch and www.sncf.fr) and Basel Badischer Bahnhof (www.bahn.de) are in close proximity to the show venue. At Basel SBB, you will find a Welcome Desk with useful information on BASELWORLD. Information on special railway ticket offers and special trains may be found at: www.baselworld.com

By Car & Parking

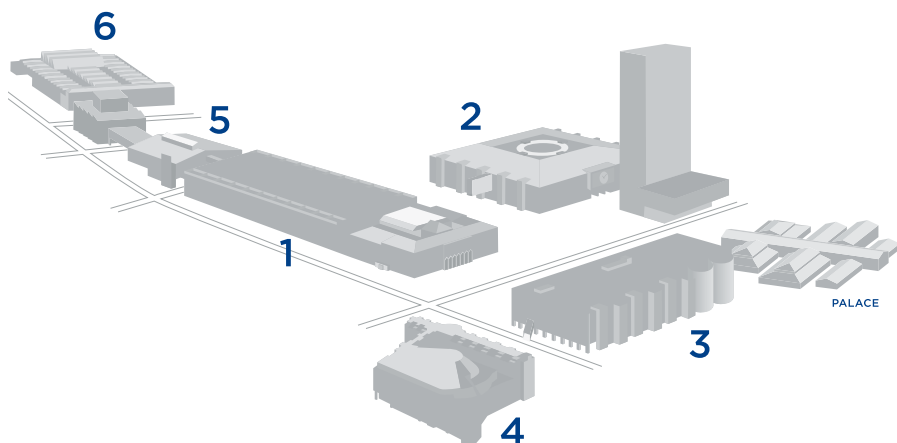
Follow the signs to „Messe“ (Exhibition Center). The annual Swiss motorway sticker (CHF 40.-/EUR 30.-) is available at the border crossing points and at post offices. For information on „Park & Ride“ and an access map: www.baselworld.com

Accommodation

Online reservation of rooms on the hotel boats or hotel rooms in the near vicinity of Basel at www.baselworld.com/hotel



OVERVIEW OF THE HALLS



WATCH BRANDS

Hall of Dreams (1.0)
Traditional brands/watch manufacturers with international brand recognition, brands of the major luxury groups

Hall of Desires (1.1)
Traditional brands/watch manufacturers, brands with an international image and communication strategy

Hall of Fascinations (2.0)
Hall of Sensations (3.0)
Hall of Inspirations (4.U, 4.0, 4.1)
Hall of Emotions (5.0, 5.1)
Branded watches

BASELWORLD Palace
Watch brands

NATIONAL PAVILIONS

Hall of Universe (6.0)
Watches, jewellery and related brands

JEWELLERY BRANDS

Hall of Visions/First Avenue (2.2)
Prestige jewellery

Hall of Visions (2.2, 2.1)
Prestige jewellery

Hall of Feelings (2.1, 2.0)
Jewellery manufacturers with an international brand concept

Hall of Impressions (2.0)
Jewellery manufacturers

BASELWORLD Palace
Jewellery brands

RELATED BRANDS

Hall of Elements (3.0, 3.1)
Stones and pearls

Hall of Innovations (3.U, 3.2)
Clocks, watch straps, packaging, displays, components, tools, machines, others

BASELWORLD 2010

Messe Basel

March 18 to 25, 2010

Opening Hours

Daily from 9 am to 6 pm

Last day (Thursday, March 25) from 9 am to 4 pm

Admission Tickets

Day ticket CHF 60.-

Eight-day ticket CHF 150.-

No pre-registration is required for visitors. The show is open to the public. Admission tickets can be purchased conveniently and rapidly online, right up to the very last day of the show at www.baselworld.com/online-ticket

Contact

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