

Munich, 24. Juli 2023

Press Release

50th anniversary—strong momentum

New hall structure for a brilliant future

- **INHORGENTA seizes the anniversary to set the course for the future**
- **Groundbreaking concepts for growth and synergies**
- **Premiere of the Wedding World**

INHORGENTA is positioning itself for a future-proof transformation with fresh concepts. Europe's leading platform for jewelry, watches and gemstones is experiencing a powerful and inspiring trading-up on its 50th anniversary in 2024. Part of this transformation is a new hall structure, fostering synergies and creating space for growth. Additionally, a dedicated Wedding World will be introduced.

“We are setting the course for a bright future for INHORGENTA. For its 50th birthday, the trade fair will undergo a comprehensive trading-up, and with the new hall structure, we are creating space for growth, particularly in the luxury segment, and are enhancing the visitor experience,” explains Stefan Rummel, Managing Director of Messe München.

The development is driven forward by the trade fair's advisory board:

“Only a strong INHORGENTA will help us exhibitors in the long run. The new concept is bold, sensible and necessary to seize the opportunities arising from changes in the trade fair landscape,” says Bernd Dahlinger, Managing Director of Dahlinger, representing the board. “The anniversary is the perfect time to shape the future. Together with the best infrastructure among all industry trade shows, this gives us excellent prospects.”

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INHORGENTA's new hall structure

Here is what participants can expect next year: the "Timepieces" (A1), "Fine Jewelry" (B1) and "Carat" (C1) halls will remain in their current locations. "Elegance & Lifestyle" and "Technology & Bijoux" will move along with the "Design" hall:

- "Elegance & Lifestyle" (formerly Hall B2) will move with its familiar structure to Hall A2.
- B2 will become the hall for the newly designed "Wedding & Design" areas (formerly part of Hall B1 and Hall C2).
- "Technology/Packaging & Carat/Bijoux" (formerly Hall A2) will move to Hall C2.

This transformation offers several advantages: in Hall B2 "Wedding & Design," the worlds of the new Wedding World and the "Contemporary Design & Vision" section will come together, creating a unique space of inspiration. Hall B1 "Fine Jewelry" will open up further to potentials in the luxury segment, allowing many brands from the waiting list to be integrated. The "Carat" area (C1) can grow in the "Carat/Bijoux" area in the adjacent Hall C2, where it will remain connected with "Technology/Packaging." "Timepieces" (A1) and "Elegance & Lifestyle" (new in Hall A2) will benefit from the overlap in their visitor target groups and themes thanks to the new proximity.

"We are dedicated to supporting the business success of our customers in the best possible way," emphasizes Stefanie Mändlein, Exhibition Director of INHORGENTA. "With new spirit and fresh concepts, we will make INHORGENTA 2024 an outstanding event, reflecting the exceptional craftsmanship and special aspirations of this industry."

More information on INHORGENTA: www.inhorgenta.com

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About INHORGENTA

INHORGENTA MUNICH, Europe's leading platform for jewelry, watches and gemstones is the order and communications 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 INHORGENTA AWARD and the TRENDFACTORY MUNICH, the trade fair offers an in-depth overview of international trends and developments. In 2023, the trade fair brought 802 exhibitors from 38 countries and around 24,000 visitors from 90 countries to Munich. The next INHORGENTA MUNICH will be held from February 16 to 19, 2024.

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, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.