



**BV Schmuck+Uhren**

German Association of Jewellery, Watches, Clocks  
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## PRESS RELEASE

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### **BV Schmuck und Uhren expects clear momentum from Baselworld 2019**

*After the clock has been set to zero for the management of Baselworld over the past year, the German Association of Jewellery, Watches, Clocks & Supplying Industry expects forward-looking strategies from trade fair and exhibitors alike.*

Pforzheim/Basel, 21 March 2019. The German Association of Jewellery, Watches, Clocks & Supplying Industry (BV Schmuck + Uhren) looks forward to BASELWORLD from 21 to 26 March 2019. The discussions about the structural problems of the fair itself and the Basel environment had been leading to a drastic decline in recent years in terms of exhibitor and visitor numbers. This trend was also true for the German participants. While some 350 German companies were among the exhibitors by 2008, BV Schmuck + Uhren counted only 68 German participants in 2018, 17 of them from Pforzheim and the Enz County. Both figures had halved again in comparison to the year 2017. According to information from the German industry association, 63 German exhibitors will be registered for 2019, including 22 exhibitors from Pforzheim and the Enz County.

Dr Guido Grohmann, Managing Director of BV Schmuck + Uhren explains: "Basically, Baselworld is still the most important trade fair worldwide for the watch sector. For the jewellery, it hasn't been able to claim this title for several years. The support of BASELWORLD is all the more important to us as an advocacy group for the German industry. We would like to support the new management team of BASELWORLD in the best possible way to strengthen the significance of the Basel trade fair for the years to come. For the industry, strong exhibition venues in different parts of the world are of vital importance. "

After a gratifying start to the year at Vicenzaoro in Italy in January, a very strong Inhorgenta Munich show in Germany and a good, if slightly restrained, Hong Kong International Jewellery Show, the industry is looking forward to fresh impulses from BASELWORLD. "Not only the fair itself has been able to think about possible improvements. The exhibitors were also required to adapt their trade fair strategies to the spirit of the times. In Basel, we will certainly be

presented exciting and forward-looking concepts from the organizer and the participating exhibitors", says Uwe Staib, President of BV Schmuck und Uhren.

In retrospect to the industry year 2018, BV Schmuck + Uhren traditionally presents the first figures for the previous year at BASELWORLD 2019 in its current statistical report, which the association calculates on the basis of evaluations by the German Federal Statistical Office. After a good year in 2017 in the jewellery sector and less good numbers for watches, the jewellery market did decline in 2018 as well. The current figures for the year 2018 only refer to companies with an employee number of 50 or more. The figures of smaller companies have not yet been taken into account by the Federal Statistical Office.

The number of jewelery-producing companies with more than 50 employees increased by 20% from 20 to 24 companies in 2018, and the number of employees employed in these companies consequently increased by 14.1% from 2,171 to 2,477 employees. Turnover increased from 379 million euros of the 20 factories in 2017 to 413 million euros of the 24 operations of 2018.

In the watch industry, the number of companies with more than 50 employees at 16 companies remained constant, the number of employees in these companies fell by 1.5% from 2,633 to 2,515. Sales of the 16 companies rose slightly by 1% from 403 million euros to 406 million euros.

There is a clearer picture of goods exported in 2018. Exports of jewellery, gold and silverware fell by 4.5% from 2.633 billion euros in 2017 to 2.515 billion euros. 81% of the goods went to other European countries, 7% to Asia and 12% to the rest of the world. The export of watchmaking products was already in decline in 2017 and fell by another 3.6% in 2018 from 1.558 billion euros to 1.502 billion euros. 79% of the products went to Europe, 17% to Asia, 5% to the rest of the world.

Imports of jewelery, gold and silverware rose by 4.3% from 1.863 billion euros to 1.944 billion euros. Imports of watches and clocks fell by 4.8% from 1.862 billion euros to € 1.772 billion euros.

The complete statistical report of BV Schmuck + Uhren can be downloaded from the association's website and is available by request to our office.

## The German Association of Jewellery, Watches, Clocks & Supplying Industry

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The German Association of Jewellery, Watches, Clocks & Supplying Industry (BV Schmuck & Uhren) was founded in Pforzheim in 1947. As a lobby group for over 170 predominantly medium-sized member companies, BVSU represents the interests of its members at a national, European and international level. BVSU is a member of the Federation of German Industries (BDI). It is responsible for coordinating the federal associations of the German jewellery and silverware industry. In this capacity it is also integrated in global efforts of the World Jewellery Confederation, CIBJO. BVSU represents the interests of the German watch and clock industry at a European level as a member of the European watchmaking associations EUROTemptus and CPHE. BV Schmuck and Uhren is a member of the Responsible Jewellery Council (RJC).