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Press release

New dates

INHORGENTA MUNICH 2021 will take place in April

- Duration extended to five days (Thursday to Monday)
- Bigli, Pasquale Bruni, Oris and Leo Pizzo represented for the first time
- New 300 m² large exhibition area: the “Carat Area”

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Europe’s leading platform for jewelry, timepieces and gemstones is making a strong statement with a new date for the event in spring 2021. By doing so, INHORGENTA MUNICH is offering its exhibitors and visitors planning reliability at an early stage. In close cooperation with its partners and advisory boards, Messe München has decided to organize INHORGENTA MUNICH from April 15 to 19, 2021.

“With the new dates and by extending the duration by a day, we are offering our customers not only excellent conditions, but also more security by equalizing the flow of visitors,” says Klaus Dittrich, Chairman and CEO of Messe München. “We are now looking ahead and working together with the industry to organize a successful INHORGENTA MUNICH in April 2021.”

Broad approval for the change of dates

“The new dates in April are the necessary step in offering exhibitors and visitors an excellent platform for their businesses and following up on the previous successes of INHORGENTA,” says Stefanie Mändlein, Exhibition Director of INHORGENTA.

“The one-time decision to postpone INHORGENTA MUNICH to April makes allowances for the pandemic and helps us to carry out a safe trade fair for everyone involved in spring 2021. As a physical gathering of industry and commerce, INHORGENTA MUNICH is indispensable to the sector. It is the anchor of a reconfiguring trade fair landscape. This decision was made by the

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Advisory Board together with Messe München and has the support of the associations,” added Joachim Duenkelmann, Managing Director of the Federal Association of Jewellers, Jewellery and Watch Retailers (BVJ), Dr. Guido Grohmann, Managing Director of the Association of Jewellery, Watches, Clocks & Supplying Industry and Joerg Lindemann, Director General of the Federal Association of the Precious Stones and Diamond Industry.

The decision has also proved to be very popular among visitors and exhibitors. This was confirmed by Anja Heiden, CEO of the Jewellery Division at Wempe: “The early planning security is beneficial to us all. That’s why I think it’s good and the right thing to do to have the show take place in April.” Nicole Ripp, of Groh + Ripp is also supportive: “INHORGENTA MUNICH has become one of the most important trade fairs in Europe. It has managed to gain new, renowned exhibitors that have been presenting in Basel for years. We very much appreciate that we now have more notice to plan for the new dates in April 2021.”

Top exhibitors and new concepts at INHORGENTA 2021

After the successful execution of the INHORGENTA TRENDFACTORY #ReInspire digital platform, industry representatives are now heading into the future with determination. As usual, INHORGENTA MUNICH in April will continue to build on the industry summit and its position as Europe’s leading platform for jewelry, timepieces, and gemstones.

The INHORGENTA AWARD and TRENDFACTORY MUNICH will also still take place.

The booking status of the previous season has almost been reached already. Alongside many loyal partners, new additions include the likes of Bigli, Pasquale Bruni, Oris and Leo Pizzo.

The new, almost 300 square meter-large “Carat Area” is another highlight of the INHORGENTA program. The concept for the new area with its uniform, high-

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quality booth construction was initiated by eight international companies – including Abouchar, Alain Boite, Gustav Caesar and Horovitz & Totah.

The Salon Suisse is also looking forward to a high demand and will develop further for INHORGENTA MUNICH 2021.

Exhibitors and visitors will find further information on the latest developments at www.inhorgenta.com.

About INHORGENTA MUNICH

INHORGENTA MUNICH, Europe's leading platform for jewelry, timepieces and gemstones is the order and communications 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 INHORGENTA AWARD and the TRENDFACTORY MUNICH, 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 April 15 to 19, 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.