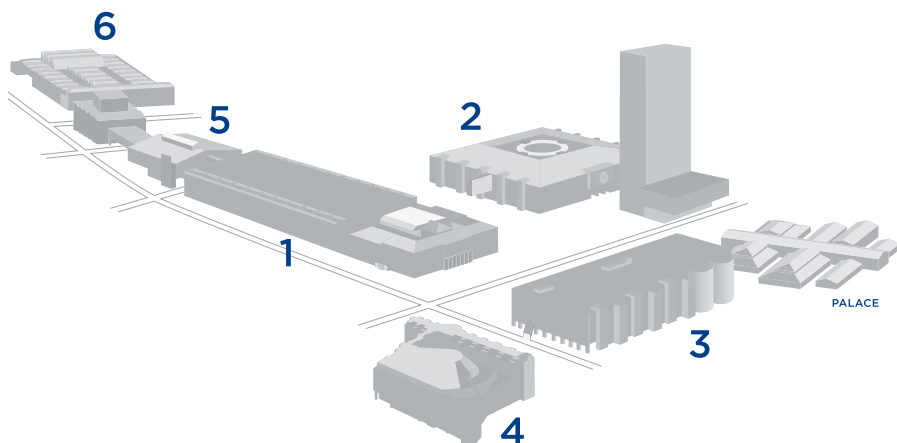


# OVERVIEW OF THE HALLS



## WATCH BRANDS

### Hall of Dreams (1.0)

Traditional brands/watch manufacturers with international brand recognition, brands of the major luxury groups

### Hall of Desires (1.1)

Traditional brands/watch manufacturers, brands with an international image and communication strategy

### Hall of Fascinations (2.0)

### Hall of Sensations (3.0)

### Hall of Inspirations (4.U, 4.0, 4.1)

### Hall of Emotions (5.0, 5.1)

Branded watches

## BASELWORLD Palace

Watch brands

## NATIONAL PAVILIONS

### Hall of Universe (6.0)

Watches, jewellery and related brands

## JEWELLERY BRANDS

### Hall of Visions/First Avenue (2.2)

Prestige jewellery

### Hall of Visions (2.2, 2.1)

Prestige jewellery

### Hall of Feelings (2.1, 2.0)

Jewellery manufacturers with an international brand concept

### Hall of Impressions (2.0)

Jewellery manufacturers

## BASELWORLD Palace

Jewellery brands

## RELATED BRANDS

### Hall of Elements (3.0, 3.1)

Stones and pearls

### Hall of Innovations (3.U, 3.2)

Clocks, watch straps, packaging, displays, components, tools, machines, others