

Munich, 14. February 2020

Presseinformation

Start of INHORGENTA MUNICH 2020: Many new brands, trends and innovations

Barbara Kals
PR Manager
Tel. +89 949 21473
Barbara.Kals@messe-
muenchen.de

- **Diverse portfolio of exhibitors with high-quality newcomers**
- **Focus on the industry's top issues**
- **Trade fair highlights: The art of Swiss watchmaking at the Salon Suisse and glamour at the INHORGENTA AWARD**

Today (February 14, 2020) marks the start of INHORGENTA MUNICH, the international trade fair for timepieces, jewelry and gemstones, at the Munich exhibition center with 1,055 exhibitors from 44 countries. The industry's leading trade fair offers an exciting supporting program with the very latest topics and numerous highlights.

At the start of INHORGENTA MUNICH 2020, Klaus Dittrich, Chairman and CEO of Messe München, offers a positive outlook for the coming days: "Both the increase in the number of exhibitors for the fifth year in a row and the brands attending demonstrate that INHORGENTA MUNICH is not only the leading trade fair but also the most diverse platform for jewelry, watches and gemstones in Europe." In particular, Timepiece Hall A1 continues to be a growth area with prominent newcomers such as Erwin Sattler, Festina and Fortis. Hall B1 Fine Jewelry is growing by an impressive 22 percent this year, with industry giants such as Autore, Frey Wille, Chimento Staurino Fratelli and Luisa Rosas.

What matters in the industry: Sustainability and the future of retail

In designing the 2020 trade fair, INHORGENTA MUNICH aligned itself with the industry's current focus topics. The changing consumer behavior and the

Messe München GmbH
Messegelände
81823 München
Deutschland
messe-muenchen.de



Press release | 14. February 2020 | 2/2

discussion surrounding sustainability have brought about a major shift in the industry. In a study conducted among exhibitors and visitors for INHORGENTA MUNICH, findings revealed that major sustainability challenges for the industry include the credibility of certifications (46 percent), closely followed by the quality of jewelry and watches (44 percent). In addition, some 64 percent of those surveyed believe that social media will have the greatest influence on the retail trade in future. Hall C2, which was newly redesigned in keeping with the sustainability aspect, will give these topics a special platform with TRENDFACTORY MUNICH. Visitors will benefit from the expertise of numerous top speakers, such as Rita Lahlou, head of jewelry at Amazon, Ryan Taylor, founder of Consensus, and Patricia Syrvud from the University of Delaware.

Switzerland is the official partner country of INHORGENTA MUNICH 2020

A special highlight of INHORGENTA MUNICH 2020 is the partner country Switzerland. The central gathering point is the Salon Suisse in Hall A1 with the prominent Swiss watch brands Parmigiani Fleurier, Czapek and Bumont. In addition, the renowned *Musée internationale d'horlogerie* will be showcasing the art of watchmaking from the 18th century right through to the present day with a select range of exhibits. In the "My Watch" exhibition of creative consultant Joachim Schirrmacher and photographer Franco Tettamanti, Swiss personalities present their own watch and the story behind it.

INHORGENTA AWARD 2020: Craftsmanship, innovation and creativity

The INHORGENTA AWARD will be presented this year for the fourth time. A jury of industry experts and opinion leaders decided on three finalists in each of six categories, all of whom look forward to receiving the coveted prize. New to the jury were Claudia Hofmann, stylist and co-founder of the Fashion Council Germany, and Jörn Kengelbach, chief editor of the ROBB REPORT magazine. The nominees in the Public Choice categories were selected through online voting. A new feature in 2020 is the introduction of the second Public Choice category "Best Watch", which highlights the positive trends in the watch segment at the fair. The recognized industry award will be presented on February 16, 2020, at a glamorous gala at the BMW Welt in Munich.

Press release | 14. February 2020 | 3/3

Jewelry shows, after-work parties and much more: INHORGENTA MUNICH shows its diverse side

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

With a wide range of presentations, panels and knowledge formats, the fair is an information platform with and for industry professionals. Campus Talks offer young designers and goldsmiths the ideal contact point for all topics related to starting their careers. Watch professionals and enthusiasts can share ideas at the Watch Talks.

The popular after-work parties will offer a relaxed atmosphere and ideal networking opportunities once again in 2020.

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 2019, the trade fair brought 1052 exhibitors from 41 countries and more than 27,271 visitors from 77 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.