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inhorgenta europe: low stock levels and stable market conditions generate optimism just prior to exposition opening

- German retailers in an optimistic mood just prior to inhorgenta europe 2010
- International jewellery and watch trade fair opens on February 19th, 2010

Next Friday, the 37th inhorgenta europe will open its doors. For many reasons, such as its scheduling early in the year, this exposition is considered an important trend barometer and leading event for the jewellery and watch industry. 1,143 exhibitors from 38 countries will present their latest trends and collections in six halls covering 66,000 square meters of exhibit space.

The stable market conditions within the industry have generated an overall positive atmosphere among jewellery and watch retailers shortly before the launch of Europe's largest trade fair for watches, jewellery, gemstones, pearls, and technology. In addition, retailers report a drastic reduction of stock levels of 7.5 %, which is considered a good omen for ordering activities at inhorgenta europe. This was revealed in a recent poll by Messe München International in preparation for inhorgenta Europe, and derived from the results of the USE Consumer Barometer provided by the Uhren Schmuck Edelsteine Bildungszentrum Pforzheim (Watch Jewellery Gemstone Academy Pforzheim).

German watch and jewellery retailers had positive responses to the inhorgenta europe poll in regards to their current individual order situation. 46% of retailers polled rated the situation as "good" to "excellent". The market is overall stable, as revenue losses were not prevalent: in the last 12 months sales have remained stable for 42%, and 34% even reported an increase.

Asked about the current economic situation in watch and jewellery retail, 30% rated the situation as "good" to "excellent". This overall impression is also validated by the numbers reported by the Federal Office of Statistics. According to the results, to a large extent the overall retail statistics have remained the same. The recently published USE Consumer Barometer, based on industry-related research and polls, also offers a considerably optimistic outlook for the watch and jewellery industry. According to the results, in 2009 watch and jewellery retail experienced an increase in

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revenue of 5.01% compared to 2008. This is particularly positive if one compares these results with those for retail in general, which has decreased slightly by 1.8% in the same time frame.

The latest trends are as follows: currently, there is strong demand for gold jewellery – especially yellow and white gold. Gold jewellery with inset diamonds is a very good seller. Other materials in much demand include silver, in particular, but also steel. In the watch segment the majority of revenue is generated by low- and mid-price level watches, and hot sellers are brands such as Esprit, Fossil, and Festina. Currently, the ratio between jewellery and watch sales is about 61% to 39%.

More information is available at www.inhorgenta.com

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About Messe München International (MMI)

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.

More information at www.messe-muenchen.de