

## P R E S S   R E P O R T

### **German Jewellery and Watch Industry at BASELWORLD 2014**

Positive signals for the German jewellery and watch trade

In year No.1 after the structural improvement of the fair German exhibitors are expecting with close attention the starting shot of the world's largest and most important show of horology and jewellery BASELWORLD 2014. About 115 enterprises from the areas of jewellery, watches and clocks, machinery, accessories and services will be presenting design and quality from Germany to the visitors. Also common actions will be present: The German Finest Group (hall 2.1) and the pavilion of the "Golden City Pforzheim" (hall 2.0). In addition, the professional group "Watches" of the German Association Jewellery & Watches will be showing the initiative "Made in Germany" (see also our separate press report).

#### **Consolidation on high level**

According to figures released by the Federal Office of Statistics and estimates by BV Schmuck + Uhren the German jewellery, watches and clocks industry became stabilized on a high level in 2013, surrounded by a generally restrained economy. In the German jewellery industry the period of spring started on a level of the previous year. In the second half of the year a marked decrease of turnover occurred, but partly compensated by exports. The total turnover amounted to 711 Mio. € (-11,5%). In the field of horology a slight upward trend could be reported, mainly reached by larger companies. The watch making industry achieved a total turnover of 587 Mio. €, a plus of about 3%.

Exports proved to be a general support of the branch. In the field of jewellery they reached a quota of 37% which means a plus of about 5%. France as the most important buying country of German jewellery reached a plus of 4%. Exports to Italy decreased slightly whilst Spain imported more. A welcome increase of 16% was reached in USA. A non-uniform development was shown in Asia: Whilst exports to China/Hong Kong increased by 6%, India bought less 6% and Japan less 14%. In the domain of watches the export quota is higher and amounts to 68% which means an increase of about 9%. The important markets France and Switzerland showed a positive development; Hong Kong remained stable with a small increase. Exports to Japan and USA are still declining.

### **Positive outlook**

In comparison with the previous year first statistical results from the beginning of the year are showing stabilization in the field of jewellery and a continued increase with watches and clocks. An actual survey carried out with the members of BV Schmuck + Uhren a clearly improved atmosphere in comparison with last year. More than two thirds of the interviewed companies reported on an improved or constant situation of turnovers and orders. About 38% of the companies are expecting an improvement in the forthcoming months, about half of them a constant business.

Due to the high export quota of German watches and jewellery the coming development of the international economy is of great importance. Apart from some signs of unsteadiness in the world there are indications of recovering in the important market Europe. Positive signs are also seen in the development of economy and the labour market in Germany.

Thus German exhibitors may expect a positive course and good results at BASELWORLD 2014.

For more information please contact us at our booth at BASELWORLD from 27 March April 03, 2014 **No. V03, hall 1.0 SOUTH - phone: +41 61 699 46 56**. We would be pleased to welcome you.

**The German Association of Jewellery, Watches, Clocks and Supplying Industries e. V.** is a union of employers and economy and safeguards interests of the German jewellery and watch making industry, on national and international levels. It is, amongst others, a member of the World Jewellery Association CIBJO and of the European Watch Committee CPHE.

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