

THURSDAY, MARCH 19, 2015

TANGIBLE INNOVATIONS

GET AN OVERVIEW OF SOFTWARE, HARDWARE, SOLUTIONS AND TOOLS AVAILABLE IN HALL 4.U

BY PIA GRUND LUDWIG

There is scarcely any other area of the Baselworld in which tradition, precision and innovation are combined in such close proximity as in Hall 4.U. Here visitors can find everything from high-tech machines to proven production technology and software solutions and on to small, practical aids for everyday use for jewellers and goldsmiths. Manufacturers are looking forward to the show with optimism.

“Witschi Electronic is constantly developing its existing product range further and presents interesting technical innovations again at Baselworld 2015,” promises Martin Schürch of Swiss measuring and testing experts Witschi Electronic AG (4.U, E30). In both of the last two years the watch industry has invested a great deal in new products, since summer 2014 it has been evident that the market is now entering a quieter phase as far as investment activity is concerned. “Benzinger is very satisfied with the course of business and is looking toward the future with confidence. Our expectations of the show have been dampened as a result of the strength of the Swiss franc,” says Michael Jehle, Managing Director of the German engineering company Benzinger (4.U, C13), cautiously. Marek Birkenstock of Birkenstock & Co. (4.U, C34) assesses the



Christopher Burger, Gemvision.



Martin Schürch, Witschi.

outlook for 2015 positively. “The first two months of the year were above average for us and we are sure that 2015 will be a successful year for us.” He continues to expect investments in professional equipment, as numerous producers and manufacturers are certifying workplaces and paying attention to corresponding equipment. In addition, they offer a range of new and innovative tools and machines with which these purchase impulses can be triggered in specialist retail. Helmut Fischer AG (4.U, F30) aims to utilise the potential of the show with a new stand concept, reports Technical Marketing Manager Norbert Blum. The

show is highly regarded and many high-quality new contacts are expected to be made. Gemvision (4.U, C61) benefits from the fact that customers are becoming more accustomed to technology, according to Managing Director Christopher Burger of CAD software experts Gemvision: “As we know, consumers everywhere have snapped up smartphones, networked through Facebook, searched with Google and Baidu and messaged on Twitter. Today’s consumers are more astute to technology and more apt to embrace businesses which employ such consumer friendly technology as Gemvision products.” However, he expects the political ten-



Watch makers and jewellers find a broad choice of tools in hall 4.U.

sions in Eastern Europe to have an effect on the development of business at the show. “Certainly, the global tensions and economic crisis will have an impact on businesses worldwide. However, our products tend to fair well both in good times and in bad times as businesses struggle to compete for global

market share.” Birkenstock also has no fear of losing business: “The Ukraine-Russia crisis will have no great effect on our business. We were already highly active here in recent years and our customers have already undertaken their major investments, so we are currently concentrating on other markets.”

NEWS



Gianni Pavone, Marketing Director, Bergeon

BERGEON – is presenting a patented system at Baselworld 2015 which combines a screwdriver with a special ribbed profile and a barrel to control the torque movement. Controlling the torque prevents screws being overtightened during watch assembly or repair. The barrel is simply attached to the screwdriver – two barrels can be attached one behind the other, one for unscrewing and one to control the screwing process. All of the barrels are bi-directional. Around a dozen different torques are available from 10 mNm to 60 mNm. Additional torques are available on request. The individual barrels have a colour code which indicate the torque and this is also engraved onto them. The tools have been tested at 100,000 rotations and during the tests, no deviations were identified outside of the tolerance. **4.U, C34**

84 WORLD OF BASEL

MONDAY, MARCH 23, 2015



The winners from left to right: Sebastian Schlette and Pontus Koehler (Sweden), Kristian Myren (Denmark), Alexandre Goetze (Switzerland).

AHCI founders Vincent Calabrese (second left) and Svend Andersen (middle).



AND THE WINNER IS ...

AHCI AND F.P. JOURNE ANNOUNCE THE LAUREATES OF THE YOUNG TALENT COMPETITION 2015

The AHCI – Académie Horlogère des Créateurs Indépendants (Watch Academy of Independent Creators) – rewarded three watchmakers who have distinguished themselves through their technical achievement, their search for complexity and their sense of design and aesthetics at Baselworld. This was F.P. Journe’s first time as a sponsor of the competition, which was open to 47 international watchmaking schools from 14 different countries. The 2015 winners received a diploma and a grant worth 3,000 Swiss francs from Bergeon, which allows them to purchase watchmaking tools. The AHCI is a non-profit organisation that was created in 1985. It seeks to perpetuate the art of independent horology and offer support to outstanding watchmakers and counts 33 members from all over the world. **2.O, C15**



IN GOOD COMPANY

EXHIBITORS AND VISITORS CELEBRATED AT THE VILLAGE AFTER THE SHOW

