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**Press Release**

## **Innovations for the Watch Exhibition Hall A1**

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### **INHORGENTA MUNICH strengthens the watches segment by an entirely new hall concept.**

**The theme of watches has been an essential part of INHORGENTA MUNICH for more than forty years. Well-established watchmaking companies, relevant lifestyle brands and innovative newcomers will present themselves for the first time in Hall A1 with its entirely new conceptual and architectural arrangement from 12 to 15 February 2016, thus increasing the attractiveness of a visit to the trade show for exhibitors and visitors alike.**

"The new hall concept comprises an ideal lighting design and attaches the greatest importance to high-quality materials and noble design," explains Klaus Dittrich, Chairman and CEO of Messe München: "The elegantly designed aisles accommodate additional presentation spaces for the highlights of the exhibitors. After having been completely remodeled, Hall A1 features an optimum ambiance for both exhibitors and visitors." That is how the new Hall A1 becomes a place for communicative encounters and inspiring exchange.

The conceptual design of the halls is incumbent upon Stefanie Mändlein. As Exhibition Director of INHORGENTA MUNICH she is responsible for all measures leading to a more effective presentation of the important watch segment in the future. "It is indispensable that the brand environment is in harmony with the hall atmosphere. We would like to offer our exhibitors the best possible synergy effects and are committed to optimizing the presentation of the individual watch manufacturers and to increasing the focus on the value of their products", states Stefanie Mändlein. "The newly designed Hall A1 with focus on

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the watches segment now creates an optimum setting for the exhibitors. On the other hand, visitors have the possibility of gaining an overview of the manufacturers and collections within the shortest possible time."

In addition, the Supporting Program of INHORGENTA MUNICH 2016 features many interesting topics around watches: Industry experts will give lectures on topical and relevant themes such as smartwatches and fake products. The Watch Innovation Forum, an interactive exhibition space in Hall A1, will be dedicated to the world of watches. In lectures and presentations, visitors will learn about everything related to the current developments and trends in the industry.

Exhibitors like Bruno Söhnle, Junghans, the ILP Group with the brands Ebel, Louis Erard, Montegrappa, Christian van der Klaauw will enrich the trade show with their new products again in 2016. R2 Trade, a new exhibitor, will introduce the Swiss brands Albert Riele, Bergstern, Aztorin, Elixia and AM:PM in Munich. Likewise, TT Trendtime GmbH will participate as an exhibitor in INHORGENTA MUNICH for the first time, presenting the brands Daniel Wellington, Henry London and V.O.S.T.

### **Messe München**

Messe München 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 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.