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Press Release

Growth at INHORGENTA MUNICH 2012

INHORGENTA MUNICH, Trade Show for Jewelry and Watches, is experiencing strong demand for exhibition space in 2012 – in particular from exhibitors from outside Germany. Already, around two months before the show opens, this expansion is over 800 square meters more than last year. In the Lifestyle and Watches area in particular, there are a number of applications from new exhibitors, and existing customers are taking larger booths. INHORGENTA MUNICH takes place from February 10 to 13, 2012.

In 2012 INHORGENTA MUNICH will be appearing with a refreshed concept. The individual segments at the show have been clearly structured and the interiors of the halls are being given a high-class design in line with the standards expected in the sector. "The aim is to bring out the individual areas better. The quality and the atmosphere of the fair are to be enhanced, in order to guarantee visitors and exhibitors a successful and pleasant trade show experience. We are happy and pleased with the predominantly positive welcome these changes have received from the exhibitors," said Tobias Gröber, Business Unit Director, Consumer Goods at Messe München. "We would like to apologize for any inconvenience that has arisen in individual cases for customers as a result of the changes."

Again in 2012, many long-term partners of INHORGENTA MUNICH will be presenting their collections and new products to the international trade audience in Munich. These include renowned jewelry and watch brands such as Pandora, Swarovski, Thomas Sabo, Lapponia, Jacques Lemans, Casio, Raymond Weil, Frederique Constant, Festina and the Fossil Group (among them Fossil, Emporio Armani, DKNY, Burberry, Adidas), plus many manufacturers and suppliers of diamond and gemstone jewelry such as the Diamond Group, Nymphenburg porcelain manufactory, Schoeffel, Gellner, Niessing and Meister.

Among the new applications to register as an exhibitor at INHORGENTA MUNICH 2012 are further exclusive and traditional jewelry manufacturers such as Damaso Martinez, but also well known watch brands such as Michel Herbelin, Eterna and Kienzle, plus innovative service-providers from a range of different segments in the market. One company back again in 2012 as an exhibitor at the Munich trade fair is IsabelleFa.

The re-orientation of Hall B2, started in 2011, is already having positive effects. Many suppliers of high-quality brand jewelry have increased the amount of space they are taking in 2012. And, as more new exhibitors from this segment are clamoring for space at the fair, the section on brand jewelry has now been expanded into Hall C2 as well. The revised plan for Hall C2 will however ensure that the suppliers of design jewelry will hardly lose any net exhibition space.

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Another highlight at INHORGENTA MUNICH in 2012 is the special display of the craft of watchmaking organized by the *Zentralverband für Uhren, Schmuck und Zeitmesstechnik* (German Federation of Watches and Time-Keeping Technology). By putting on this display the federation is hoping to raise the profile of this important branch of the skilled crafts. The display is being supported by the watchmaking college in Pforzheim, Erwin Sattler and Chronoswiss. Also new is Howard-Hughes-Lounge, which is available for business meetings.

In order to implement the re-orientation of the fair promptly and in a targeted way, the organizational team at INHORGENTA MUNICH has been correspondingly restructured. For each hall a single contact person has been appointed to deal with the detailed questions from the exhibitors in that hall. These persons, all well versed in the sector and all with long years of experience and expertise in the exhibition business are: Anne Dautremant (Halls A1 and B2), Sandra Neuwert (Halls B1 and A2), Saskia Krieg (Hall C1) and Angelika Wildegger (Hall C2). Johanna Eberl, Deputy Exhibition Director of INHORGENTA MUNICH, is available to deal with operational issues. Renate Wittgenstein, Product Manager at Messe München, is responsible for the strategic orientation of INHORGENTA MUNICH.

The structure of the halls at INHORGENTA MUNICH 2012 is as follows:

Hall A1 Timepieces	Watches
Hall B1 Selection	Premium jewelry and watches
Hall C1 Carat	Precious stones, pearls, gemstone jewelry
Hall A2 Technology	Watchmaking craft, watchmaking supplies, technology, bijoux jewelry
Hall B2 Lifestyle	Brand jewelry
Hall C2 Contemporary Design	Design and lifestyle jewelry

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