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Press Release

New orientation for inhorgenta by 2014

The management of inhorgenta is planning a strong expansion of the trade show in the coming years. As part of this re-orientation, the visual design is to be enhanced and associated more closely with the Munich location. Step by step, the layout and structure of the various exhibition halls will be given a sharper profile and the design of the exhibition space will become more sophisticated, with high-quality lounges and attractive special shows. Another new development: The event is to get a new name: INHORGENTA MUNICH. The dates of the next trade show are February 10 to 13, 2012 in Munich.

"Munich is one of the most famous, best loved and most charming cities in the world," says Renate Wittgenstein, product manager at INHORGENTA MUNICH and one of the driving forces behind the changes being implemented by 2014. "Our goal is to make better use of the excellent image and attractiveness of the city for the trade show, particularly as regards international competition." Events and PR activities at the exhibition center and in the city will also be organized to integrate INHORGENTA MUNICH more strongly into the life of the Bavarian capital.

The first signs of this upcoming quality campaign will be seen at the fair itself next year. At the West Entrance, trade visitors and exhibitors will be able to enjoy a stylishly revamped INHORGENTA MUNICH Lounge. Plans are also under way for exhibitors to be able to use the Lounge area for their own events.

Visual changes will be one outward sign. But on the culinary front, too, the fair will have some treats in store in 2012: Celebrity chef Holger Stromberg, who cooks for the German national football squad and who since last year has been actively involved in both ISPO MUNICH and INHORGENTA MUNICH, will be running the "Schlossrestaurant" and the "Buddha Bar", both specially set up in

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Hall B2. The range of food and drink goes beyond the standard fair on offer at many other trade shows, and in doing so echoes in culinary terms the high quality standards of INHORGENTA MUNICH itself.

Holger Stromberg will also be organizing the food at another attraction to visitors and exhibitors – the new Howard Hughes Lounge. Suitably this will be located in Hall A1, and styled to match the lifestyle watches on display there. With an appropriate lounge-like design and lots of large-format wall motifs, INHORGENTA MUNICH will be conjuring up the days of this early aviator, film producer and entrepreneur – and of course whetting appetites for the timeless elegance and sporting design of classic pilot's watches. All of this will be rounded off with the culinary delights on offer in the premium restaurant in Hall B1. In the new-style West Entrance area, a day bar and the INHORGENTA MUNICH Lounge will be welcoming attendees with an appealing visual design and atmosphere.

The supporting program to INHORGENTA MUNICH will be redesigned for 2012, and will feature many lectures by selected speakers. For example, high-ranking representatives from the sector will be taking part in a forum that gives jewelers and retailers a glimpse into what the future holds for their business. Among the speakers are Professor Dirk Wolfes ("Fashion Future Trends"), Nicolas Tscheche from Airbus ("Luxury in Commercial Aviation"), Björn Theis of Z-Punkt ("Evolution of Luxury") and Professor Dr. Fritz Frenkler of the Technical University of Munich who will be speaking about "The Future of Industrial Design". Panel discussions and lectures on other topical themes will complete this exciting supporting program.

"We have developed a whole range of components that in the coming years will make INHORGENTA MUNICH even more attractive to exhibitors and visitors," says Renate Wittgenstein. Just as ambitious is the mid-term goal the team has set itself: "We want to bring INHORGENTA MUNICH onto a sustainable growth

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path, to sharpen the profile of the event and the segments, and to clearly position the show in relation to the competition."

Your new press contact for INHORGENTA MUNICH is Bettina Schenk – for further information on the show go to www.inhorgenta.com

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