



Messe München  
International

CONTACTS  
PROMOTE SUCCESS.

FASCINATION

MUNICH, 25 TO 28 FEBRUARY 2011

International trade fair  
for jewellery, watches, gemstones,  
design and technology





# DEAR EXHIBITORS,



15 %

more industry professionals

*attended inhorgenta 2010 than in the previous year. 33% of visitors were from abroad*



FOREWORD

## inhorgenta 2011

- The leading international trade fair for jewellery, watches, gemstones and all the industry's requirements
- Platform for the latest trends and innovations exclusively for specialist retailers
- Comprehensive offering from all industry sectors
- Trade visitors and exhibitors from more than 80 countries
- Exceptional service and an inspiring atmosphere in the one of the world's most attractive cities

inhorgenta 2010 was a resounding success. Visitor numbers increased by around 15 percent—the largest increase in recent years. The number of international exhibitors and trade visitors also increased dramatically.

The industry professionals were not only impressed by the comprehensive overview which the trade fair offered, but also the numerous innovations and current highlights—for instance in the area of jewellery design—which were once again on display. inhorgenta is the first key indicator of new industry trends. For us, this success presents a challenge. Therefore we are putting our all into enhancing inhorgenta's impact as the leading international trade fair for 2011.

Look forward to the perfect platform for presenting your products and collections. Look forward to increased orders and exceptional business contacts. And look forward to a host of new ideas and fresh inspiration for your business. We are convinced that inhorgenta 2011 will be a must for all those who want to secure their future and lay the foundations for future success.

**Armin Wittmann**  
exhibition director

# WHEN EXPERTS COME TOGETHER FROM AROUND THE WORLD.



Inhorgenta is one of the most important international industry forums. The diverse range of exhibitors from all areas means that it offers industry professionals the best market overview in Europe.

Exhibitors and visitors from numerous countries use the trade fair as a vital platform for establishing expert contacts and reap the benefits of noticeably increased order volumes.

Besides Germany, most visitors in 2010 came from Austria, Spain, Italy, Sweden, Switzerland, Greece, the Netherlands, the UK and Ireland. However, the eastern European markets are also well represented in Munich.

# 1,143

exhibitors

*used inhorgenta 2010 as a presentation platform. The high international attendance (one third in 2010) meant that they were able to gain an overview of the industry around the world.*

## Inspiring in its diversity: The range of exhibitors

- Jewellery (incl. designer and antique jewellery)
- Time-pieces (watches and clocks)
- Gemstones
- Pearls
- Silverware
- Cases and cardboard packaging
- Workshop equipment for watchmakers, goldsmiths and jewellers
- Shop fittings
- Technologies and services
- Industry specific IT solutions



WHEN THE VENUE PROVIDES  
THE PERFECT SETTING.

175,000  
square metres

*of exhibition space is available in the halls  
of the Munich Trade Fair Centre. 66,000 m<sup>2</sup>  
is made available to inhorgenta exhibitors.*



**By the industry—for the industry:  
The programme.**

A host of events featuring experienced speakers and industry experts provide visitors with a valuable insight into current topics from the jewellery and watchmaking industry. The programme includes:

- Special exhibitions
- Events
- Talks
- Seminars
- Discussions
- inhorgenta award
- and much more...

Exhibitors and trade visitors can take advantage of the ideal environment for professional dialogue at one of the most modern trade fair venues in the world.

The organisers place great importance on creating an atmosphere which is both stimulating and stylish, in order to ensure that a visit to the trade fair is a thoroughly positive experience.

**Attractive surroundings**

Munich is also a popular venue for professional gatherings thanks to the city's charm, exceptional accessibility, infrastructure, attractive accommodation options and wide selection of restaurants, bars and leisure activities.



ZETT G EISI

IDEAS PROMOTE  
MOMENTUM.

# WHEN VISIONS LEAD TO SUCCESS.



161  
jewellery designers  
submitted their work for the **design  
podium** at inhorgenta 2010.

The importance of inhorgenta as a leading trade fair has long been based on more than its early scheduling in the financial year; it is also the key indicator of current and future trends in the jewellery and watchmaking industry.

In addition to many innovative designers, who see Munich as an attractive platform for their ideas, the trade fair also attracts leading brands. As a result, inhorgenta not only sets the direction for future trends in jewellery and watch fashion, it also gives visitors a comprehensive insight into what is currently influencing consumers' lifestyle choices and buying behaviour.

## Forum for inspiration

Designer jewellery is one of the key focal points at inhorgenta. Experimental designers from around the world present their latest creations in a separate hall. The trade fair supports them with a host of forums and events.



# WHEN GOOD NEWS SPREADS LIKE WILDFIRE.



13,996,563  
contacts

*with every possible media channel ensured  
maximum publicity among industry pro-  
fessionals in the run up to inhorgenta 2010.*



With its extensive communication strategy and comprehensive marketing mix, inhorgenta attracts visitors from around the world, encourages visitor loyalty and informs the public across the globe of current industry developments. You can be directly involved in many of these activities. Take advantage of these publicity opportunities to achieve your own marketing aims!

## **Advertising and direct marketing**

We support you with specialist advertisements in five languages published in 35 countries, brochures, mailings and email campaigns, newsletter services and much more.

## **Public relations**

With its excellent media contacts, intensive press work and comprehensive press service, inhorgenta provides you with an exceptional media platform.





**www.inhorgenta.com**

More than 400,000 pages published each year, always up-to-date and available in nine languages: the inhorgenta website has become the central, interactive platform for exhibitors, visitors and the public around the world.

**Visitor loyalty**

Attractive incentives help to increase our already strong visitor loyalty. More than 5,000 inhorgenta GoldCard holders already enjoy the benefits which this card has to offer.

**Broadcasting:  
inhorgenta tv**

Whether it be the latest innovations, product premieres, shows or events, inhorgenta tv provides live coverage of all the trade fair highlights.

These entertaining clips can be viewed at [www.inhorgenta.com](http://www.inhorgenta.com) or downloaded as podcasts. They are also made available to international TV broadcasters and media partners.





OBJECTS  
PROMOTE FEELINGS.

PASSION

WHEN YOU ARE READY FOR  
FUTURE SUCCESS.



35 years  
of innovation and  
experience  
*—ensure that your four days at  
inhorgenta 2011 are a resounding  
success*

DEADLINES AND INFORMATION

#### Participation fees 2011

Registration fee	EUR 300*
Row stand	EUR 185/m <sup>2</sup>
Corner stand	EUR 199/m <sup>2</sup>
End stand	EUR 201/m <sup>2</sup>
Island stand	EUR 202/m <sup>2</sup>

#### Application deadline is 1 July 2010

\*The registration fee includes the option to expand your basic entry in the trade fair catalogue.

Inhorgenta 2011 is approaching—slowly but surely at first, but the pace will soon quicken. Secure your chance now to present your products and creations to an international expert audience at one of the world's most important industry forums.

#### Exceptional connections

Underground station at the trade fair entrance, motorway connection, flexible traffic management system and numerous parking spaces directly outside the trade fair halls: with the venue's exceptional infrastructure you can be sure that your journey to the trade fair will be both comfortable and stress-free.

**We look forward to seeing you at inhorgenta 2011!**

inhorgenta 2011  
Munich, 25–28 February 2011





Space to present your products and creations: six exhibition halls with 66,000 m<sup>2</sup> of exhibition space at one of the world's most modern trade fair venues.

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Welcome to inhorgenta 2011!

