

“China Power” in World-Renowned Watch Exhibition

--- China (Shenzhen) Pavilion Attending BASELWORLD for 12 Times

BASELWORLD which is held annually is scheduled to kick off in Industrial Exhibition Hall, Basel, Switzerland from March 21 – 26, 2019.

BASELWORLD provides a platform of trading of such raw materials as jewels and accessories, machinery and goods for watch, clock and jewelry industrial across the world, and attracts many famous brands, such as Petek Philippe, Rolex, Bulgari, Breitling, Chopard, Hublot, Zenith, Tudor, TAG Heuer, Seiko, Citizen and Chanel, media outlets with global influence and most important purchasers. It provides people with the latest trends in watch, clock and jewelry industries, and predictions of various brands on market in the following one to two years.

Since 2007, Shenzhen Municipal Government and Shenzhen Watch & Clock Association (SZWA) have consecutively organized “China Pavilion” to attend BASELWORLD, and made contributions to promote Chinese brands to world stage, and pave a road of international brand building. 2019 marks the 12 times of “China Pavilion” attending BASELWORLD in which the “China Pavilion” headed by FIYTA will display their latest works in Hall 1 World Brands and Hall 4 International Brands. It is the first time for the “China Pavilion” public booth to set in Hall 1 where the “China Pavilion” will compete with international representative organizations from France, Germany, Japan, etc., to display the charm of Chinese culture and the increasingly growing creativity of Chinese brand to the world.

FIYTA, a famous Chinese brand enjoying international influence, will continue to display its works in Hall 1 World Brands in which Dunhuang themed watch in FIYTA’s Master Collection will be launched. TIANWANG, a new member in the “China Pavilion” will display its Conqueror Series watch which is designed for its 30th anniversary. Three Chinese independent watchmakers in AHCI, namely Ma Xushu, Tan Zehua and Lin Yonghua will display their crafted works with one-year’s painstaking efforts; and STARKING, GEYA, BERNY, which more than 10 brands from Shenzhen “Famous Brand Demonstration Zone” – Time Valley will together present a visual feast of watch and clock art for visitors.

On the morning of March 21, the “China Pavilion” will hold pavilion opening ceremony in Hall 4.1 group booth in the International Hall in which Geng Minbin, ambassador of Chinese

embassy in Switzerland, commercial counselor of Chinese embassy in Switzerland, Zhang Hongguan, president of China Horologe Association, Wang Hongbin, secretary of Guangming District, Shenzhen, Liu Guilin, director and a member of standing committee of Guangming District, Shenzhen, Zhu Shunhua, leader of China Pavilion, and Yang Jingwen, secretary general of SZWA will attend the opening ceremony. Such brands as FIYTA will hold booth opening ceremony concurrently.

During the exhibition, Bern, Shenzhen's sister city will organize 2019 Guangming District, Shenzhen Investment Promotion Conference & Signing Ceremony of Key Projects in Shenzhen watch industry. Many important organizations, such as Ministry of Economy of Switzerland, Bern Government, Bern Economy Promotion Bureau, Swiss Precision Manufacturing Association, Federation of the Swiss Watch Industry FH, and Swiss Chinese Investment and Cooperation Association, and major enterprises will attend the conference to jointly promote friendly exchanges and business cooperation between Shenzhen and Swiss watch industries.

The "China Pavilion" has developed from nobody to somebody during decades in BASELWORLD, and become China Power popular among domestic and overseas media. Chinese watch and clock enterprises have constantly improved and strengthened their own brand characteristics, and made constant explorations in promoting and developing watch industry in international market and consumption reform. Increasing Chinese brands obtain recognitions from international market, promote into world-class stage, and display Chinese brand's creativity and innovation to the world.

The "China Pavilion" public booth not only promotes Chinese brand to exhibitors, buyers, visitors and media outlets across the world, but also invites them to visit the second "Time Culture Week Shenzhen" held in Shenzhen Convention and Exhibition Center from June 19 to 23, 2019. "Time Culture Week Shenzhen", leveraging China Watch & Clock Fair (CWCF), is an important platform to promote the development of Chinese brand, and organizes various themed exchange conferences and time cultural activities. In addition, such activities as SMARTIME AWARD and TIME VALLEY WATCHAWARD 2019 provide new blood for the industry and make contributions to the development of the industry.

List of China Pavilion

No.	Company Name	Booth No.
1	SHENZHEN WATCH & CLOCK ASSOCIATION	Hall1.1/V150
2	SHENZHEN FIYTA PRECISION TIMER MANUFACTURING LTD	Hall1.1/B87
3	SHENZHEN GEYA WATCH CO., LTD	Hall4.1/B01
4	TIAN WANG ELECTRONIC (SHENZHEN) CO., LTD	Hall4.1/B02
5	STARKING GROUP	Hall4.1/B04
6	SHENZHEN BERNY INDUSTRIAL CO., LTD	Hall4.1/B05
7	SHENZHEN C.S.J WATCH PROMOTION LTD	Hall4.1/B06A
8	SHENZHEN SENFUNG VACUUM PLATING CO., LTD	Hall4.1/B06B
9	SHENZHEN JUNSD INDUSTRIAL CO., LTD	Hall4.1/B06C
10	SHENZHEN TIME VALLEY INVESTMENT HOLDING CO., LTD	Hall4.1/B06D
11	SHENZHEN RUIHUI WATCH INDUSTRY CO., LTD	Hall4.1/B06E
12	Académie Horlogère des Créateurs Indépendants-LIN YONGHUA	Hall1.1/C01
13	Académie Horlogère des Créateurs Indépendants-TAN ZEHUA	Hall1.1/C01
14	Académie Horlogère des Créateurs Indépendants-MA XUSHU	Hall1.1/C01
15	SHENZHEN FINETIME CO., LTD	Hall1.1/V150A
16	SHENZHEN WATCH AND SMART WEARABLE RESEARCH INSTITUTE	Hall1.1/V150B
17	SHENZHEN WATCH & CLOCK QUALITY TEST CENTRE	Hall1.1/V150C