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Press release

INHORGENTA MUNICH

Momentum generator and partner for the industry

- Positive exhibitor registration for INHORGENTA MUNICH 2021
- Protection and hygiene concept ensures safe trade fair participation
- Online conference INHORGENTA TRENDFACTORY in October 2020

Iliana Dyckerhoff
Brand Manager
Iliana.Dyckerhoff@messe-muenchen.de

INHORGENTA MUNICH, Europe's leading platform for jewelry, timepieces and gemstones enjoys tremendous support in the industry. Around five months prior to the start of the event, a large number of exhibitors have already registered. More prominent brands such as Bigli, Leo Pizzo and Oris have also been successfully signed up as new exhibitors. Messe München has worked with the authorities to develop a special protection and hygiene concept to ensure the health and safety of exhibitors and visitors. INHORGENTA MUNICH will be held from February 19 to 22, 2021.

The center for innovations and trends for timepieces, jewelry and gemstones will also be in Munich in February 2021. Preparations for INHORGENTA MUNICH are currently in full swing. Klaus Dittrich, Chairman and CEO of Messe München, is extremely satisfied with the registration figures so far: "We are seeing tremendous interest from the industry. Like us, they are determined to send a signal of optimism about the future. The number of bookings has almost reached the level of the last trade fair.

That says a lot about the confidence our customers have in INHORGENTA MUNICH and underscores the event's position in the industry."

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

Sven Mostögl, the Regional Director (Germany, Austria, Switzerland & BeNeLux) of the Swiss watchmaker ORIS, also stresses the importance of INHORGENTA MUNICH to the industry and has clear expectations for the event being held next February: "INHORGENTA MUNICH is an important and well-established trade

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fair, and has taken on a new meaning in light of the recent developments. It provides us with the ideal platform for presenting our latest innovations and products, making numerous new contacts, and cultivating existing relationships. We look forward to next year in Munich.”

Messe München with its own protection and hygiene concept

To ensure that exhibitors and visitors have a successful and safe INHORGENTA MUNICH 2021, Messe München has devised its own protection and hygiene concept. As Klaus Dittrich explains: “The key points are the general social distancing rule of 1.5 meters that will apply across the entire site. A mask must be worn where the distancing rule cannot be observed and also indoors at all times. We will facilitate Contact tracing of all participants will be ensured through pre-registration and our access system at the entrance.”

New to the portfolio: INHORGENTA TRENDFACTORY #ReInspire

INHORGENTA TRENDFACTORY #ReInspire is the new digital knowledge and trend platform for interactive discussions within the international jewelry, timepiece and gemstone industry – a valuable supplement to the INHORGENTA portfolio. The first live online conference will be held on October 22, 2020. A host of international experts, including Antonio Carriero, CDTO of Breitling, and Alessio Boschi, founder and creative head of Alessio Boschi Jewels, will offer exciting insights into issues such as sustainability, future retail and the customer of tomorrow.

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 TRENDFACTORY MUNICH 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 around 26,000 visitors from 85 countries to Munich. The next INHORGENTA MUNICH will be held from February 19 to 22, 2021.

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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.