



Messe München  
International

[www.inhorgenta.com](http://www.inhorgenta.com)

TIME FOR EMOTIONS  
VALUABLE OPPORTUNITIES

MUNICH, 19-22 FEBRUARY 2010



inhorgenta  
europe 2010



**Meister GmbH, Theo Meister, Owner:**

“Thanks to positive ordering activity and sales we absolutely reached the goals we envisioned for the show. We remain at last year’s level. The entire event was suffused by an underlying positive atmosphere.”

# AT THE RIGHT TIME— AT THE RIGHT PLACE

## INHORGENTA EUROPE 2010

From February 19th to 22nd, 2010 the jewelry and watch industry will get together at the first important order event of the year—at inhorgenta europe. Europe's leading trade show offers the perfect opportunity to present your innovations to tens of thousands of interested buyers from Germany and abroad at the beginning of the season. After all, wherever trends play a leading role, timing is also of the essence.

Jewelry and watches, design innovations and traditional craftsmanship are presented at inhorgenta europe to a competent industry audience ready to place orders. The appropriate event atmosphere provides the perfect framework for a professional dialogue. This is the place where contacts turn into partnerships with future opportunities.

As an exhibitor you will also benefit from the synergy effects of the multi-faceted product and brand spectrum: the unique mixture of lifestyle and precious assets, fashion and technology, inspires visitors again and again to open their minds to new offerings.

All this turns inhorgenta europe into a fascinating and multi-faceted event no other EU jewelry and watch exposition can match. A promise of success for exhibitors!

**Book your trade show appearance now—  
and be part of the event where new trends are set.  
At inhorgenta europe, 19-22 February 2010!**



**Junghans Uhren GmbH, Matthias Stotz and Werner Wicklein, General Managers:**

“After a few years of abstinence we returned to inhorgenta europe. Since the corporate ownership of the traditional brand Junghans has been in new hands as of the beginning of February we wanted to take the opportunity to once again get up close and personal with the retailers and provide a new perspective on collaboration with our company. This worked very well. We enjoyed very positive meetings and a gratifying ordering situation. The trade show organizers kindly assisted us with our short-notice return to the event. We were very pleased with the organization and our location.”



# AHEAD OF ZEITGEIST— CLOSER TO THE CUSTOMER

## INHORGENTA EUROPE 2010— INDUSTRY FORUM WITH ADDED VALUE

**Leading design event:** inhorgenta europe enjoys international recognition as the Number 1 in the area of jewelry design. Young designers as well as established brands are able to present their creations to a wide-ranging, interested audience of professionals. The trade show also endorses ground-breaking jewelry design with the help of a number of forums, special exhibitions and awards.

**Market success for brands:** traditionally, license-produced and branded watches have been at the hub of inhorgenta europe—in 2009 more than 70 watch companies were on location. Many well-known names from the premium segment return to the trade show year after year. In addition, a large number of lifestyle-oriented brands use inhorgenta europe to present their latest collections.

**Exclusive business atmosphere:** inhorgenta europe is a true industry show and is open exclusively to professional industry and market representatives—the ideal environment for targeted contacts and successful orders.

**Gateway to international markets:** inhorgenta europe continues to gain importance and popularity among foreign visitors. The rate of international visitors was at more than 30% in 2009. This high level of attraction considerably simplifies business planning for exhibitors who want to tap additional markets and sales potential in Central and Eastern Europe.

## 11 BENEFITS AT A GLANCE

- premiere location—first and important guide into the new season
- centralized forum for decision makers throughout Europe with a high order volume
- a leader among trade shows—for industry professionals only
- in 2009 close to 30,000 visitors from 79 countries came to see the latest offers by ca. 1,200 exhibitors
- plenty of space for successful business—64,500 m<sup>2</sup> exhibition space in six modern exposition halls
- optimal navigation for visitors thanks to clearly designated themes throughout the exhibition halls
- attractive platform for manufacturing and finishing technologies
- comprehensive selection of packaging, store design, and gemstone products
- modern, friendly business environment in one of Europe's top exposition cities
- excellent accessibility—central location in Europe with many direct flights
- extensive, well-priced hotel selection



Bundesverband der Edelstein- und Diamantindustrie e.V. (Federal Gemstone and Diamond Industry Association),  
Jörg Lindemann, General Manager:

“Considering the economic situation, Carnival, and the weather, the majority of the companies were very pleased with the trade show. There was no true manifestation of any crisis atmosphere. inhorgenta europe is a great platform for emphasizing the enduring value of our products. The gemstone hall C1 has become an established component of the event with a wide-ranging product selection.”



# TIME FOR YOUR CUSTOMERS— A GUARANTEED INVESTMENT

## CONVINCING RESULTS— FACTS 2009

In a rather difficult market environment inorgenta europe 2009 elicited consistent positive responses from exhibitors and visitors. The 2010 trade show is expected to once again set strong signals—and thus ensure a high degree of success for you, the exhibitor!

### High level of satisfaction among visitors:

Rated "excellent" to "good"\*:

inorgenta europe 2009 overall	93%
Completeness and range of selection	90%
Clarity/segmentation	88%
Seminar program for retailers	87%
Internationality of exhibitors	84%
Leading trade show character	84%
Presence of market leaders	78%

### High ratings from exhibitors:

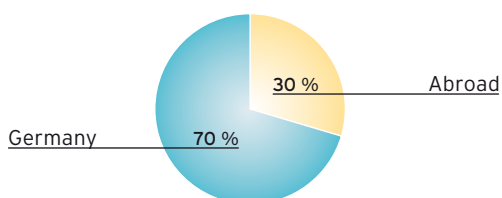
Rated "excellent" to "good"\*:

inorgenta europe 2009 overall	61%
Repeat participation	90%
Trade show atmosphere	83%
Clarity/segmentation	82%
Leading trade show character	71%

### Visitor Statistics

Registered industry visitors: 27,283

Nationalities:



### Visitors from new EU countries (excerpt)

Czech Republic	278
Hungary	246
Slovenia	177

\* TNS Infratest

## EVENT

37th International Trade Fair for Watches, Clocks, Jewellery, Precious Stones, Pearls and Technology

**Open only to industry professionals**

### Dates

19-22 February 2010

Friday to Sunday: 9 am to 6 pm

Monday: 9 am to 5 pm

### Location

New Munich Trade Fair Centre

64,500 m<sup>2</sup> in halls

A1, A2, B1, B2, C1, C2

### Participation Fees

Registration Fee	EUR 300
Row stand	EUR 183/m <sup>2</sup>
Corner stand	EUR 195/m <sup>2</sup>
End stand	EUR 198/m <sup>2</sup>
Island stand	EUR 199/m <sup>2</sup>

## MUNICH—METROPOLITAN CITY IN THE HEART OF EUROPE

Among Munich's world-renowned qualities is foremost its hospitality—and you should not neglect to experience it. The Bavarian Capital welcomes visitors not only with an unmatched openness and friendly atmosphere, but also offers many attractions, museums and theaters, castles and famous boulevards, to name just a few.

A centrally located, leading European exposition city, Munich is easy to reach. A large number of hotels throughout the city offer plenty of accommodations in all categories and at cost-effective prices.

### Range of Exhibits

- watches and clocks
- jewelry, estate and designer jewelry
- gemstones
- pearls
- silver goods
- jewelry boxes and cartons
- watch bands
- workshop tools and equipment for watchmakers, goldsmiths, and jewelers
- store design
- technology and services
- data processing, software

### Registration Deadline

1 July 2009





**CASIO Europe GmbH, Andreas Schult, Sales Manager:**  
"We came to Munich with limited expectations and were surprised that we actually exceeded last year's great results. Our industry seems to be exempt from the current turbulences. We had more than 400 meetings with retailers at our booth. For a Japanese brand like us in horgenta europe is the most important key to German retail."

# GLOBAL COMMUNICATION— AS PRECISE AS A WATCH

## TRADE SHOW MARKETING— ACTIVE INTERNATIONAL EXPOSURE FOR YOU

### Maximum exposure in the media, strong magnet for industry professionals:

Our active communications strategy guides the eyes of the industry onto inorgenta europe 2010—long before the event itself. The Messe München Team applies all facets of its extensive marketing portfolio to do so. Global and effective.

### A central focus is on direct communication with trade show visitors:

The international marketing program includes multi-stage promotional campaigns with advertisements, brochures, mailings, e-mailings, and newsletters. At the same time, Messe München's unique network actively generates a high level of interest throughout the world of watches and jewelry. Close cooperation with leading publishers, radio, and television producers guarantee excellent publicity. In addition, inorgenta europe also enjoys a wide range of internet exposure.



You as exhibitor can participate in many of inorgenta europe 2010's activities—and profit from its marketing power on an individual level; for example, with the help of promotional material for your customers, or PR information on your latest products.

## INHORGENTA EUROPE GOLDCARD



More than 5,500 trade show visitors already enjoy the privileges of GoldCard membership. They are as exclusive as the look of the card promises:

- complimentary event access without waiting in line
- access to the GoldCard Lounge
- attractive discounts at event restaurants and for car rentals

As a customer loyalty program the GoldCard provides clear benefits for exhibitors as well. The registered members of the community will maintain long-time contact with the inorgenta europe team, and are kept up to date with information, such as the industry newsletter.

Detailed information is available at [www.inorgenta.com](http://www.inorgenta.com).





Raymond Weil S.A., Norbert Jensen, Alexander Näher, General Managers:  
"It is very important for us that all types of retailers from the German-speaking regions are accessible in Munich. We are here for the second time and are able to post yet another great success. Visitors to this event can really look forward to a high-caliber ordering experience."

# INDUSTRY PORTAL— OPEN 24 HOURS A DAY

Nine languages, more than 110,000 hits per year, and always up-to-date—inhorgenta europe's internet presence clearly proves the international importance and acceptance of the event. The interactive portal provides an easily navigable structure with all important information for exhibitors, visitors, and the media.

Buyers and sellers continuously use [www.inhorgenta.com](http://www.inhorgenta.com) as a platform for dialogue—even before and after the trade show. At the click of a mouse you can make new contacts and business connections. Around the world and around the clock. Your entry into the exhibitor database guarantees permanent exposure of your contact data to potential customers—your brand is always present online.

## INHORGENTA EUROPE ONLINE— THE SERVICE NETWORK: [www.inhorgenta.com](http://www.inhorgenta.com)

### For Exhibitors:

- online ordering of catalogue entries
- news ticker and newsletter with industry reports
- exclusive presentation options, product and brand descriptions, banners, hall layout plans, etc.

### For Visitors:

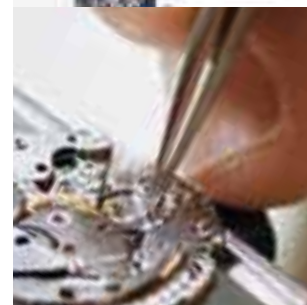
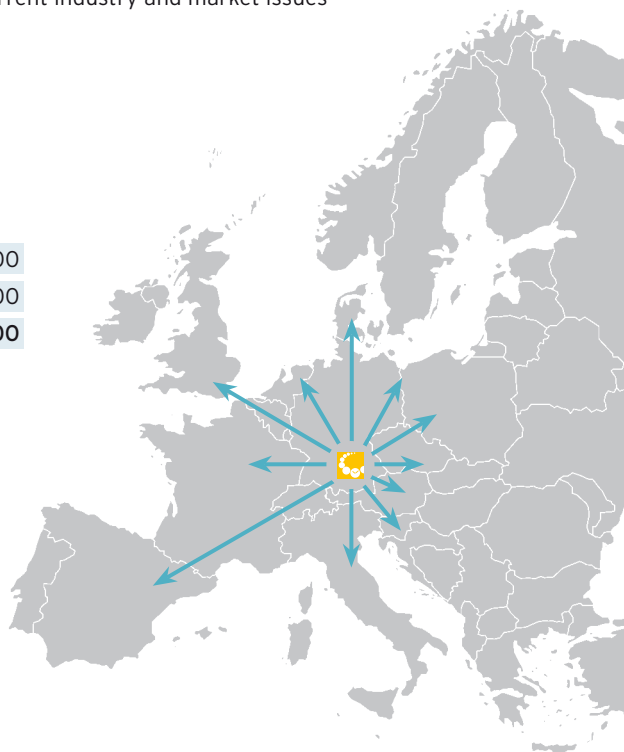
- exhibitor database with product and brand listings
- online registration
- ticket and catalogue orders
- up-to-date side event program information
- e-mail newsletter with reports on current industry and market issues

## THE EUROPEAN MARKET— OPEN AND WAITING FOR YOU

### 766 million people

EU 2010:	494,000,000
+ Other European Nations:	272,000,000
<b>Europe Overall:</b>	<b>766,000,000</b>








(Source: Statistisches Bundesamt and Eurostat)





37th INTERNATIONAL TRADE FAIR FOR WATCHES,  
CLOCKS, JEWELLERY, PRECIOUS STONES, PEARLS  
AND TECHNOLOGY



-  A1 watches and clocks, watch bands
-  A2 technology, watch and jewelry boxes, cartons
-  A2 jewelry, gemstones, silver goods
-  B1 watches, jewelry, estate jewelry,  
special national exhibits: Italy, Platinum Forum
-  B2 jewelry, silver goods
-  C1 gemstones, pearls, seminar area,  
special international exhibits
-  C2 designer jewelry

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