

Munich, October 20, 2020

Press release

INHORGENTA TRENDFACTORY #ReInspire

Where the who's who of the jewelry, timepiece and gemstone industry meet

- INHORGENTA TRENDFACTORY #ReInspire with top-class speakers from Breitling, Salesforce, Favre-Leuba and Porsche Design
- Dialog and practical training
- Three focus topics: future retail, sustainability and the customer of tomorrow

It is the most important digital event in the jewelry, timepiece and gemstone industry: the INHORGENTA TRENDFACTORY #ReInspire. The trend platform on October 22 will bring all the industry representatives together digitally. The aim is to network, transfer valuable knowledge, and thus give the industry a new boost.

“Anyone with a forward-looking attitude will also be at the INHORGENTA TRENDFACTORY #ReInspire,” says Stefanie Mändlein, Exhibition Director of INHORGENTA: “We want to provide new stimulus and look to the future together with confidence.”

In the past months, she and her team joined up with experts from the industry to put together a concept for a digital industry gathering with an outstanding list of speakers, including:

- Antonio Carriero, Chief Digital and Technology Officer Breitling SA
- Christian Leffin, Strategic Customer Consultant (Office of the CEO) Salesforce
- Gerhard Novak, CEO Porsche Design Timepieces
- Heike Kammerer, Head of Industry Lab IBM Germany

Marcel Benson will also be there. The New York Times reported just recently on the founder of the Benson Watch Company. The American will be holding a

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master class at the TRENDFACTORY titled “Story Time – The power of crafting an authentic story”.

But, as with all of the eleven master classes, Benson’s focus is also on the dialog with the participants. “The master classes should not only inspire but also provide direct advice for actual practice. Questions are explicitly encouraged,” says Mändlein and adds: “We want to provide real help for everyday life.”

To that end, the program covers the entire spectrum of the industry, with content from the fields of timepieces, design, jewelry, technology and marketing.

The focus topics of sustainability, future retail, and the customer of tomorrow will always be discussed in a direct practical context. To make sure these insights aren’t lost, all the content will subsequently be available exclusively for ticket owners.

“The future will only be difficult if we don’t risk anything”

Malene Petrea Skov, Head of Communications for Georg Jensen, is impressed by the format: “You shouldn’t miss this conference. It’s exactly what the industry needs right now.”

Philippe Roten, CEO Favre-Leuba, adds: “The future will only be difficult if we don’t risk anything. And we’re determining the future now.” The INHORGENTA TRENDFACTORY #ReInspire wants to set the course for that.

All the information about the speakers and the detailed program overview can be found [here](#).

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INHORGENTA TRENDFACTORY #ReInspire online live conference

- Date: Thursday, October 22, 2020, 10 a.m. to 3:30 p.m. (CET)
- Tickets:
 - Regular: €29.00
 - VIP (incl. INHORGENTA MUNICH CARD): €69.00
 - Trainee*: Free

[» Ticket shop](#)

*All prices include legal VAT. *For trainees, pupils, students (verification with school pass, student ID or certificate of enrollment)*

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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 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.

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 Veranstaltungscener 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,

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with its network of associated companies and foreign agencies, is present in more than 100 countries.