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The Latest Trend, New Inspirations, and Fascinating Special Exhibitions: inhorgenta europe 2010 offers a comprehensive side event program

inhorgenta europe will once again open its doors from February 19th to 22nd, 2010. As is tradition, Europe's leading trade fair for watches, jewellery, gemstones, pearls, and technology offers its close to 30,000 trade fair visitors a comprehensive side event program. The many seminars and presentations, shows and events, as well as fascinating special exhibitions provide valuable know-how for the upcoming season, and present a break from the "normal" trade fair routine.

Particular highlights of the multi-faceted program include events covering the latest jewellery trends. For example, the presentation by trend expert Irmie Schüch-Schamburek on the jewellery and fashion trends for 2010, while the contribution of Peter Welcherling and Dr. Ulrich Henn focuses on the "Stone and Colour Trends 2010". Furthermore, Sir Gabriel Tolkowsky, the gemstone cutting expert, offers a fascinating lecture on "New Diamond Cuts".

The question "How Much Design Do Brands Need?" will be deliberated on in detail in a panel discussion with various experts. This is only one of many events focusing on the topic of "Design", one of the primary mottos at inhorgenta europe 2010. In addition, the program offers valuable practical tips for management: industry and retail experts will discuss the "The Renaissance of Specialty Retail – A Winning Proposition in Difficult Times?" at the inhorgenta europe Round Table. The trade fair management provides simultaneous translation of all presentations into English or German free of charge.

There is something for everyone at the special presentations in Designer Hall C2: the designer jewellery segment hosts the "Forum Konzepte" ("Forum Concepts"), the "Forum Innovation", as well as the two special exhibits "BrandNew-NewBrand" and the "Forum Silberschmiede" ("Forum Silversmiths") – pieces from a total of 350 exhibitors from all over the world are waiting to be admired. The first selection of jewellery from the "Design Podium" will also be exhibited at the Designers Avenue in hall C2. Another highlight among the special exhibits is the focus on "Modern Silver", its many different facets presented in a number of exhibitions – such as a glimpse into the extensive collection of the renowned Antwerp Silver Museum Sterckshof. And last but not least, the presentation ceremony for the inhorgenta europe Innovation Award, honouring the most talented new jewellery designers, will be another special highlight on Sunday, February 21st.

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There also is a lot happening in the gemstone segment: visitors can expect to view exceptional pieces from the 150-year-old traditional German gemstone museum in Idar-Oberstein, one of Germany's oldest and most beautiful institutions. The joint project "Stone Matters II" by the design academies in Idar-Oberstein and Lappeenranta (Finland) describes gemstones as a unique asset in form of a creative concept, and the design competition "mineralART" revolves around the valuable gemstone jasper. Finally, the forum "Zeitzeichen" presents a joint exhibition of works by gemstone and jewellery designers.

The "Watch Forum Zeitgeist" offers insight into the production of mechanical watches, as well as into the versatile and modern art of watch making in Germany. This year, the goldsmith academy Pforzheim and its watchmaking academy, and the watchmaking institute Glashütte will share the working exhibit.

"The essential mission of our trade fair is to provide know-how, inspiration and motivation," comments Armin Wittmann, Exhibition Director inhorgenta europe. "In addition to getting a comprehensive overview of the entire watch and jewellery industry trade fair visitors will benefit from practical and relevant expert opinions and advice, as well as from discussing current issues with business colleagues." inhorgenta europe provides an up-to-date, modern, and inspiring platform for this exchange as well as for special exhibits on many different topics, Wittman continues. The complete event and special exhibit program with all details is available at www.inhorgenta.de

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Managing close to 40 trade expositions for industrial, consumer goods, and new technology, Messe München International (MMI) is one of the world's leading exposition companies. More than 30,000 exhibitors from over 100 countries, and more than two million visitors from over 200 countries participate in the Munich-based events every year. In addition, MMI manages trade expositions in Asia, Russia, the Mid East, and South America. MMI operates a global network with six foreign subsidiaries in Europe and Asia, as well as 64 foreign representations, covering more than 90 countries worldwide. As an internationally active company, Messe München International is dedicated to endorsing sustainability and environmental protection.

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