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Press release

INHORGENTA celebrates the successful premiere of its digital format TRENDFACTORY #ReInspire inspires the jewelry, timepiece and gemstone industry

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- INHORGENTA TRENDFACTORY #ReInspire establishes itself as the industry's leading digital platform
- Around 500 participants from 30 countries
- The entire industry is concentrating on the topic of customer centricity

The INHORGENTA TRENDFACTORY #ReInspire has celebrated a successful premiere. The participants used the trend platform on October 22, 2020 for interdisciplinary knowledge transfer, intensive discussions and networking.

“It was a sight to behold. We showed just how much spirit and enthusiasm is poured into our industry,” says Stefanie Mändlein, Exhibition Director at INHORGENTA. She was very happy with the TRENDFACTORY #ReInspire: “Our aim with this event was to provide new inspiration for the industry. And we’ve done just that.”

The event featured:

- Around 500 participants from 30 countries
- 31 speakers from companies such as Breitling, Garmin, IBM, Ole Lynggaard, Porsche Design Timepieces, Salesforce, etc.
- Four hours of keynotes, interviews and discussions
- Ten masterclasses

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The keynotes and panels showed that the industry is particularly concerned with its relationship to customers: What expectations do customers have? Which value propositions does each company offer their customers? What form should the customer experience take?

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Antonio Carriero, Chief Digital and Transformation Officer at Breitling, also provided insight into how his company is responding to these questions: “The expectations of customers have changed. The value of the brand and its engagement are increasingly important to our customers and, therefore, to us. In particular, this means personalizing the relationship with our customers and being genuine with them.”

Gerhard Novak, General Manager of Porsche Design Timepieces, says: “In the luxury segment, we are finding that customers increasingly expect innovative product and service concepts. At Porsche Design, we see it as our duty to meet the expectations of our customers with appropriate innovations. The TRENDFACTORY #ReInspire offers a platform that's very well suited to discussions on this subject.”

“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.

Journalists can also view all of the talks exclusively on-demand. To do so, please [get in touch](#).

You can download images of the Trendfactory for free [here](#).

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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 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.