

Munich, November 13, 2019

Press Release

INHORGENTA MUNICH 2020: Festina Group Makes a Welcome Return

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INHORGENTA MUNICH announces that after an absence of five years, the Spanish Festina Group is making a notable welcome return. Festina is one of the world's leading watch brands and will be showcasing its portfolio of products in Hall A1. INHORGENTA MUNICH, the international trade fair for jewelry, timepieces and gemstones held at the Messe München site, will be taking place from February 14 to 17, 2020.

Jason Lee Newman, Export director and Country Manager for Germany on the return: "We are delighted to be back at INHORGENTA MUNICH and we do so prepared to share all the latest novelties as well as presenting the 2020 newness and our plans for the future. It's a great honor for us to showcase Perrelet, our most premium brand, as well as our newest addition to the group portfolio, the Swedish brand of hybrid watches Kronaby, in such an inspiring space."

The technological launches don't stop there: Festina will be displaying the very first hybrid Jaguar watches.

Newman continues: "In addition, we are excited to unveil our greatest revolution as a 'happy to be back' gift in the fair: Festina Group will be presenting our new collections of connected smartwatches for Festina, Lotus and Calypso."

The Festina Group will also be bringing its other brands to INHORGENTA MUNICH. Spread over an area covering 187 square meters, trade visitors will not only find timepieces from the Festina brand but also from Candino, Lotus and Calypso as well as jewelry from Lotus Style and Lotus Silver.

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Regarding the Group's return to the trade fair, Stefanie Mändlein, Exhibition Director of INHORGENTA MUNICH, says: "Our broad range of watch brands will be even more impressive with the addition of Festina. After an absence of five years, we are thrilled to see the return of this long-established brand, which is also a clear signal for retailers: Hall A1 will be busier in 2020 than ever before. We are delighted that an industry giant such as Festina is using INHORGENTA MUNICH as a platform. It is a clear indication that the industry supports our concept."

About Festina

With over 30 years of history, the Festina Group is today a prestigious international company specialised in the production and marketing of popularly priced watches, movements and precision parts. Currently, the Group manufactures five brands of watches for the general market (Calypso, Lotus, Festina, Jaguar Kronaby and Candino) and two jewelry brands (Lotus Style and Lotus Silver). The Group's head office is located in Barcelona while our major production centres are in Switzerland and Spain. Today, the Group has seven subsidiaries (France, Germany, Italy, Benelux, Switzerland, Czech Republic-Poland and Chile), is present in over 90 countries on the five continents and sells 5 million watches a year. The quality of the firm's products, the excellent value for money and the special attention paid to post-sales service all contribute to making the Festina Group leader in many strategic markets.

About INHORGENTA MUNICH

INHORGENTA MUNICH, the international trade fair for watches, jewelry and gemstones is the order and communication platform for the industry and reflects the market in all its diversity. Spread over six halls at Messe München, exhibitors from across the globe will present their latest creations. Through its extensive supporting program, comprising the Jewelry Shows, the INHORGENTA FORUM and the INHORGENTA AWARD, the trade fair offers an in-depth overview of international trends and developments. In 2018, the trade fair brought 1,026 exhibitors from 42 countries and more than 27,000 visitors from 70 countries to Munich. The next INHORGENTA MUNICH will be held from February 14 to 17, 2020.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.