

Munich, June 10, 2020

## Press Release

# INHORGENTA MUNICH assumes leading role in Europe

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- **Event is continuously expanding its position as a leading international trade fair**
- **Klaus Dittrich, head of Messe München: “INHORGENTA MUNICH offers further growth potential especially right now”**
- **Top ratings of the trade fair by exhibitors**

All roads in the trade fair landscape for timepieces, jewelry and gemstones will lead to Munich in the future. INHORGENTA is Europe’s most important industry platform and the leading trade fair for timepieces, jewelry and gemstones. This position has been reinforced by the cancellation of Baselworld: The Munich exhibition has been continuously growing for years. The next INHORGENTA MUNICH will be held from February 19 –22, 2021, at the Messe München Exhibition Center.

Klaus Dittrich, Chairman and CEO of Messe München, is optimistic about 2021: “We want our trade fair to be a momentum generator for the industry and a reliable partner during tough times. INHORGENTA MUNICH is a powerful force that can provide the industry with additional verve and drive in this situation.”

### **The concept: international, personal and farsighted**

Stefanie Mändlein, Exhibition Director of INHORGENTA, on the event’s successful strategy: “We are determined to be the leading international trade fair for the entire industry. Personal contact with exhibitors, visitors and industry experts is one of my top priorities because their feedback enables me to get a feel for their needs. We draw on this knowledge to develop our own concepts

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and offerings. We can then provide all brands with first-class conditions for their trade fair exhibitions.”

The segments of jewelry, timepieces, gemstones, bijou, production and technology can showcase themselves on 65,000 square meters of exhibition space in six halls. INHORGENTA MUNICH covers the industry in its entirety. The trade fair also exudes an international appeal: Companies from 44 countries operated booths at the exhibition in 2020, and visitors from 85 countries attended it. Top partner countries like Switzerland in 2020 highlighted the global relevance of the event. Ninety percent of trade fair visitors are decision makers – a fact that creates ideal conditions for doing business.

“In addition to the exhibition’s key figures, the inviting and personal atmosphere of INHORGENTA MUNICH serves as a guarantee for the trade fair’s success,” Stefanie Mändlein said.

### **Industry voices: “An incomparable trade fair in Europe”**

This is how trade fair exhibitors feel. They place a very high priority on INHORGENTA MUNICH. Anja Heiden, a member of the Management Board of Gerhard D. Wempe, said: “You will not find a comparable trade fair anywhere else in Europe. For this reason, INHORGENTA MUNICH will certainly be the place to be for me in 2021.”

Dirk Boettcher, Sales Director of Parmigiani Fleurier, added: “The importance of INHORGENTA MUNICH for the entire industry is continuously growing and is a must-attend event.”

Martin Julier, Head of Gemlab at Bucherer, underscored the uniqueness of the trade fair: “The combination of comprehensive service and warm hospitality – this is something unique, and you won’t find another jewelry trade fair like it.”

Lothar Schmidt, Managing Director of Sinn Spezialuhren, really likes the concept of INHORGENTA MUNICH: “I think the trade fair will be an absolute hotspot for the jewelry and timepiece industry in the future.”

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## **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 2020, the trade fair brought 1,055 exhibitors from 44 countries and more than 26,000 visitors from 85 countries to Munich. The next INHORGENTA MUNICH will be held from February 19 to 22, 2021.

## **Messe München**

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.