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Press Release

INHORGENTA MUNICH 2015 Events Program

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Impulses and Ideas for the Industry

This year's INHORGENTA MUNICH will open its gates from 20 to 23 February 2015. During these four days, visitors can look forward to a comprehensive and informative events program in Hall C2 "Contemporary Design & Vision" at the Munich exhibition grounds. The focus will be on current trends, future marketing tools and the question as to how jewelers can establish themselves as brands.

"In numerous lectures and discussion panels, INHORGENTA MUNICH 2015 will offer an interdisciplinary platform for ideas and communication, just like its previous editions", explains Renate Wittgenstein, Product Manager of INHORGENTA MUNICH. "We provide an outlook on the future market development and suggestions as to how to respond to it today."

On Friday 20 February 2015 the program will start at 11.00 a.m. with a lecture by Dr. Laurent Cartier from the Swiss Gemological Institute SSEF on the topic of pearls. From 1.00 p.m., Claus Rau, Marketing & Sales Director of spheroVision in Stuttgart, will give insights into new presentation techniques for jewelers in his lecture "Interactive 360° presentations and virtual tours in the jewelry store". Gert van de Keuken, Creative Director at Studio Edelkoort, Paris, will talk about the future trends in 2015 / 2016. Prof. Dr. Stefan Hencke, CEO Convensis Group in Stuttgart, will examine the question of how the jeweler can get established as a brand, and Dr. Katrien de Corte, Chief Officer Education HRD Antwerp in Belgium, will deal with the topic "Synthetic diamonds, what's in a name?". Finally, Laura Kestel, Speaker of the German consumer research association GfK, Nuremberg, will shed light on the trends in the 2014 watches market.

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Saturday will start at 9.30 a.m. with the Second International Pearl Forum, the slogan of which is "Pearl design and fashion" this year. The Forum will be presented by Dr. Laurent Cartier and animated through lectures on the current developments in the pearl industry. The lectures will be given by pearl producers, jewelers, dealers and scientists, providing comprehensive insight into the world of pearls. The contribution series at the Inspiration Lab Symposium will be opened by Matthias Stotz, CEO of the watch factory Uhrenfabrik Junghans GmbH, on Saturday at 1.00 p.m. with the lecture "Junghans – tradition and history made in Germany". Another subject of debate will be successful establishment on the international market as well as an introduction into "Fair Trade Gold in Germany". The range of topics with regard to "Wearable technology" will cover wearables, smartwatches and the sustainable design of wearable technologies in the jewelry and timepieces segment - rounded off by a panel discussion of all speakers with the participation of the audience.

The Future Marketing Summit will be inaugurated on Sunday 22 February 2015 at 10.00 a.m. under the direction of Prof. Dr. Stefan Hencke who will elucidate the question "Smartwatches – opportunity or risk?". Frank-Michael Müller, CEO Responsio GmbH, will provide an overview of the current market situation of smartwatches. The trend expert Irmie Schüch-Schamburek will give a lecture on wearables as fashion accessories, and Marc Czemper, Sales Manager WATCH Division Casio Europe GmbH, will talk about "Innovations in the world of watches - opportunities for the specialized watch trade".

At 12.00 noon, Peter Welchering, a journalist from Stuttgart, will provide insight into the topic of "Social media for jewelers". At the "markt intern" panel discussion, the important issue "Will the independent specialized trade soon be redundant?", which is currently a hot topic for the market and the retail trade, will be controversially discussed. The panel discussion will be presented by Dipl. Ing. Monika SchlöBer and Sandra Kinder, editors-in-chief at the publishing house "markt intern Uhren & Schmuck". The participants are experts from the jewelry and watches segment.

On Monday, at the end of the Events Program, the designer Karin Hoffmann will illuminate the topic of "Gold jewelry pressed three-dimensionally".

The exhibitors and visitors of INHORGENTA MUNICH are cordially invited to attend all the events. You will find the detailed Events Program as well as further information under:

<http://www.inhorgenta.com/en/portal/cn/Eventsprogram>

Messe München International

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