

Imagination, the international watch-making trade show will take place in Neuchâtel from 1st to 6th September 2021

Called IMAGINATION, it is in Neuchâtel, the cradle of the *horlogerie*, that the international trade show dedicated to brands of watches, jewellery, precious stones and writing instruments will take place at the beginning of September 2021, with more than one hundred exhibitors participating in the event.

Neuchâtel - 26 May 2021. After the cancellation of *Baselworld* and the different initiatives taken by watch making conglomerates, the other brands had to do something to exist in the eyes of the world, and an international showcase was exactly what they needed.

The first edition of *IMAGINATION - OneWorld OneVision* watch-making trade show - which will take place in Neuchâtel from 1st to 6th September 2021 - will make it possible. It will be organised by Swiss Creative Events, a company co-founded by Carlo E. Naldi, who has already brought together independent brands during *Baselworld*.

"We couldn't abandon 500 independent brands to their fate", says Naldi. "I have known them for too long to leave them inactive now that we are going through one of the most crucial periods in history. So, André Colard - my business partner - and I decided to take action and launch *IMAGINATION*, as well all know that artisan and industrial brands are a reservoir of creativity for the watchmaking industry."

Why Neuchâtel?

"With its important high precision ecosystem, the Three Lakes region is the cradle of the *horlogerie*", explains Naldi. "Here we can find all the watch-making industry players, including suppliers and brands. In this region, watchmaking is a family business, as men and women have passed down their passion for watchmaking and know-how for many generations. It is, therefore, an appreciable return to origins, which was made possible thanks to the support and help offered by the authorities of the Swiss city and canton of Neuchâtel."

"Watchmaking, in all its forms, is a tradition here in Neuchâtel" says Ms Violaine Blétry-de Montmollin, President of Neuchâtel city council. "Hosting this trade show means celebrating the know-how of this region and its dynamic artisan, industrial and economic sector."

The municipal and cantonal support allowed us to obtain all the official authorisations we needed. And we are now proud to announce that *IMAGINATION* will take place at the prestigious Esplanade Léopold-Robert, between Hotel Beaulac and the Art and History Museum, which will also make some of their spaces, on the shores of Lake Neuchâtel,

available to us. In particular, all meeting rooms, restaurants and guest rooms at Hotel Beaulac will be reserved for the event.

So, this will be both an indoor and an outdoor event. Outside, the pavilions will be equipped with stands with the same basic structure, so that all brands feel treated equally. "This first edition will make 130 stands available to brands", says Naldi, "As far as we know, all of them will be taken for this first 2021 editions. They were all eager to know when and where the event would take place before confirming their participation. We are working so that, in 2022, we will be able to welcome 400 exhibitors."

As for attendance, 10 to 15,000 visitors are expected. "With the gradual easing of lockdown restrictions in Europe - a process that will be hopefully completed in September - we know that international travels will be possible by then", explains Naldi. "It will also be the first time that the watch-making industry players will meet again after a long time, which is no small feat, as they all want to see each other again and discover new products and creations, regardless of the size of the company that is launching them!"

A safety plan will be developed to ensure that both exhibitors and visitors will respect the rules in force in the country to combat COVID-19.

Why 'Imagination' accompanied by 'OneWorld OneVision'?

"Because it is an international name, and, above all, because it recalls the limitless creativity of these companies and the technological, design and aesthetic innovations they can bring to a trade show."

OneWorld OneVision reminds us that the *horlogerie* is one world sharing the same vision, that is, audacity and the ability to face the most difficult challenges, thanks to the talent of master watchmakers, engineers, micromechanics, designers and all those young people graduating from professional, watchmaking and engineering schools.

Imagination is supported by Swiss and international professional associations, such as the *Fédération de l'industrie horlogère suisse* and *France Horlogerie*.

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