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Press Release

INHORGENTA MUNICH Expands International Network

Conclusion of Partnership with Watch & Clock Fair

INHORGENTA MUNICH enters into a partnership with the China Watch & Clock Fair (CWCF) – one of the biggest trade shows for watches in the world. This step will further strengthen the international orientation of INHORGENTA MUNICH and its presence in the watches segment. "In this dynamic growth market, our cooperation will open up many perspectives for us," states Klaus Dittrich, Chairman of the Board of Management of Messe München.

Stefanie Mändlein, Exhibition Director of INHORGENTA MUNICH, and Zhu Shun Hua, Chairman of the Shenzhen Watch & Clock Association signed the cooperation agreement on 24 June 2015. As a result, the trade show is now the official co-organizer of an international pavilion at the China Watch & Clock Fair 2016, which will take place from 23 to 26 June 2016 in Shenzhen. Moreover, the two partners will present themselves at the trade show of the respective other partner.

The new cooperation will be visible for the first time at the next INHORGENTA MUNICH from 12 to 15 February 2016. A Chinese delegation of exhibitors and members of the Shenzhen Watch & Clock Association will travel to Munich.

Plans are to expand this cooperation venture in the long term: "Not only does this cooperation agreement allow us to enlarge our global network by an extremely important industry partner, but also to accompany our exhibitors ideally when venturing into the Asian market in the future", explains Exhibition Director Stefanie Mändlein.

The CWCF is the largest trade show for watches on the Chinese mainland and one of the most important ones worldwide. It also benefits from this cooperation

Corinna Feicht
Trade Fair PR Manager

Phone: +49 89 949-21477
corinna.feicht@messe-muenchen.de

Messe München GmbH
Messegelände
81823 München
Deutschland
www.messe-muenchen.de



and jointly with INHORGENTA MUNICH commences to build up a jewelry and design segment within its product offer. "INHORGENTA MUNICH will be a decisive enrichment for the forthcoming CWCF 2016," states Yang Jing Wen, Managing Director of the China Watch & Clock Fair. "We are looking forward to a successful partnership."

Messe München International

Messe München International is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.