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Final Report

Golden Times: inhorgenta 11 enjoys another visitor record

- More than 32,000 trade fair visitors from 79 countries
- Very positive response to new exhibit hall structure
- Design concept generates atmospheric environment
- Successful premiere of the inhorgenta award

inhorgenta 2011 received the best ratings from exhibitors and visitors since the first customer poll held by TNS Infratest in 1996. With more than 32,000 visiting industry professionals from 79 countries the trade fair for jewellery, watches, design, gemstones and technology experienced an increase of more than 2 percent, resulting in another visitor record. A third of the trade fair visitors hailed from abroad. The largest increase of visitors came from Austria, Turkey, Switzerland, the Czech Republic, Hungary, France, Ireland, USA, Sweden, and Luxemburg. 1,116 exhibitors from 36 countries covered a net exhibit space of 31,500 square meters, representing an increase of 2 percent compared to the prior year. Overall, inhorgenta extended across 66,000 square meters in six halls at the New Munich Trade Fair.

The mood among exhibitors and trade fair visitors was very positive. One of the primary reasons was inhorgenta's new exhibit hall structure, offering the best possible navigation among the wide-ranging, high-quality selection of products and services. In addition, the trade fair provided an accurate reflection of the latest market movements and trends in the jewellery and watch market by focusing on the topics "Lifestyle" and "Engagement and Wedding Rings". According to statements by exhibitors and visitors the positive economic trend was also very noticeable. Many exhibitors praised the high frequency of visitors and experienced a high level of order activity at the Munich-based event. They also stated that they were expecting a promising degree of follow-up business after the trade fair.

The positive feedback to inhorgenta is also evident in the poll held by TNS Infratest during the event. 64 percent of the visitors rated inhorgenta very good to excellent; an additional 32 percent rated it good (prior year: 54%/ 37%). 94 percent praised the comprehensiveness and wide range of the selection. 89 percent of the visitors and 82 percent of exhibitors stated that they considered the transparency or industry segmentation good to excellent.

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One highlight of this year's inhorgenta was the first presentation of the inhorgenta award. Messe München GmbH honours extraordinary innovations from the jewellery and watch industry with this high-calibre award, consisting of nine categories, including Contemporary Design, Lifestyle Brands and Timepieces. A Lifetime Achievement Award was presented to Dr. Ruth Reisert-Hafner, who acted as a pioneer in the jewellery industry by motivating generations of jewellery designers and artists to experiment with design and techniques.

The completely redesigned concept successfully reached its goal to create an atmosphere tailored to the industry, and generated a new emotional atmosphere for inhorgenta. This was further supported by exclusive networking services, such as the Jewellery Cocktail, the Drachenfels Charity Event, or the After Work get-togethers at the West Entrance.

Klaus Dittrich, Chairman & CEO of Messe München GmbH: "We are very pleased that exhibitors and trade fair visitors appreciated our efforts to develop inhorgenta into a market- and trend-oriented event. We will continue to consistently expand inhorgenta's position as THE trend barometer for the entire jewellery and watch industry."

Statements:

Frédérique Constant Germany GmbH & Alpina, Uwe Geisser, Area Manager:

"The move from hall A1 to hall B1, and the associated expansion of our trade fair exposure, was a good decision. We gained positive attention, which also resulted in positive sales. This new exposure was also important for our second brand, 'Alpina'. Overall, we think that inhorgenta gets stronger and the visiting industry professionals tend to appreciate it more every year."

Fossil Europe GmbH, Christian Coenen, General Manager:

"We can rate this event very positively; customer frequency was high throughout. Until the last day we had continuously scheduled customer meetings, among them many key accounts. The new exhibit hall structure, the focus on Lifestyle, the improved event character, and the increased international character of the trade fair work very well for us. We are pleased that the trade fair is going in this direction."

Meissen Manufaktur, Dr. Christian Kurtzke, Chairman & CEO:

"We are overwhelmed by the positive response to our new Meissen Collection by Germany's most important jewellers."

MüllerKälber GmbH, Holger Müller, General Manager:

"We are very happy about receiving an inhorgenta award. This is a great validation of our long-time research and our goal to always be among the frontrunners and trendsetters. Most of our

customers are from German-speaking territories. Thanks to inhorgenta, however, we have also gained very good business contacts in Ireland, Denmark and Switzerland.”

Ph. Hahn Söhne, Dieter Hahn, Owner:

“Demand has increased despite the confusing pricing situation in the market. By presenting the entire process of diamond finishing we were able to gain a number of new customers. Our results are considerably better than last year. Overall, we are very pleased, particularly because we were able to make many new foreign contacts. We observed that more and more international buyers come to this trade fair.”

Raymond Weil, Norbert Jensen, General Manager Näher & Jensen:

“The mood and atmosphere at the trade fair were very positive. inhorgenta’s new event character was very well received.”

Swarovski (Germany) GmbH, Holger Beckers, Head of PR Communication:

“Visitor frequency and ordering activity were excellent at this year’s inhorgenta. Too bad I was unable to see more of the trade fair myself this year. The influx of visitors at our exhibit booth was simply too high.”

Thomas Petsch, Wild & Petsch, Owner:

“inhorgenta has a great infrastructure. Congratulations on the new exhibit hall design. The trade fair offers the ideal environment. I particularly liked the special exhibition at the Dreher Lounge.”

Wilde Eheringe, Marion Knorr, Designer:

“The focus on wedding rings was very evident. This topic is becoming increasingly important, thus the trade fair’s decision was the right one. The visitors were high quality and professional, and they are beginning to purchase more. Visitors from foreign countries, in particular, have become bolder. I was very happy to see that after many years of absence there were even buyers from the USA. I was able to gain new customers from the USA, Korea, Ireland, Denmark and the Netherlands.”

Stephan Lindner, Juwelier J.B. Fridrich, Munich:

“inhorgenta is the most important trade fair for German and European jewellers. It is an indicator for the entire business year. Jewellery manufacturers and designers have the space and opportunity to present themselves in all their facets. The atmosphere at the trade fair is pleasantly relaxed. Overall, jewellers need to present themselves more as brands – and inhorgenta provides the perfect motivation.”

Heinrich Kolkmeier, Juwelier Heinr. Kolkmeier, Osnabrück:

“inhorgenta sets trends and is essential for retail. Whatever consumers purchase, can be found at this event in Munich. The trade fair is very well organized; it is easy to gain new business contacts. You'll not only encounter large, well-known manufacturers, but also private jewellery suppliers.”

Karl-Eugen Friedrich, President Bundesverband der Juweliere, Schmuck- und Uhrenfachgeschäfte e.V. (BVJ):

“A visit to inhorgenta is a highly efficient activity for retailers. Supply negotiations can be completed in a professional environment without wasting time or having to deal with travel. At this event jewellers can find the ideal environment for promising business activities. Watch and jewellery retail experienced a positive start into the year 2011 and we can assume that this will continue thanks to the inspiration and innovations provided at inhorgenta.”

Thilo Brückner, General Manager Bundesverband Schmuck und Uhren:

“The frequency of visitors was very positive this year – this always makes the exhibitors happy. A lot of attention was paid to the many innovations. The new hall structure shows that the trade fair recognized the signs of the times and applied them very well. The focus on wedding rings, in particular, received very positive feedback. If you consider the positive sales statistics we can say that the German market has successfully reached its turnaround.”

Jörg Lindemann, General Manager Bundesverband der Edelstein- und Diamantindustrie:

“The gemstone exhibitors are also aware of the positive economic climate. Customers are once again focusing on quality. The upward trend in the market is very evident. And inhorgenta offers hope that this trend will continue during 2011. The new structure in hall C1 was very successful. Our exhibitors from Idar-Oberstein always enjoy coming back to inhorgenta.”

inhorgenta 2012 will be held from February 10th to 13th, 2012 at the New Munich Trade Fair.

For more information, please go to 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