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Easy On The Eyes, Critical For Business:

Focus at inhorgenta europe 2010 zooms in on good and innovative design

From February 19th to 22nd, 2010 inhorgenta europe will once again open its doors at the New Munich Trade Fair, and exactly for the 37th time. Despite the difficult global economic conditions visitors to the EU's largest trade exposition for watches, jewelry, gemstones, pearls and technology can look forward to another exciting show and an extensive product selection, evidenced by positive registration numbers: close to 1,200 exhibitors from 45 countries will participate. In addition, just like last year, Messe München GmbH expects approximately 30,000 international trade show visitors. These visiting industry professionals will be able to get up close and personal to the latest innovations in six halls with a total of 64,500 square meters of exhibition space at inhorgenta europe. Thanks to its early date this exposition is considered a key barometer for the future development of demand for watches and jewelry for the entire year.

The upcoming inhorgenta europe will focus on "Design". There will be special exhibitions, such as by the famous Antwerp "Silver Museum Sterckshof" in hall C2, where visitors will also find the new areas "Design Porcelain" and "Silver Objects". Furthermore, the hall was redesigned: due to a new concept for the "Designer Avenue", a platform for Innovation Award competitors, the center of the hall will host not one but two market places. The goal is to further improve networking between jewelry creators, manufacturers, retailers and customers.

Armin Wittman, Exhibition Director inhorgenta europe, underlines the significance and topicality of good design: "Today's customer sets great store by the option of expressing one's own personality with jewelry. Excellent design has become the pivotal point for jewelry retail. Even traditional manufacturers are increasingly starting to combine their technical expertise with innovative design". The topic of design has been one of inhorgenta europe's particular strengths for a long time, and not just in "Design Hall" C2, which has become an international hallmark for this exposition. This is a platform unique throughout the world, for distinctive designer jewelry and jewelry design, where more than 300 exhibitors show their pieces on 10,000 square meters of exhibition space.

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The international jewelry scene is very familiar with the **Innovation Award** by inhorgenta Europe, a competition endorsing the new generation of jewelry designers, presented annually since 2000. On the occasion of the award's anniversary there will be a "virtual exhibition" parallel to inhorgenta Europe, presenting the award-winning pieces by jewelry designers from the last ten years online. Within the last few years the Innovation Award has established itself as one of the world's most important honors: close to two hundred designers from all over the world are planning to enter the competition endowed with € 2.000 in the anniversary year. The award will be presented in the categories Jewelry, Platinum, and Silver Objects.

Hall A1 at inhorgenta Europe proves the exposition's great expertise in the area of watches and clocks. Fashion and lifestyle watches, as well as classic manufacturers or high-end, high-quality watches, as well as watch bands are found in this area. The central highlight of this hall is the "Brand Avenue", where labels such as Casio, Fossil, Sector, Skagen, and many more will exhibit their products, including manufacturers such as Dugena under new management by Nova Tempora, or Esprit with the Marlox Company. Another company to return to inhorgenta Europe is the Festina Group with its brands. In addition, the "Forum German Zeitgeist" will present an impressive exhibition by manufacturers of mechanical watches, among them many small, yet sophisticated watch making companies.

Hall B1 hosts the Platinum Forum in an exclusive ambiance. This exclusive market segment has its own, unique platform in this area. More than 20 top manufacturers from all over the world present their collections. This hall is also the location for other manufacturers of particularly valuable jewelry, such as the companies Meister, Schoeffel, Frey Wille, or returnee Niessing. Hall B1 also hosts estate jewelry. In addition watch manufacturer Junghans will considerably increase the size of their booth in this hall.

In **hall B2**, however, focuses on popular jewelry brands in particular - this is where well-known companies such as Pandora, Trollbeads, or Monomania will exhibit, some of them on considerably expanded booths. A new exhibitor in this area is renowned crystal jewelry manufacturer Swarovski.

Hall C1 offers a comprehensive exhibition of gemstones and pearls. The trade show management expects more than 200 exhibitors, among them renowned names such as Groh & Ripp, Ph. Hahn Söhne or Wild & Petsch from the gemstone segments, as well as Otto Blumenschein or Hashimaru from the pearl segment. Furthermore, visitors can look forward to the special exhibition "150 Years German Gemstone Museum", featuring extraordinary specimens from the long precious stone history of the city of Idar-Oberstein. In addition, the gemstone design competition for newcomer talents, "mineralART" will again be held, this time with the motto "Adventure Jasper".

Creative design with gemstones is also the central topic of the special exhibition "Stone Matters" by the Universities of Trier (Germany) and Lappeenranta (Finland).

Last but not least, **hall A2** will present key innovations from the technology sector. Experts from the areas of machining, tooling, inventory management software and security technology, as well as jewelry packaging, store design, display and packaging concepts will present their products and services.

The multi-faceted **side event program** of inhorgenta europe offers practical seminars, panel discussions with high-caliber participants, and interesting special exhibitions – a definite must for any visiting industry professional. Topics include "Shop Design" or "Improving Sales – Tips and Tricks for Jewelers". To complement the key topic of "Design" the seminars include "Fashion and Jewelry – Trends 2010" or "Strategic Design – industry and retail management for demand-oriented business operation". All presentations are in German with simultaneous translation into English. Additional details on the seminar and side event program will be posted in the near future at www.inhorgenta.com

inhorgenta europe 2010 is held from Friday, February 19th to Monday, February 22nd. The exposition is open every day from 9.00 am to 6.00 pm, except on Monday until 5.00 pm. In addition to the West Entrance visitors will this year also have access via the North-West Entrance with direct connection to the parking garage. A day ticket for industry professionals is 19.00 Euro on site; visitors can also purchase discounted tickets online. Online registration is also available.

For more information, please go to www.inhorgenta.com

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Messe München International (MMI)

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Further information: www.messe-muenchen.de