



March 18-25th in Basel, Switzerland

Visitors

Baselworld welcomed exclusively worldwide professional visitors (jewellers, watchmaker, designers, etc...).

On our stand, our team met principally jewellers, designers and manufacturers who wished to inform themselves about new technologies and products.

Products

Although we presented all our product range (TypeEdit, LasertType, Type3 CAAV5 Based and 3DESIGN CAD), visitors were mostly interested in 3DESIGN CAD and seemed convinced by its user-friendly interface and powerful dedicated features.

Exclusively for Baselworld, visitors could take a glimpse at some new renderings and animations created with 3DESIGN CAD version 7.

Partners

Various V.A.R. came on our stand to stay informed of future releases. These privileged relationships improve our exchanges with them along with their customers, and also help build their loyalty.

The environment

With its 160 000 square meters of exhibition for 1915 exhibitors from 45 countries which represent all market sectors (from machine tools to the complication watch) Baselworld is the leading fair in the world for watches and jewellery.

This 38th edition posts a raise of 7% of visitors compared to the previous year. An important fact that everybody envisions as an encouraging sign of economic recovery.

Baselworld allows you to discover exclusive trends and creations from around the world all in one place.



CONCLUSION

With the increasing visitors and their enthusiasm, the show's atmosphere was festive and optimistic. Our team notes the renewed interest for new technologies expressed by many professionals. Some prospects are clearly ready to invest rapidly.

Emilie Balsamo, our sales executive, is very enthusiastic about returns of this fair and claims "as each year, Baselworld maintains its leading position as the one trade show for the jewellery and watch making industries".