

## Presse-Information • Press Release • Communiqué de Presse • Comunicato Stampa

No. 9 e

December 2009

### inhorgenta europe 2010: Festina returns

- Festina Business Manager: “inhorgenta europe is a trend-setting, leading European trade exposition”
- Close to 70 new exhibitors from 15 countries

Following a two-year sabbatical Festina Group has decided to rejoin many other exhibitors at inhorgenta europe in February 2010. And the group does with a larger than ever before display – the well-known watch company will provide visitors with a comprehensive overview of its brand portfolio on more than 400 square meters. The range includes brands such as Festina, Lotus and Calipso, as well as the “Swiss Made” labels Jaguar and Candido. In addition, a section of the exhibit will be devoted to the group’s newly developed “shop-in-shop” system.

Stéphane Gordon, new Business Manager for Festina Germany, explains the reason for the return of his company to Europe’s largest trade fair for watches, jewellery, gemstones, pearls, and technology: “As a leading European trade fair inhorgenta europe sets the trends for the upcoming year. In times of economic difficulties it is particularly important to work closely with ones partners. In addition to an opportunity to present our many new products, we also consider inhorgenta europe as a starting shot for our extensive marketing activities, almost like a ‘spring therapy’ for our brands.”

In addition to Festina Group, a number of other companies will either return to inhorgenta europe in 2010, or exhibit at the show for the first time, among them the brands Dugena and Davidoff, under new management by Nova Tempora, as well as Esprit, now a part of Swiss Marlox AG, presenting its products on 425 square meters. Furthermore, the world’s leading manufacturer of crystal jewellery, Swarovski, will also return to the Munich-based exposition. And last but not least, Frédérique Constant, Aerowatch, Niessing and the German Watch Making Academy Glashütte will exhibit their latest models in Munich.

Messe München GmbH  
Marketing & Kommunikation  
Konsumgüter  
Messegelände  
81823 München  
Deutschland

Tel (+ 49 89) 9 49 - 2 06 10  
Fax (+ 49 89) 9 49 - 97 2 06 10  
[Maud.Hoff@messe-muenchen.de](mailto:Maud.Hoff@messe-muenchen.de)  
[www.inhorgenta.com](http://www.inhorgenta.com)

Other exhibitors have decided to considerably increase the size of their exhibition booth, such as traditional watch company Junghans or jewellery manufacturer Pandora, represented at the 2010 show with an exhibition stand twice the size of the prior year.

A total of about 70 exhibitors from 15 countries will be welcomed to the upcoming inhorgenta europe either as event newcomers or returnees. After Germany, the following countries provide the most new exhibitors: Poland, Great Britain and China; yet there are also new exhibitors from countries such as the United Arab Emirates, India and the USA. Due to these positive registration numbers the trade fair management estimates close to 1,200 exhibitors and 30,000 trade visitors from all over the world at the 2010 event.

For more information please go to [www.inhorgenta.com](http://www.inhorgenta.com)

Contact:

Messe München GmbH  
Marketing & Communications inhorgenta europe  
Maud von Hoff  
Messegelände  
D-81823 Munich  
Tel.: +49 (0) 89 949 -20 610  
Fax: +49 (0) 89 949- 97 20 610  
[Maud.Hoff@messe-muenchen.de](mailto:Maud.Hoff@messe-muenchen.de)

Talk of Town. Wächter & Wächter  
Nikola Hägele  
Grimmstraße 3  
D-80336 Munich  
Tel. +49 (0) 89 74 72 42 -36  
Fax +49 (0) 89 74 72 42 -40  
[n.haegele@waechter-waechter.de](mailto:n.haegele@waechter-waechter.de)

9/MK/vH

Messe München International (MMI)

Messe München International (MMI) is one of the world's leading trade-fair companies. It organises around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events in Munich. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and South America. Via its six subsidiaries – in Europe and in Asia – and 64 foreign representatives actively serving over 90 countries, MMI has a worldwide business network. Environmental protection and sustainability are key priorities in all MMI's operations, at home and abroad.

Further information: [www.messe-muenchen.de](http://www.messe-muenchen.de)