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Press Release

Still on a growth course: INHORGENTA MUNICH 2019 sets new records

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From February 22 to 25, INHORGENTA MUNICH 2019 will stand at the center of the international timepieces, jewelry and gemstones industry. The trade fair is pleased to have been met with success already at the start of the event: With 1,052 exhibitors from 41 countries, it is the fourth time in a row the event has grown. And the timepieces area has seen an increase of roughly 16 percent. In total, the trade fair is pleased to host an additional 191 exhibitors – many of whom come from abroad.

Although INHORGENTA MUNICH 2019 has only just started, one thing is clear: The international trade fair for timepieces, jewelry and gemstones is a success. After all, its growth course continues. The 1,042 exhibitors from 41 countries represent an increase of roughly 2 percent compared with 2018. “We are not only the leading trade fair in Germany, but are also considered one of the largest trade fairs for the timepieces, jewelry and gemstones industry worldwide,” says Klaus Dittrich, Chairman and CEO of Messe München.

While other international trade fairs are struggling with a decrease of exhibitors – especially in the area of timepieces – INHORGENTA MUNICH has experienced a remarkable growth of 16 percent. The renowned Swiss watchmaker Maurice Lacroix returns to Munich after a few years of absence. And Garmin, one of the world’s leading manufacturers of smartwatches and wearables, will be represented at INHORGENTA MUNICH for the first time with its very own booth. In total, the trade fair is pleased to host an additional 252 exhibitors – many of whom come from abroad. Furthermore, many international jewelers announced that they will be attending the trade fair in Munich this year.

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For Klaus Dittrich, Chairman and CEO of Messe München, having a customer focus has been the key to this continued success: “A successful trade fair must recognize and satisfy customer needs for both exhibitors and visitors. It’s also important to develop new ideas and implement these through sustainable concepts.” INHORGENTA MUNICH has been successful in achieving precisely that in recent years.

The noticeable growth in the timepieces area can surely be traced back to the new Watch Boutique at the heart of Hall A1. Even the jewelry shows, INHORGENTA AWARD, and INHORGENTA TRENDFACTORY are among these ideas that quickly grew to absolute highlights that are drawing crowds.

“In the future, trade fairs will remain places where people can meet each other. But they need to be augmented and expanded by digital offerings. This is why we’ll continue to be committed to expanding the reach of our communications platforms,” says Dittrich.

Messe München’s most recent INHORGENTA MUNICH Trend Index has also shown that young people continue to place great value on a personalized experience when they shop. They value trusting their dealers and receiving good advice. Dittrich said: “That is a very positive signal for the industry. If dealers are successful in addressing young target groups and creating an interplay between brick-and-mortar stores and e-commerce, then they have every reason to feel confident.”

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About INHORGENTA MUNICH

INHORGENTA MUNICH, the international trade fair for watches, jewelry and gemstones is the order and communication platform for the industry and reflects the market in all its diversity. Spread over six halls at Messe München, exhibitors from across the globe will present their latest creations. Through its extensive supporting program, comprising the Jewelry Shows, the INHORGENTA FORUM and the INHORGENTA AWARD, the trade fair offers an in-depth overview of international trends and developments. In 2018, the trade fair brought 1,026 exhibitors from 42 countries and more than 27,000 visitors from 70 countries to Munich. The next INHORGENTA MUNICH will be held from February 22 to 26, 2019.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad.

Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.