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Closing Report

INHORGENTA MUNICH delights exhibitors and visitors

- **1,134 exhibitors from 37 nations**
- **Approx. 30,000 satisfied trade visitors from 80 countries**
- **Exhibitors praise the brisk order activity**
- **Positive response to new products**

With around 30,000 trade visitors from 80 countries (2011: 32,292), this "Trade Show for Jewelry and Watches" has once again underlined its importance for the international market. Around one third of the total number of trade visitors came from outside Germany. The strongest contingents of foreign visitors came from Austria, Great Britain, Italy, Spain and Switzerland. The highest increases in visitor numbers were seen in the figures for the Scandinavian countries of Finland, Norway and Sweden, and for Israel, Japan and South Africa. Because of the economic situation, however, visitor numbers from Greece, Italy and Spain declined. 1,134 exhibitors from 37 nations took part in the show – in absolute terms, that's 62 exhibiting companies more than last year, or a year-on-year increase of 5.8 percent. Expansion was also seen in the net exhibition space at the fair: this increased in comparison to 2011 by 4.9 percent to 33,337 square meters. INHORGENTA MUNICH once again covered a total of 66,000 square meters of space, divided over six exhibition halls at Messe München International.

The changes at INHORGENTA MUNICH were well received. Klaus Dittrich, Chairman & CEO of Messe München: "In many one-to-one talks, we gathered responses to the changes at INHORGENTA MUNICH. The result was clear: The changes are welcomed – over the course of the fair even the critics changed their mind towards a favorable view. Already it is clear that there will be

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lots of new exhibitors at INHORGENTA MUNICH in 2013. And also many existing exhibitors are wanting to book larger booths."

Exhibitors from all segments confirmed a high level of order activity. One of them, Jörg Gellner, Managing Director of Gellner, put it like this: "INHORGENTA MUNICH is the most important barometer for our 2012 collection. This year, too, our sales have been very good and we are very pleased. Great customers and a great mood! Also, Frank Heringer, Director of the Diamond Group, said: "It's a great atmosphere at INHORGENTA MUNICH – we are very happy to be taking part. We are delighted with the entire concept. The quality and the quantity of visitors is outstanding – we will be leaving this fair with very full order books. Next year, the Diamond Group will most certainly be taking part again in INHORGENTA MUNICH."

One major factor in the success of INHORGENTA MUNICH was the new and clearly structured hall layouts, which gave improved orientation within the very broad spectrum covered at the fair, from luxury, gemstones, design and lifestyle through to technology, packaging and marketing. The new look in the halls, complete with stylishly designed communication and relaxation zones, also worked very well. Norbert Jensen, Managing Director of Näher & Jensen, Raymond Weil: "What we at Raymond Weil noticed particularly this year is the excellent segmentation at the fair, the brisk order activity and the overall positive mood. From our point of view the fair has developed extremely positively."

The visitor survey, conducted by market researchers Gelszus, highlighted the positive mood among the international participants: 95 percent of the visitors to INHORGENTA MUNICH gave the fair overall a top rating of "good to excellent". Their response to the question about the future importance of the fair, over 30 percent said that it would gain in significance.

Sarah Hill, owner of Hamilton Hill, USA: "INHORGENTA MUNICH is the platform for high-end design, not for the masses. Munich is a great place to be

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with all the atmosphere outside and inside the fairground. I'm glad to be here and I am looking forward to coming back next year for new inspiration and personal meetings."

Isabelle Mössner, Managing Director of IsabelleFa, sums it up: "A delightful combination of leisure and work in this wonderful city."

Statements – INHORGENTA MUNICH 2012:

Christian Coenen, Managing Director, Fossil Europe, Germany

"This year we are very happy with the customer frequency and quality. We make use of INHORGENTA MUNICH mainly for strategic talks: what is the overall concept for a brand, or how can we optimize in-store design, for example. For these kind of questions, this trade fair is quite simply an important tool for Fossil."

Franziska von Drachenfels, Drachenfels Design, Germany

"We are very pleased with the quality and international scope among the visitors. Also, we have noticed the quality improvement among the exhibitors in Hall B2. The entrance area and the lounges work very well and they make a very harmonious overall picture at the fair. We shall be back again next year and with more space."

Roberto Girardi, Jeweler, Italy

"Last year was our first time at INHORGENTA MUNICH and we liked it so much that we have come back again this year. We are always looking for unusual and individual jewelry manufacturers. For this reason we have entered into cooperation agreements with Nymphenburg porcelain manufactory and Nikos Koulis Jewels. We also liked Hall C2 very much with its young and striking designers."

Bas van Greven, Ripassa Jewelers, Netherlands

"INHORGENTA MUNICH is a well organized fair that I very much enjoy visiting. The location of Munich is an ideal place for a trade show and very easy to reach. It offers lots of scope for good talks, with quiet lounges. The range on show at the exhibitors' booths this year – particularly in high-value jewelry – was exceptionally attractive."

Dr. Konrad Henn, Managing Director, Karl Faller Edelsteinschleiferei, Germany

“For Karl Faller INHORGENTA MUNICH is a very important fair – particularly because of its broad customer structure and geographically very favorable location in the south of Germany. Karl Faller has been coming to this fair now for the last 30 years. And this year, too, we are very pleased with the sales we have made here.”

André Nottebaum, Managing Director, Morellato & Sector, Germany

“The three-aisles policy in the hall layout benefits all brands; the way the structure is planned at the fair is on the right track. Our jeweler customers also commented very favorably on it, for them the layout has improved and is easier to navigate.“

Stuart Moore, Design Jewelry shops in New York, Newport Beach and San Francisco, USA

“INHORGENTA MUNICH is the most important trade fair for us. Its an excellent place for one-stop-shopping – all our relevant partners are at this fair. The excellent service of the Top Buyers program, the atmosphere in the halls, the quality of the exhibitors and especially the outstanding young designers in Hall C2 – this makes the trade fair so unique. We are going to exhibit also next year with our own brand.”

Kim Wandel Olsen, Managing Director, Pandora DACH, Germany

“INHORGENTA MUNICH is the most important trade fair for us. It offers us a tremendous platform for raising the profile of the Pandora brand still further. We are very satisfied and are already looking forward to next year.”

Oliver Rapport, Director, M.A. Rapport, Great Britain

“INHORGENTA MUNICH is a very well-organised trade fair. As first time exhibitors we are pleased with the amount of interesting contacts we have made from all over Europe. It has been a very worthwhile experience.”

Julian Rotstein, Managing Director, International Bullion & Metal Brokers, Netherlands

“INHORGENTA MUNICH was an absolutely successful trade fair for us. Many high-quality customers from all over the world came on our booth. We will come back next year to this exciting show in this wonderful city.”

Matthias Stotz, Managing Director, Uhrenfabrik Junghans, Germany

“Munich is the ideal place for us to introduce our new line "Bogner by Junghans". For the watch factory Junghans INHORGENTA MUNICH has also gained in

international significance. At this event we met not only the visitors but also our own distributors from places like China, Hong Kong and Malaysia. In the German retail trade we notice ongoing development and this progress is measurable.”

Traudel Toftegaard, Goldsmith & Designer, Toftegaard Denmark, Denmark

“INHORGENTA MUNICH is well organized and well set out – for us exhibitors it is the practical things in particular which make exhibiting easier. Our Danish joint stand, with eight exhibitors, was well attended and it was received very well by the customers. With the high level of interest we have experienced at the fair, we can certainly look forward to good post-fair business. In general we noticed that before placing orders the trade visitors take the time to find out all they can. Which means fewer mistakes happen.”

INHORGENTA MUNICH 2013: February 22 – 25, 2013, Messe München

Further information: www.inhorgenta.com

Messe München International – Messe München International is one of the world’s leading trade-show companies. It organizes around 40 trade shows for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors and over two million visitors take part in the events at Messe München, in the ICM – Internationales Congress Center München and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (*Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen*), a society for the voluntary monitoring of fair and exhibition statistics. In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South America. Via its six subsidiaries – in Europe and in Asia – and over 60 foreign representatives actively serving more than 90 countries, Messe München International has a worldwide business network. In sustainability, too, it takes a leading role: It is the first trade show company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.