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Press Release

INHORGENTA MUNICH 2020: Supporting program sets the stage for topics of the future

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- **INHORGENTA MUNICH is the information platform for the entire industry**
- **TRENDFACTORY MUNICH focuses on sustainability and future retail**
- **Watch Talks and Campus Talks with top experts**

INHORGENTA MUNICH presents an extensive supporting program from February 14 to 17. With a wide range of presentations, panels and knowledge formats, the fair is an information platform with and for industry professionals.

Stefanie Mändlein, Exhibition Director at INHORGENTA MUNICH, explains: “We have created a top-class and multifaceted supporting program. On all four days of the fair, visitors will benefit from the expertise of the international top speakers and ensure their informational edge within the industry.”

Salon Suisse features top-class exhibitor participation

As a partner country for this year’s INHORGENTA MUNICH, Switzerland and its watches will be showcased in the Salon Suisse. Mändlein promises novelty here as well: “The Salon Suisse concept has won over first class Swiss brands – visitors can look forward to the absolute top brands: The space will feature Bumont, Czapek and Parmigiani Fleurier as exhibitors, among others.”

A completely new Hall C2

In 2020, TRENDFACTORY MUNICH will take place in the redesigned Hall C2 – with a wide range of presentations and workshops on sustainability and future retail. For instance, expert Katerina Perez will provide insight into retail strategies

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of the future and answer the question, “How do I sell jewelry on Instagram?” Her presentation will be made in English. Designer Guya Merkle will discuss the use of recycled gold and Andy Bardon, a photographer for National Geographic, will talk about his documentary on the mining of pearls in French Polynesia.

Watch Talks – Where watch experts discuss digitization and more

INHORGENTA MUNICH is constantly growing, especially in the field of watches. In addition to a strong exhibitor portfolio, the fair provides a great deal of knowledge transfer through its Watch Talks. One example is the talk “(Certified) Pre-owned: A business model for manufacturers or specialist retailers?” (Saturday, 2/15/2020, 2 – 2.30 p.m.). Representatives from the Swiss watchmaking industry in particular are discovering certified pre-owned as a new business model. Is the topic appealing to supposedly smaller watch brands, too? Does it represent competition for local or web-based retailers? What are the relevant risks and opportunities in this context?

New: Campus Talks bring new energy and young faces to the industry

The Campus Talks serve as the ideal hub for young designers and goldsmiths for everything related to getting started in the profession. Michael Kiefer, from the schools for goldsmithing and watchmaking in Pforzheim, and Tabea Reulecke, from the technical school for design, jewelry and utensil, will present the institutions and answer questions about training and courses of study. Various lectures and panels will also be offered. These will include success stories from well-known designers to inspire young talent.

Jewelry shows with special looks and exquisite pieces

Jewelry shows are a permanent part of the event calendar at INHORGENTA MUNICH. This year, Claudia Hofmann, co-founder of the Fashion Council Germany, will be the lead stylist for the models. Breath-taking pieces of fine jewelry will be specially showcased in puristic, all-white looks. For Claudia

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Hofmann, it's important that "the individual styling puts the unique pieces of jewelry in the spotlight."

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.